



P2 / PRESIDENT'S LETTER
Meet our new president of the board of directors, Eric Buhler, and read about his vision for the WBCC



P3 / ENSURE ACCESS
WBCC urges protection of the ACA in order to ensure lower-income women get screenings



P4 / BOOT CAMP
Advocates learned how to be effective as clinical trial community partners at this October event



P5 / SA REVIEW
WBCC volunteers will join others to hear an overview of presentations for locals from the Texas Symposium

WBCC Collective Voice



Beyond the Pink Ribbon™

WINTER EDITION 2017

Thank You October Fundraising Partners

WBCC is so appreciative of our corporate and community fundraising partners who stepped up to support us during October, Breast Cancer Awareness Month. Kudos to:

- Carson Wellness, LLC
- Flat Rate Home Services of New Berlin
- Hair Works of Portage
- HerSuppz.com
- Lance Thomas Industrial Artwork
- Medical Weight Loss & Wellness of Oak Creek and Racine
- Park High School of Racine
- St Thomas Aquinas Academy of Milwaukee
- "Think Pink Milwaukee"
- Virginia's Family Salon of Beloit



Alicia Washington-White, organizer of "Think Pink Milwaukee", with WBCC's Sandra Gines at the October event. Alicia has now joined the WBCC's Fund Development Committee.

Wisconsinmade.com

Thank you also to Blue's Egg for its December fundraiser, and to all our Annual Appeal donors.

>> CONTINUED FROM PAGE SIX

Marisa Lange

PCT/Patient Care Technician, Froedtert Memorial Hospital; Childcare Provider, Children's Hospital of Wisconsin

I chose to join WBCC to expand my horizons and help my community. As a young adult and student nurse, I am striving to put myself out there more. I have two grandmothers who have gone through breast cancer. One is a survivor and one passed away eight years ago. I love diving into new learning experiences, especially those that have impacted my life.



UNTANGLING THE SCIENCE OF OBESITY AND BREAST CANCER

“The big take-away, is just move.”

~ Amy Trentham-Dietz

On Oct. 20, WBCC welcomed participants in our 2016 Speaker Forum on “**Obesity and Breast Cancer**” at Columbia St Mary's Hospital in Milwaukee.

Amy Trentham-Dietz (UW-Madison Carbone Cancer Center)

started the evening with an overview of "Obesity and Breast Cancer." While for *premenopausal* women, being obese *probably* decreases breast cancer risk, this is offset by convincing data that for *postmenopausal* women, weight gain and more

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President's Letter

As the WBCC's new board president, I'd like to tell you about myself. I'm a nurse with Aurora Healthcare working in outpatient oncology. My cancer journey started long ago, when I lost one grandmother to breast cancer before I got a chance to meet her, and my other grandmother to the disease in 2002. Sadly, it wasn't but a year later when my mother was diagnosed with breast cancer for the first time.

Time went on, and life was good, until her second diagnosis of another primary breast cancer in 2011. This was when I declared my war on breast cancer. I would stand up and fight for all those women and men diagnosed with this horrible disease. This is why I chose to become President of the WBCC, because I hope to make a difference.

“Our new direction will have greater involvement in research, specifically metastatic disease. From 2000-2013, in the United States and United Kingdom combined, just 7% of the 15 billion dollars invested into breast cancer research went to metastasis. ... While cancer care has come far, we have an incredible amount to do.”

Under my Presidency, I hope to take the WBCC in a new direction to prioritize our fight against metastatic disease. Metastatic disease is the spread of breast cancer to distant organ sites, like the liver, lung, bones and brain. It accounts for 90% of all cancer deaths, and sadly, less than 8% of research even mentions the word metastasis in their grant applications.



The WBCC already is headed in a new direction. This past summer, we worked through Wisconsin's best weather months to map out a new strategic plan. If there were ever a time to get involved or donate to the WBCC, now is that time. We are bringing in new members and board members and intend to leave our mark on Wisconsin. I see great things in our future, but we can't do it alone, we need you. I look forward to working hard for all the women and men out there fighting this disease.

MORE THAN 200 ATTEND THE
2016 RARE CHAIR AFFAIR
RAISING \$37,000 FOR THE WBCC

LIVE BEAUTIFULLY Rare Chair Affair 2016



RCA NOTES

THANK YOU TO OUR SPONSORS
We deeply appreciate the support of our sponsors and corporate donors:

- Eisai
- Froedtert & the Medical College of Wisconsin & the Cancer Center
- Aurora Healthcare
- Genentech
- Advanced Pain Management
- Center for Diagnostic Imaging
- Lohmann & Rauscher
- Herb Kohl Philanthropies
- Tesaro
- Two Men and a Truck
- Wisconsin Club
- Image Dynamix Inc
- Village Ace
- Grande Flowers
- The Forum Restaurant

LEGISLATION EDUCATION COLLABORATION

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RN, Aurora Healthcare

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Sherie Drees
Elementary School Art Teacher,
Hales Corners and Pewaukee

Marisa Lange
PCT/Patient Care Technician, Froedtert Memorial
Hospital; Childcare Provider, Children's Hospital
of Wisconsin

Staff: Executive Director: Sandra Gines

Capitol Advocate: Hayley Young

Chair Pairs Accent Event with Mom and Daughter Sets and Specially Paired Items



“As the Mom of twins, I couldn't bear to see them separated.” ~ Sherie Drees

meant to reflect themselves: “Two pieces of the same puzzle.”

The 2016 Rare Chair Affair on September 30 concluded with a rousing auction of 18 chairs by 15 artists, including several paired sets.

Daughter/Mom team Wendy Carlson and Roberta Williams evoked giraffes on their Parent/Tot rocking chairs, while another Daughter/Mom team (Amanda Schmidt and Ann Scannell) went with a puzzle theme that was

Lindsey Nathan O'Connor painted two children's benches with a Batman and Robin theme signifying courage, and Sherie Drees painted a set of dreamy chairs with a floral flourishes.

The annual auction netted more than \$37,000 for the WBCC and made for an entertaining evening at the Wisconsin Club. View more pictures and updates on our RCA Facebook Page and website. Come get involved with this fun event for RCA 2017!

GOT AN OLD CHAIR?

The WBCC gratefully receives donations of good quality, solid wood chairs for our Survivor Artists to paint. We particularly desire unique, finely designed items. Please contact us if you have one to donate. We occasionally also accept other smaller pieces of furniture, such as side tables or small shelves.

PHOTOS FROM TOP

Clockwise: 1) Survivor Artists gather for a group shot on the steps of the Wisconsin Club; 2) Volunteer of the Year Paula Schulze shows off her plaque; 3) Former Executive Director Dawn Anderson and Board Member Colleen Booth rally bids for Pilar Moller's chair honoring Pat Skowronski.



Carrie Riccobono and Eric Buhler at the Rare Chair Affair September 30

Obesity is linked with many health problems, including breast cancer risk. Three scientists presented a complicated picture of obesity and breast cancer .

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belly fat along with alcohol intake raises breast cancer rates.

Lisa Arendt, Assistant Professor of Comparative Biosciences at UW-Madison in the School of Veterinary Medicine, spoke about "Obesity and the Normal Breast, Enhancing Long Term Risk." Her "cage side" work focuses on generating models in mice that can be used to understand breast cancer. Her findings are that obesity in youth can result in an early loss of myoepithelium, reducing the barrier against progression of invasive carcinomas.

Rulla Tamimi, Associate Professor in the Department of Epidemiology at Harvard, addressed "Body Size Across the Life Course and Breast Cancer Risk." Perhaps counterintuitively, being heavy early in life (adolescence) is associated with a 50% reduced risk of premenopausal breast cancer compared to girls who were lean. Tamimi's conclusion: What your body size is early in life has a lifelong affect in which over-

Obesity and Breast Cancer

weight size is inversely correlated with breast cancer. She notes that we need more studies to understand this mechanism.

WBCC thanks all who participated in the informative event, particularly our speakers listed above and our sponsors, the Cedarburg Junior Women's Club and Columbia St. Mary's Hospital.



Meet Our New Board Members

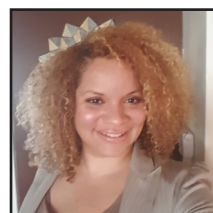
Laura Callen
5th Grade Elementary School Teacher,
Waukesha School District

"I joined the WBCC board because, being a survivor, this cause is near and dear to my heart. I am a young survivor who is currently living 'flat and fabulous,' who is passionate about making sure breast cancer research and information stays in the forefront of the public's mind."



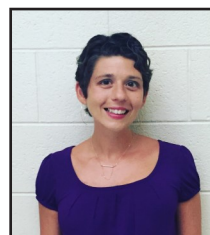
Zandra Clevert
Sr. Administrative Assistant
Office of Academic Affairs
Medical College of Wisconsin

Since her diagnosis at age 42, Zandra finds life to be precious. Zandra's journey with breast cancer has been devastating, transformative, life-altering, scary and galvanizing. Her present concern is for research funding to increase for metastatic breast cancer. "It needs to match levels that align with the percentage of women who have metastatic breast cancer at first diagnosis."



Sherie Drees
Elementary School Art Teacher

"At 35 my life changed completely when I was diagnosed with breast cancer in May of 2015. Throughout my diagnosis and treatment I've been given quite a different perspective on life and a different look into the healthcare system. Married with two young children, my survivorship has fueled a passion in me to do my part to protect others. I want to stand behind WBCC as a passionate advocate for woman and men everywhere."



CONTINUED ON PAGE 8 ...

Ensure Access to Breast Health Screenings

WBCC RELEASES A MEDIA STATEMENT URGING PROTECTION OF THE ACA IN LIGHT OF THE DOWNSIZING OF THE WWWP IN 2015

By the time you finish this paragraph, a new case of breast cancer will be diagnosed. In the United States, a woman will be diagnosed with breast cancer every two minutes. Lawmakers need to remember that access to preventative healthcare isn't just about cost, it's a life and death decision.

For women with little or no access to insurance, the Wisconsin Well Woman Program is supposed to provide cervical and breast cancer screenings at no costs to women aged 45 to 64. But women in Wisconsin are vulnerable, because the 2015 restructuring of the Wisconsin Well Woman Program (WWWP) and now attacks on the Affordable Care Act (ACA) have left women out in the cold.



Cross-section model of cancerous breast

When the Wisconsin Department of Health Services proposed restructuring the Wisconsin Well Woman Program in 2013, one of the common justifications was that other programs such as the ACA could care for the women who might find themselves needing care after the number of coordinators and providers dropped drastically. The number of WWWP dropped from 72 to 13 coordinators who would run "Multi Jurisdictional Agencies". The Department of Health Services has noted a decrease in use since 2015, but says

women are still being served because alternatives are available.

While both BadgerCare and the Affordable Care Act were discussed as alternatives to the WWWP, the premiums under the ACA are often cost prohibitive to women who are eligible for the WWWP. This is because Wisconsin did not accept the federal Medicaid expansion funds, which would have covered many women who struggle to pay for premiums.

In short, lower-income Wisconsin women are more vulnerable to breast cancer and other illnesses because the Well Woman Program was downsized while federal Medicaid dollars were rejected, and a Wisconsin Exchange for Healthcare.gov, which has reduced premiums in other states, was not created.

With the potential repeal of the Affordable Care Act, woman who had to transition away from the WWWP may get lost in the shuffle, and find themselves without access to life-saving screenings from any healthcare system.



Policy Update

The Future of the Affordable Care Act: Next Steps for Advocates By Hayley Young

With President-elect Trump and Congressional Republicans pledging to repeal the Affordable Care Act, millions of Americans are worried they will lose their only access to health insurance. The landscape is unclear, and experts can only guess at what is to come.

For the immediate future, Obamacare remains intact. Insurers are generally locked in contractually for 2017, according to experts. But 2018 could be a whole different story.

While the "repeal and replace" model seems to have gained some popularity among House Republicans, what "replace" looks like is vague. President-elect Trump has said he wants to keep some of the more popular portions of Obamacare, such as the pre-existing condition clause. But the individual mandate, which pays for the pre-existing condition clause, is something he says he wants to remove.

The individual mandate (fining people who don't get health insurance) was always the least popular portion of the Affordable Care Act. But the system depends on young and healthy people participating and diversifying the risk pool so that the risk pool evens out. President-elect Trump's choice of Rep. Tom Price to lead the Department of Health and Human Services is another clear signal to advocates that the Affordable Care Act and the millions of people covered by it are in serious jeopardy. Rep. Price has been a vocal opponent of the ACA among House Republicans. However, large lobby groups, such as the American Medical Association and American Hospital Association, have begun urging Mr. Trump to maintain the ACA's health coverage and to ensure ordinary citizens can afford it.

The WBCC maintains its stand that breast health care requires access to general health care for low-income and all Americans. We urge our supporters who would be impacted by the repeal of the Affordable Care Act to stand up and speak out to protect your healthcare. Go to wibreastcancer.org/legislation/find-my-representative/ to find your federal representatives and tell them to protect the Affordable Care Act and why it matters to you.

Wisconsin Breast Cancer Research and Advocacy Boot Camp 2016 was held at the Medical College of Wisconsin in Milwaukee on October 8, 2016, drawing nearly 50 participants.



Dr. Frank Wilson addresses the audience, flanked by WBCC board members Carrie Riccobono (right) and Kris Miller (far right)

Becoming Informed WBCC co-presents event with MCW

By Kathleen Harris, Policy Committee Member

This full-day educational program drew nearly 50 participants to learn about breast cancer science and advocacy on an introductory level. Organized by a team that included WBCC Policy Committee member Kathleen Harris, the event featured

thoughtful and interesting exchanges between faculty and participants. The WBCC co-presented the event along with the Medical College of Wisconsin, and WBCC board members Carrie Riccobono and Kris Miller were among the panelists.

An example of the collaborative work was a small group breakout session created by Dr. Frank Wilson on evaluating breast cancer clinical research submissions. Faculty members served as discussion leaders and walked participants through the merits and deficits of a sample clinical trial proposal.

Graduates of the program were primed to understand breast cancer research and issues in the media and to become better informed science advocates on the state and national levels. Attendees also learned about the important role we can all play in the political arena, where breast cancer issues and funding for research are at stake.

Boot Camp participation was free of charge. This event followed up a previous Boot Camp event in 2015.



Organizer Kathleen Harris with WBCC's Sandra Gines and Lindsey Nathan O'Connor

PERSPECTIVES

"I was invited to speak at Boot Camp 2016 on the role of breast cancer advocates as research reviewers, based on my participation as a Consumer Reviewer for the Department of Defense Breast Cancer Research Program. I firmly believe that having trained advocates serve on review panels with breast cancer researchers helps ensure funding is awarded to projects with the greatest potential to end death from breast cancer."

~ Kris Miller, Breast Cancer Advocate

"I came away thinking that this was a very important exercise for the advocates to have engaged in. Such an experience would strengthen the advocates' ability to talk to patients about the importance of participating in clinical trials and enable them to help patients understand research protocols."

~ Christopher R. Chitambar, MD, Prof. of Medicine, Division of Hematology & Oncology, MCW and Froedtert Clinical Cancer Center

WI Cancer Council Joining Renewed Efforts

The WBCC has long been a member of the Wisconsin Cancer Council (WCC), serving actively on its Policy Committee. The WCC is a coalition of diverse organizations dedicated to the implementation of the WI Comprehensive Cancer Control Plan, a statewide comprehensive approach to cancer control.

In 2016, the council regrouped and developed a new plan for statewide engagement and progress.

This past fall, the WCC held regional meetings to recruit new member organi-

zations, introduce their new sign-up process, and advertise the resources on their website: www.wcccp.org. Attending these meetings for WBCC were Hayley Young and Sandra Gines.

WBCC shares several policy priorities with the WCC, among them increasing the quality, availability, and effective use of health insurance coverage for cancer prevention and treatment, and protecting funding for cancer prevention and control.



WCC regional meeting in Milwaukee

LEGISLATION

EDUCATION

COLLABORATION

Coming Up: 2nd Annual Wisconsin Review of the San Antonio Breast Cancer Symposium

Saturday, January 28, 2017
The Pfister Hotel
424 E. Wisconsin Ave
Milwaukee, WI 53202

Registration is Open

Complimentary registration can be found on the MEETINGS page online: waho-wisconsin.com. Breakfast and lunch provided. Check the website for hotel lodging if required and parking information. The hotel is conveniently located in downtown Milwaukee.

The Review Program begins at 8:00am and concludes at 12:15pm, followed by lunch in the Resource Center.

The program will provide a review of key information presented at the 2016 San Antonio Breast Cancer Symposium. Target audience: physicians, physician assistants, nurse practitioners, pharmacists and registered nurses and breast cancer survivors/advocates.

This event is hosted by Wisconsin Association of Hematology and Oncology in collaboration with University of Wisconsin Carbone Cancer Center, IMNE Institute for Medical and Nursing Education and Medical College of Wisconsin.

Please contact Lu Anne Bankert at LaBankert@accc-cancer.org with any questions related to the Review Program.

WATCH FOR ADVOCATE MEETING

In addition to the Review Program, an informal Advocate Meeting on site, immediately following the Review Program, is currently being discussed but is not yet confirmed. The purpose of this short meeting would be for survivors/advocates to come together to informally discuss highlights, take-home messages and the most promising research presented from the perspective of survivors and advocates. If you have questions regarding the proposed Advocate Meeting, please contact Kathleen Harris at kathleen-harris2020@gmail.com.