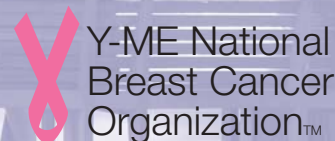




Lifeline

A Quarterly Publication of Y-ME National Breast Cancer Organization



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Breast Cancer Around the World

Breast cancer is one of the most frequently occurring types of cancer worldwide, with almost one million new cases each year. According to the World Health Organization, women living in Europe, North America and Australia experience the highest incidence of this disease.

Iceland, for example, ranks first, with 39.4 per 100,000 women. That's almost double the incidence in the United States, at 21.2 per 100,000. The incidence of Japanese women is much lower, at 8.6 per 100,000. Fewer women are diagnosed with breast cancer in developing countries, but mortality often is higher because of late diagnosis and treatment.

In the sections below, we present a snapshot of breast cancer in several areas of the world to show how different experiences can be around the world, and how much we have in common.

The Philippines

Ten years ago, Danny Meneses' life changed forever when his wife Rosa was diagnosed with Stage IIIB breast cancer at age 44.

"From the day of diagnosis to her mastectomy was a dark and miserable period," Meneses remembers. "Never were any explanations given. In fact, Rosa only learned that she lost her breast upon awakening after surgery. No questions were entertained at all."

Completely lacking faith in her doctors, none of whom offered hope or compassion, Rosa declined chemotherapy and radiation. Instead, she and Danny chose to fight this cancer with knowledge—as much as they could gather.



Rosa Meneses

Frustrated by the lack of educational materials available in the Philippines, where they lived, Rosa looked beyond her country. When she learned about the First World Conference on Breast Cancer in Ontario, Canada, that summer, she knew she had to go. Rosa launched the Philippines Breast Cancer Network (www.pbcn.org) when she came home.

From that day until she died four years later, Rosa reached out to women like herself, empowering them with the knowledge they needed to make fully informed decisions.

Continued on Page 4

Individuals Creating Change in the World of Breast Cancer

"Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has."

When anthropologist Margaret Mead wrote those words, she surely had in mind individuals like those described in this article, whose efforts are creating change in the world of breast cancer.

Y-ME's Race to Empower has been a Mother's Day tradition in Chicago for 16 years, thanks to Margaret Harte, a two-time breast cancer survivor. She founded the Race so that people who want to be proactive in the face of the disease have somewhere to express their passions and feelings. This year, more than 30,000 people participated in Chicago alone, while Walk to



Margaret Harte

Continued on Page 6

message from margaret



While Y-ME focuses on breast cancer in the U.S., we know it affects people around the world. That's why this issue of *Lifeline* focuses on the disease in a global context. And while we're looking at the global perspective, we also give tips on how you can make a difference in your own community.

Patient advocacy is underdeveloped worldwide so international organizations often look to Y-ME for inspiration. As our mission states, we are dedicated to ensuring no one faces breast cancer alone. In fact, we see it as our obligation to reach as many people as possible. Our Web site (www.y-me.org), for example, is available to anyone seeking information on the Internet, no matter where in the world they are. If you look at the map on Page 4, you'll see that people across the world are accessing our articles.

Here in the U.S., we are reaching diverse communities with our foreign-language publications and Web pages in eight languages. We also offer real-time interpretation in 150 languages on the 24/7 Y-ME Hotline (800-221-2141). Additionally, *A Day for You* brings breast health seminars that include clinical breast exams and mammograms, when applicable, to underserved neighborhoods.

Another way we're educating women across the country is through a new program called *Strength in Knowing: the Facts and Fiction of Breast Cancer Risk*. We're excited about it because the focus is on helping women who have no experience with breast cancer learn about their risk. In partnership with the National Association of Nurse Practitioners in Women's Health and Eli Lilly and Company, I have been speaking at events around the country. Jaclyn Smith, breast cancer survivor, actress and designer, has been joining me. If you'll be in the Washington, D.C., area on October 23, we'd love to have you at our last event. For more information, visit www.strengthinknowing.com.

You probably have already noticed businesses and organizations decorated with pink in anticipation of October, National Breast Cancer Awareness Month. This time of year, it seems that everyone is talking about the disease. We know, however, that it's important to focus on the disease all year long because people are diagnosed with breast cancer during every month. That said, we encourage you to use this time of heightened awareness to take action. For ideas that will help get you started, please see Page 16. From scheduling your age-appropriate mammogram to encouraging friends to do the same, there are many small ways you can make a big difference.

Warmly,

A handwritten signature in cursive script that reads "Margaret C. Kirk".

Margaret C. Kirk
Y-ME Chief Executive Officer

letters to the editor

I'm a survivor

The term "survivor" has never bothered me but someone saying, "You're cancer free" really irritates me. A dear friend who had breast cancer resulting in a mastectomy and who got me through my diagnosis and radiation as "she'd been there, done that" 12 years prior to my diagnosis was told for 13 years she was cancer free. She was diagnosed again with breast cancer in the right breast and less than a year later was gone.

Another thing that is extremely irritating is to hear, "Breast cancer isn't painful." When I discovered the tumor that was the only way I found it—VERY painful! I have since talked with other women who had painful, malignant tumors. Doctors have no business giving someone a false sense of security by telling a patient that.

I read your magazine cover-to-cover and have steered friends toward your Web site.

Thanks for being there.

~ Clarice Ridenour
Aurora, Colorado

Pass it on

A friend of mine did Y-ME's Walk to Empower on Mother's Day in Seattle. He brought me a bracelet because I had donated to the Walk. A student of mine wrote this poem about the bracelet. I thought I would share it with you.



Bracelet

Like a pink circle
Women's support
Our help counts very much
Like a pink bracelet
If you have it on, you show
the support

Breast cancer awareness
People fighting to survive
They are not alone
Beyond a pink bracelet

It's like showing them
that we care
We should all help
like a united world that cares

And that is what a breast cancer bracelet
means to me.

By Estefania V.

~ submitted by Ruth Comstock
Seattle, Washington



Surviving with it

I was tremendously disappointed that the same issue that featured the meaning of "survivorship" and included an article about living with advanced breast cancer, not one featured "survivor" challenged the definition of the term. In the true sense of the meaning of survivor, I most certainly count myself as one. However, I will not survive this disease.

Very little focus is given to those of us with advanced metastatic disease that constitutes our past, present and future. We are never asked to stand up on your stages during cancer forums and discuss our situations. I challenge not only Y-ME but other breast cancer symposiums to address "lifers," those of us who deal with the disease every day of our lives. I may look and feel perfectly healthy thanks to Xeloda® and Zometa®, but the reality is that this insidious disease is far ahead of the existing treatments. Until there is a cure, there will be many of us living with chronic disease, but are we truly survivors? I like to think of myself as "surviving with it."

~ Linda Katz Hammerman
Cheshire, Connecticut

Editor's note: Y-ME is here to ensure that no one faces breast cancer alone, including people with metastatic disease. In our articles we make sure to incorporate the perspectives of people with all stages of breast cancer, along with their loved ones. In both survivorship articles that appeared in the summer issue, women with Stage IV breast cancer were quoted.

"Survivorship" Reactions from *Peer to Peer*

Peer to Peer, Y-ME's monthly e-mail newsletter, is packed with articles on breast cancer topics and support. Reading it is a chance to keep updated on the latest in breast cancer while staying connected to the Y-ME community. We address subjects such as clinical trials, survivorship and exercise, to name a few.

In a recent edition, we asked readers to send us their impressions of the term "survivor." Here are some of the responses we received:

- I consider "survivor" quite appropriate. However, "Warrior Women" is another powerful term for those of us who have been through and/or are going through and still standing strong as we reach out to support and help other "Sister Survivors" make it!
- Being a survivor has opened the door for many conversations and a whole bunch of new friends that fit into the same "club" that I'm now in.
- The term survivor is not one that I embrace. It conjures up images of someone who was fighting and I do not believe that cancer is a fight.
- I don't have an opinion about the word "survivor," but I do wish my mother were here to give hers. She was a wonderful person and did what she could for cancer research. She died the Saturday before Mother's Day in 1985.
- We are all survivors in one form or another. I would like to find another word which is acceptable to one living with cancer. I don't know what word yet but someone will have the appropriate term that we can all embrace.

Not yet receiving *Peer to Peer*?
Visit www.y-me.org to sign up.

We Want to Hear From You

We welcome your reactions, comments and thoughts. Please e-mail us at contact@y-me.org, write via the Web site—www.y-me.org—or mail to

Y-ME,
Attn: Lifeline Editor,
212 W. Van Buren Street, Suite 1000,
Chicago, IL 60607

Please include the city and state where you live.

Letters may be edited for length and clarity. All names and locations will be included unless otherwise requested.



*Danny and
his daughters*

"I hope to inspire non-hospital based breast cancer action groups all over the archipelago, so we can change the landscape of breast cancer in our country in favor of women."

Europe

In Europe, access to quality health care ranges from excellent to poor, and barriers to early treatment still exist in some areas.

Among the countries with outstanding breast care services are the United Kingdom, Sweden and The Netherlands.

Susan Knox, who has served as executive director of Europa Donna—the European Breast Cancer Coalition—for eight years, says that the organization concentrates on education, information and lobbying. "We want to ensure that all women of Europe have access to the best screening and treatment possible," says Knox, a 16-year survivor.

According to Knox, Europa Donna, which means European Woman in Italian, has member organizations in 40 countries, and the quality of health care differs considerably in these

countries. Some national health systems are outstanding, however, allowing women access to excellent services from the moment of diagnosis through all aspects of care at no cost to the patient. Among the countries with outstanding breast care services are the United Kingdom, Sweden and The Netherlands.

These countries have become models for European best care practices. As a result of lobbying efforts by Europa Donna, guidelines have been approved by the European Commission for dissemination throughout the continent. The European Commission is an organization created to represent European interests common to all member states of the European Union (EU). In part, it is responsible for implementing common policies—such as the best care guidelines for women with breast cancer—that work for the good of the EU as a whole.

"Our big challenge now is to get each national health system to agree to their implementation, so all women in Europe have access to high-level services," says Knox.

Brazil

In Brazil, a summation of very complex problems often leads to insufficient health care and late diagnosis of women with breast cancer—especially in poor communities. According to Gilberto Schwartsmann, M.D., Ph.D., professor of oncology at the Federal University of Brazil in Porto Alegre, the majority of women who come in for treatment are first diagnosed when they have large tumors.



Schwartsmann, who also is director of the South American Office for Anti-cancer Drug Development, says that Brazil's health care scenario is a byproduct of its stage of cultural and socio-economical development.



Y-ME's reach spans the globe

Thanks to the Internet, Y-ME is reaching more people worldwide than ever with our Web content in seven languages.

This map shows the areas where people are accessing Y-ME's Web site, www.y-me.org.

In highly industrialized urban centers, top-class medical care is available in the private sector. Most of the country's gross product is in the hands of 5 percent of the population, however. Supposedly, the public health system provides treatment for all people free of charge. The reality, unfortunately, is that health care is mostly concentrated in large cities. Eighty percent of the population lives on the outskirts of big cities or in rural areas, often with limited access to health care.

"A woman finding a lump in her breast faces many frustrations," he says. "She may have to wait months to get an appointment, and then the imaging tests and biopsy. It may also take months to schedule surgery, if necessary."

"It is a system that is very unfair," Schwartzmann says, noting that mortality due to breast cancer is influenced by the stage of the disease at diagnosis.

"We did a study recently, which is to be published in *The Breast Journal* in September, where we reviewed what happened with patients coming into this same hospital from the early 1970s until the present. Our results were depressing because the median diameter of the tumor at first diagnosis has decreased less than 1 centimeter (less than half an inch) in these 30 years."

There are many reasons aside from the highly centralized health care for late diagnoses, Schwartzmann explains. For example, there is the problem of illiteracy and lack of awareness about health and cancer. There is also a shortage of medical staff for diagnosis and treatment. And religious beliefs and some taboos may contribute to late diagnosis for some women as well.

While the public health system is failing the poor, Schwartzmann points to several grass roots groups that are fueling a huge revolution in raising awareness.

The Institute for Breast Disease (ICI) in southern Brazil, for example, has an army of volunteers who perform outreach aggressively to women, discussing breast cancer and early detection. They also bring buses equipped with mammography equipment directly to women in different communities. "They are making a huge difference," reports Schwartzmann.

The National Cancer Institute in Brazil is making an effort to promote early detection and access to mammograms. Unfortunately, there is not enough mammography equipment to serve all women who need to be screened.

Because of low literacy rates in underserved populations, resources such as the Internet are not always helpful. Young people in Latin America may have embraced the World Wide

The National Cancer Institute in Brazil is making an effort to promote early detection and access to mammograms. Unfortunately, there is not enough mammography equipment to serve all women who need to be screened.

Web, but fewer than 10 to 15 percent of all women have access to the Internet.

"But TV is a powerful tool," Schwartzmann says, delighted by this approach to health education recently implemented in his country. In the evening, when many families are watching TV, the National Health System slips in medical messages to raise awareness about breast cancer and other issues, he says.

"These are small achievements and we have a long way to go, but we are beginning to see changes."

Conclusion

Back in the Philippines, Danny Meneses and his daughters Leticia (17) and Mary Grace (12) work passionately to promote education and awareness, continuing the work of their wife and mother, no longer at their side.

"Breast cancer is not only a woman's disease," says Meneses, thoughtfully.

"It does not only wreck her body, but also breaks the heart of the man who loves her." ❧



ASCO Lifeline Still Available

Y-ME recently published a special edition of *Lifeline* that focused on the latest news in breast cancer that came out of the American Society of Clinical Oncology (ASCO) meeting in June. The issue is available online at www.y-me.org when you click on publications, then "Lifeline." You may also request a hard copy—simply e-mail contact@y-me.org or call 800-221-2141. ❧



Empower events took place in 11 other U.S. cities, raising a total of \$7 million for Y-ME's programs.

Ilana Cohen, 39, channels her energy into advocacy for breast cancer research, serving as a consumer reviewer for the U.S. Department of Defense (DoD) Breast Cancer Research Program (BCRP), and as an advocate for both a Breast Cancer Center of Excellence funded by the BCRP at the University of Southern California and the University of Chicago and for a Breast Cancer SPORE (Specialized Program of Research Excellence) at the University of Chicago funded by the National Cancer Institute (NCI). For more information on the DoD BCRP, see Page 17.

"I represent the voice of survivors," says Ilana, herself a two-time breast cancer survivor who works full time in development at the University of Chicago. "It's empowering to have an impact on the work of breast cancer researchers."



When Venus Ginés was diagnosed with breast cancer in 1992, the single mother of two, then 41, made a deal with God. In exchange for extra years of life, she promised to do everything possible to help other Latina women—for whom breast cancer is the leading cause of cancer deaths—learn more about the disease.

She kept her promise. Venus undertook a whirlwind of high-profile activities to raise awareness of breast cancer in the Latino community, culminating in the founding of Día de la Mujer Latina (Day of the Latin-American Woman) in 1997. It began as a one-day health fiesta in Atlanta with free medical screenings (including clinical breast exams and mammograms) provided by local hospitals. Today, 23 cities host annual health fiestas, serving more than 34,000 attendees. While the event initially focused on breast cancer screening, it now promotes health awareness and preventive care for the entire Latino family.



When it comes to making a difference, you could say that Allison Winn Scotch wrote the book on it. The New York City resident lost a close friend to breast cancer nearly three years ago, at age 31, and Allison worked through her grief by writing a novel. "The Department of Lost and Found," which chronicles one young woman's triumph over the disease, was published earlier this year.



"One of the most gratifying parts of having the book published has been the e-mails I've gotten from survivors," Allison says. "They tell me that what my protagonist goes through is reflective of their experience, and they thank me for that validation. They tell me it's helped them to heal."

When Peggy Carroll was 18, she lost her best friend to cancer. "That started my journey," she says, referring to her desire to make a difference in the fight against the disease. For the past 20 years, Peggy has worked for a large pharmaceutical company and, for the past two years, has served as the company's director of patient advocacy.



Peggy Carroll (left), director of patient advocacy, pictured with co-worker Christina DelVecchio, associate director of patient advocacy.

"This job allows me to be a liaison with breast cancer organizations and caregivers, and bring programs to patients," she explains. "What I do is so rewarding that I'd do it for free."

"When I hear a patient story about how a program or a patient tool made a difference in their lives, and see gratitude for the little things we do for people in the cancer battle...it's where the rubber meets the road, and why we're all here." ❧

Y-ME Co-Founders Recognized the Need for Peer Support



The very genesis of Y-ME is a study in creating change. In 1978, Ann Marcou and Mimi Kaplan were dealing with breast cancer diagnoses in an era when information and support services were largely nonexistent. In fact, the word "cancer" was often only whispered.

The two women turned to each other, convinced that knowledge was power when it came to breast cancer, and that talking about their feelings could lessen the isolation of their experience. Ann and Mimi were inspired to share what they learned, creating a telephone hotline and support network that evolved to become Y-ME. Today, Y-ME provides 24/7 peer support, information and empowerment to tens of thousands of women nationwide, ensuring that no one faces breast cancer alone. ❧

on the side: anxiety

Anxiety—the feeling of apprehension, fear, nervousness or dread—is a frequent side effect of breast cancer. It can occur with varying degrees of severity, from occasional bouts of uneasiness to debilitating panic attacks accompanied by physical symptoms such as increased heart rate, palpitations, difficulty breathing, trembling and sweating. Such feelings are entirely normal, reassure the experts. Equally important, there are myriad resources for relief.

“What could be more stressful than having breast cancer?” asks Heather Macdonald, M.D., assistant clinical professor of obstetrics-gynecology and breast surgery at the Keck School of Medicine of U.S.C. in Los Angeles and director of its Women’s Breast Diagnostic Center. At diagnosis, a woman must grapple with the fundamental issue of survival, Dr. Macdonald notes. “The first question I am always asked is, ‘Will I live or die,’” she says. “Talk about anxiety...this is *huge*.”

“After treatment, so many women wonder,
‘Am I *really* OK?’”

The patient’s subsequent journey through treatment, recovery and survival can be like navigating a minefield, fraught with situations and issues that can trigger feelings of anxiety at any turn.

“In breast cancer patients, the disease so affects body image,” Dr. Macdonald says. “After mastectomy, some women fear social situations because they’re afraid people can tell they’ve lost a breast. Or if they require chemotherapy, they fear losing their hair.

“Another source of anxiety is hormone therapy,” she continues. “Hormone blockers trigger menopause and its side effects, which can include anxiety and fearfulness. For many pre-menopausal women, it’s like running into a brick wall, and they wonder if they’re going crazy. I try to get patients ready so they know what to expect.”

Paradoxically, feelings of anxiety can increase once treatment is over. “It’s like when there’s a death in the family,” Dr. Macdonald explains. “Everyone comes around, bringing food; three weeks later, they’re gone, it’s quiet, and you’re all alone. It’s the same with cancer. When you’re first diagnosed, you get attention from family and friends who rally to support you; you’re busy with doctor appointments and therapies. But when it’s all over, there’s nothing more for anyone to do. It’s a hard moment.

“And when a patient is truly in remission, she and her family must learn to live like they’re not waiting for the

other shoe to drop—for the cancer to come back,” Dr. Macdonald adds.

“The fear of recurrence is one of the biggest issues for breast cancer survivors,” concurs Sandra Salzillo Shields, L.M.H.C, a clinical behavioral therapist at the Women and Infants Hospital Program in Women’s Oncology in Providence, R.I. “After treatment, so many women wonder, ‘Am I *really* OK?’”

At this time, both experts agree, support groups or peer counseling—talking with others who have walked in a survivor’s shoes—can be invaluable. “Validating a woman’s feelings, acknowledging and supporting her through her fear, is a first step in helping her to deal with it,” advises Shields.

They also encourage women to consider pharmacological intervention. “Sometimes, anti-anxiety medications can be an appropriate short-term solution to help patients get over the hump,” Dr. Macdonald says.

Other effective strategies for managing anxiety include regular exercise, a healthy diet, hypnotherapy, acupuncture, massage therapy, yoga, Reiki, journaling, guided meditation and expressive art therapy—modalities that a growing number of breast cancer centers offer.

“I’m a believer in using as many disciplines as possible in treating breast cancer,” says Dr. Macdonald. “Addressing mental health issues is part of that, yet we tend to resist treatment for emotional disease.”

At this time, both experts agree, support groups or peer counseling—talking with others who have walked in a survivor’s shoes—can be invaluable.

Self-care also is part of the “job” of recovery, Dr. Macdonald stresses. “So if your doctor ‘prescribes’ yoga three times a week, practice it as carefully as you take your medications.”

And be gentle with yourself, she urges. “If you can’t cook a perfect five-course holiday dinner, so what? If your daughter were going through chemotherapy, would you expect her to cook a perfect holiday dinner all by herself? Of course not, so don’t expect it of yourself.” ✂

Feeling Anxious?

Call the 24/7 Y-ME Hotline at 800-221-2141 and talk through your concerns with a trained peer counselor who is a breast cancer survivor.

anxiety

Strategies for Healthy Eating



The following information was excerpted from Y-ME's ShareRing Network teleconference in May 2007 with speaker Dr. Kim Dalzell, a nationally recognized cancer and nutrition expert and an award-winning author (www.natureanswertocancer.com).

Here are strategies for healthy eating taken directly from the words of Dr. Dalzell:

I think it's really an important lesson here to everyone that you don't have to eat perfectly; and you shouldn't feel guilty if once in a while you want to have something that you know doesn't necessarily have 100 percent health value. I'm going to arm you with specific steps that will help you put into action what you know about nutrition.



Specifically for breast cancer, there are a number of foods that I would recommend that you place in your cart. The first one is **almonds**. Almonds are low in fat and they're a rich source of protein and flavonoids. I like them in the raw. When I talk about buying almonds, I'm not talking about chocolate covered almonds. I'm not even talking about smokehouse almonds. I'm talking about raw almonds and it's a great way to get flavonoids into salads or just off to the side as a snack and these flavonoids, we know, these plant chemicals have very proven anti-cancer activity.

The next plants I would like you to consider adding to your cart would be **avocados**. Ounce per ounce avocados contain about one-fifth of the fat in butter or margarine and most of the fat in avocados is monounsaturated. Monounsaturates are a very healthy kind of fat that you'll also find in olive oil and "unrefined expeller pressed" canola oil.

Don't forget to also throw **broccoli** into your cart. From sprout to stalk, I'm telling you, this plant contains really powerful phytochemicals, called indole-3-carbinols. Indole-3-carbinols have been demonstrated in studies to offer protective benefits against breast cancer. Specifically, they may drive the production of a weaker form of

estrogen, so anyone who has estrogen-sensitive cancers can really benefit by taking in all of the cruciferous vegetables such as broccoli, cabbage, kale and kohlrabi. In eating these plants, there's a possibility that they have plant chemicals that may detoxify, in a sense, the circulating estrogen in your body.

Let's not forget **dark chocolate**. We know dark chocolate is a treat, so obviously in moderation. What's nice about dark chocolate is that it contains something called a flavonol and these flavonols are very high or very rich in anti-oxidants and may potentially lower blood pressure and in some studies actually improve insulin resistance.

Green tea is another must have in the grocery cart. Whether it's cold or hot, this cup of brew contains something called catechins, chemicals that have been found to inhibit the growth of breast cancer cells. Therapeutic levels of green tea are about four cups per day. Not everybody can start out at four cups a day, so you might want to start off with one cup and kind of build up from there and realize that if you're caffeine sensitive, you can choose decaffeinated versions of green tea and you will still get some benefit. You will not get as much, but you will get some benefit.

I had mentioned about the monounsaturated fatty acids that were in avocados. They are also in **olive oil**. Olive oil has these natural anti-inflammatory fatty acids and you want to make sure you're choosing extra virgin olive oil. The extra virgin oil hasn't been refined at all and so you're getting that nice pure oil that is going to give you maximum heart protection and maximum cancer protection.



Of course another food that many people enjoy is **yogurt** and, like milk, yogurt contains something called conjugated linoleic acid, CLA for short. It has been shown in studies to actually inhibit inflammatory diseases and, in case you didn't know, cancer is considered an inflammatory disease.

Another food that is going to provide benefit is **pomegranate juice**. Now you might have seen those fancy bottles and that's really what drew my attention to

pomegranate juice in the store, but I also knew of the great value from the research. This plant really packs a powerful punch because it contains more polyphenols, which are very, very potent antioxidants, more polyphenols



than red wine, grape or blueberry juice. So try pomegranate juice, if you like that taste. It's a little bit on the bitter side, but it's very delicious and, again, you want to make sure the juice is 100 percent and then keep that at four ounces. Don't drink the whole bottle—that's more than three servings!

Salmon is another food that I think is really important to talk about because of the omega-3 fatty acids. Omega-3 fatty acids have been found not only to lower the risk of stroke; they've been found to lower the risk of dementia and certainly potentially boost the immune system.

The last food I think that you ought to put into your cart is **wholegrain bread** and the heavier the better when it comes to bread. If you take packages off the shelf and you can juggle with four of them at once, that's probably not a good bread for you. You want to have it actually have some weight to it. If it has weight to it, there's a good chance that that means that there's enough dietary fiber in there.

Starting small can still lead to really big changes and big health potential. The thing is that you'll really drive yourself crazy if you think long-term. So just think about it this way: What can I do this meal, this time, this day to improve my health? So specifically you can ask yourself what I call the ABC Question. A is: What choice can I add to make this healthier? A for add. B: What choice could I make better, B for better. Or C: What change could I make to this meal entirely to make it healthier, C for change. **Y**

To read the full transcript, including great tips on smart ways to plan meals and navigate the grocery store, visit www.y-me.org/sharering/nutrition.



Join us for the ShareRing Network

Join us for a free, monthly teleconference featuring a breast health related presentation followed by a question and answer session. Participants are then divided into optional small groups for discussion, which are moderated by Y-ME peer counselors.

Upcoming Teleconference

Wednesday, October 17

7:00-8:00 p.m. (CT)

Topic: Hormonal Therapies for Breast Cancer

Speaker: TBA

Audio replay of the October call will be available for six months on our Web site, allowing you to listen anytime. This is a great option if you can't participate in the live program.

This program is made possible through an unrestricted educational grant from Novartis Oncology.

Visit www.y-me.org/sharering or call 800-221-2141 for more information and to register for upcoming calls.

Share Your Story for Y-ME's 30-year Anniversary

Next year, Y-ME will commemorate 30 years of ensuring no one faces breast cancer alone, and we'd love you to join us. Share a story about your breast cancer experience and you may be featured in a future issue of *Lifeline*. Feel free to include photos that illustrate how far you've come.

Send all submissions to contact@y-me.org or
Y-ME National Breast Cancer Organization
Attn: 30-year Anniversary
212 W. Van Buren Street, Suite 1000
Chicago, IL 60607

October is National Breast Cancer Awareness Month


For more than two decades, National Breast Cancer Awareness Month has been educating people about the disease. Each October, women are reminded that the earlier detection of breast cancer is key, including mammograms when applicable, clinical breast exams and breast self-exams.

To view Y-ME's guidelines on earlier detection, please visit www.y-me.org and click on Breast Cancer Information. The information is available in English, Spanish, Chinese, Hindi, Korean Russian, Tagalog and Vietnamese when you view the Publications section of y-me.org.

What YOU Can Do to Make a Difference

While raising awareness is important, we believe that taking action is even better. Here are some tips on ways you can get involved, during October and all year 'round.

- Pass on Y-ME's Hotline number (800-221-2141) to someone who may need to call us.
- Become an advocate. See Page 16 for easy ways you can create change.
- Hold a breast health seminar in your workplace, club or religious institution.
- Join us as a Y-ME Hotline volunteer peer counselor after completing our training and certification program.
- Make a gift to Y-ME in honor or memory of a loved one.
- Shop for the cause. Visit www.y-me.org and click on Corporate Partners for ideas.
- Talk with your doctor about participating in a clinical trial.
- Join or promote the Sister Study (details on Page 22).

Make a difference today! Visit www.y-me.org or call 1-800-221-2141 for information on the ideas above and for details on how to volunteer with Y-ME. 

Earlier Detection Methods

Get a routine mammogram.


Y-ME recommends that women begin annual mammography screening at age 40. Women younger than 40 with either a family history of breast cancer or other concerns about their personal risk should consult a medical professional about when to begin mammography.

See your medical professional on a regular basis.

A clinical breast examination should be part of your routine checkup. Beginning at age 20 women should have a clinical breast exam every two to three years. Women age 40 and older should have one every year.

Perform breast self-examination once a month.

If you find something that you know is unusual for you, have a doctor check it. A LUMP YOU FIND SHOULD NEVER BE IGNORED.

For complete guidelines, and more information on earlier detection, visit www.y-me.org and click on Breast Cancer Information. 




Get Monthly Breast Cancer News in Your Inbox

Not on our list?
Visit www.y-me.org and click on "Join Mailing List" to begin receiving *Peer to Peer*, Y-ME's e-newsletter.



Lifeline Is Available Online

If you'd like to read the current or back issues of Y-ME's quarterly publication, *Lifeline*, you can do so by visiting www.y-me.org and clicking on Publications. 

on the Y-ME frontlines

On the Y-ME Frontlines is a semi-regular column that highlights Y-ME's programs, events and the people who coordinate them.

joe kaplan



Involvement in Y-ME is a family affair for Joe Kaplan, whose mother, Mimi Kaplan, co-founded the organization. "My mom was diagnosed with breast cancer back in 1977, and at the time she was a reference librarian and instructor at Governors State University in University Park, located

south of Chicago," says Joe. "Soon after her mastectomy and chemotherapy treatment, she was introduced to Ann Marcou, a therapeutic counselor and instructor at Governors State. Ann had also undergone a mastectomy, and the two became close friends. They talked non-stop and they realized how empowering it was to talk about all of their experiences as a part of the rehabilitation process."

As Mimi and Ann reached out to other women in the community, the response was overwhelming and the Y-ME Hotline was born. Mimi's mother, Beta Teitelman, acted as the early Y-ME historian and membership chair, and her father, Sam Teitelman, was the first board president, followed by Mimi's husband, Daniel Kaplan, who is currently a legacy director. This makes Joe, who serves on the Y-ME Northern California Board of Directors, a third generation board member.

Although Joe was keenly aware of Y-ME's growth and its activities in the Chicago area, he did not know about the Northern California affiliate, then called Y-ME of Davis, when his family relocated to California 11 years ago. After the purchase of a new home, a neighbor noticed the pink Y-ME license plate holder on his car and told him about the group.

"It was serendipity that here I was, a son of one of the co-founders of the organization, and just like my mom and Ann Marcou, I found Velma Lagerstrom and Sandy Walsh acting as wonderful role models to newly diagnosed breast cancer patients and their loved ones here in Davis," says Joe. "I became involved and, over time, a board member."

Y-ME Northern California has a large geographical boundary that stretches from the Fresno/Bakersfield area north to the Oregon border. A passionate public speaker and ambassador for the affiliate, Joe is actively involved in planning for the group to reach out to a broader community, including rural and minority communities. To accomplish that goal, Y-ME Northern California has two *A Day for You* program coordinators dedicated to bringing breast health to underserved Asian and Latino communities. The affiliate also plans to expand support groups and open-door meetings with the addition of a full-time program coordinator.

Joe is deeply involved in rallying support for Y-ME's Sacramento Walk to Empower, a local tradition that began two years ago on Mother's Day. Approximately 1,000 people participated in 2006, and he estimates that participation grew in 2007 to 1,500. In 2007, the Mother's Day Events raised a total of \$7 million in 12 cities nationwide.

Joe has his own team of participating family and friends called Mimi's Legacy, in honor of his mother. He says he is inspired by the stories survivors tell about Y-ME's services and their desire to give back a little bit.

"Cancer is so pervasive. Of course, I wish for a cure. But until that happens, people need to know that a support network and access to information is available," Joe says. "The organization has a slogan: Y-ME is here today for those who cannot wait for tomorrow's cure. And we are." ❧



theme for the winter issue of *Lifeline*

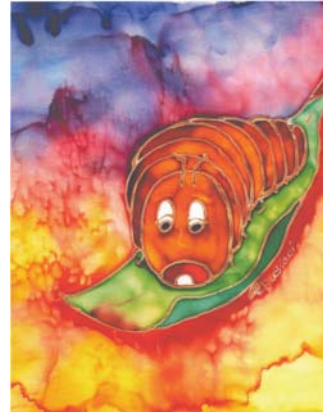
The caregiver's issue

Readers Share Their Creativity

In the last several issues of *Lifeline*, we asked you to send us your artwork that was inspired by the breast cancer experience.

- 1 Here's an illustration from a children's book I worked on titled "Freefall." The story of the book had been written years ago by my brother in law. I found it right before I started my treatment for breast cancer. After chemo and surgery I was a very reluctant radiation patient. Freefall helped me focus on something else. I would sketch while I waited for my treatments and then at night I would put Freefall down on silk. Now I am trying to use the proceeds from the sale of the book to promote awareness of inflammatory breast cancer and to create a network for women who have been diagnosed with it.

~ Priscilla DiBlasi
Everett, Massachusetts



1



2

- 2 I started taking art lessons in the 3rd grade. I also had a fashion design major in college. Then the more practical side of me kicked in and I've spent the majority of my 30+ year career in technology. Following a breast cancer diagnosis and several surgeries in 2005, I yearned for ways I could return to my roots and practice the skills I had long ago put aside.

~ Janet Lane
Prospect Heights, Illinois



3

- 3 My art is in the form of dolls—my Pink Ribbon Beauties. I design and create these dolls in the hope that they will be an inspiration to the many women fighting, surviving and giving care to those with breast cancer. A poem attached to their arms reads:

I've been through a lot but you would never know it.
I'm a beautiful survivor and I'm proud to show it!

~ Cathy Liginski
Grayslake, Illinois

- 4 This artwork is titled "Cancer." There is a strong history of cancer in my family, especially my father's side. I was 37 the first time I was diagnosed with breast cancer and 40 the second time. This picture still accurately reflects the emotions of cancer for me.

~ Mary E. Carpenter



4

- 5 Y-ME has inspired my personal fight against cancer and on September 10, 2007, I will celebrate 30 years of being cancer free. Although I have thrived in my 30 years, the disease has taken a toll on my family, in 1971 my mother died of breast cancer when she was 48 years old. My beautiful daughter was 34 years old and after giving birth at 30 she fought for three years but her body just could not go on anymore. It will be five years ago on October 19, 2007.

This painting was inspired by my daughter who to this day shines in my heart. I do still have many teardrops for her and so the painting is called "Lágrimas," which means tears in Spanish.

~ Anita Louise Castellano-Granoff
Albuquerque, New Mexico



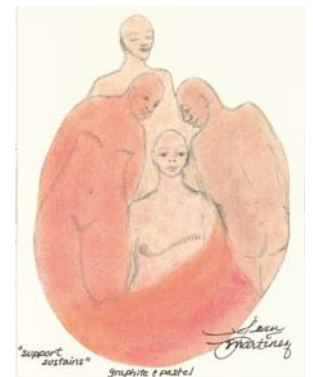
5

- 6 This photo is called "Waiting" because her grandmother and aunt have both had breast cancer.

~ Mary Katzke



6



7

- 7 ~ Jean Martinez
Indio, California

- 8 I am a 2-time breast cancer survivor. As a gift for my 50th birthday in 2005, my 27-year-old son gave me this 12" x 17" oil painting he made named, "Hope."

~ Maryann Siniawski
Tinley Park, Illinois



8

- 9 I am a 7-year survivor and I recently found the creative side of myself. I took an art class at our community college and thoroughly enjoyed it. With pleasure, I pass on a small piece of me.

~ Denise Roberts
Glen Burnie, Maryland

- 10 Hanging in my bathroom was this self-portrait I made 25 years ago. It's a pastel drawing of my left breast, and I was tired of it, wondering why I still had it, contemplating giving it away.

Then when I learned I had cancer in that breast, I knew why I still had it. I would have cards printed, explain on the back how randomly I discovered a lump in this breast, that it didn't show up on a mammogram, and how important it is to do BSEs. I printed them, packaged them attractively, sold them and donated a portion of sales to Y-ME. I did all this within 30 days of diagnosis. The cards went fast.

~ Arlene Wanetick



10

- 11 I'm a 6-year survivor (yoohoo), who upon diagnosis decided to gather all of the amazing women in my life so that in the event that I did not make it, my two daughters would have these fabulous women to turn to for love, support and guidance. Each year approximately 50 or so women come to my home. We bond, share stories and simply give thanks. My 12 year old drew this drawing for the annual women's gathering.

My daughters were my "lifeline." I prayed I would live to see my 12 year old become a young lady and my eldest a young woman. Well my wish was granted. Gabrielle turned 18 this year and my eldest and I scheduled our next mammogram together. Thank you for all the wonderful work your organization does.

~ Irasema De Jesus
New York, New York



12

- 12 My mother, Barbara, my aunt, Anna, and my first cousin, Carrie, are all survivors. They each live life to the fullest, and I love them all very much. This photograph is dedicated to them.

~ Liz Miraglia
Norwalk, Connecticut

- 13 At 27 years old, my best friend was diagnosed with invasive breast cancer. Within days of her diagnosis she had a full mastectomy of her right breast. Her strength and courage has inspired me to capture her at the most vulnerable period of her young life and to show other survivors they are not alone in the struggle.

After researching photographs of women who are breast cancer survivors, I realized that most of the images that have been taken have maintained a fairly solemn undertone. I attempted to take pictures of my friend showing her embracing her new reality by adding a high fashion twist to the shoot.

Her experience has inspired me to show anyone who has been affected by breast cancer to be strong and to remain courageous.

~ Jonelle Bain
Brooklyn, New York

- 14 This quilt is called Hailing Saint Agatha II. It depicts Saint Agatha, the patron saint for breast cancer patients returning to help us.

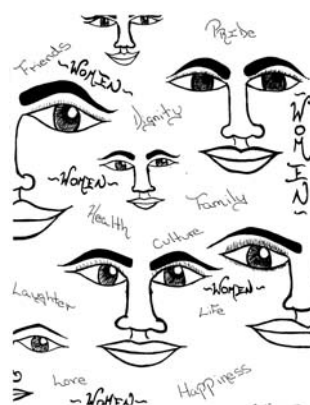
~ Dawn Moore



14



9



11



13



shop for the cause this October

Shop for the cause during National Breast Cancer Awareness Month and know that you're helping Y-ME ensure no one faces breast cancer alone. Visit www.y-me.org/october or call us at (312) 294-8593 to find out more about the products.

Walgreens Shares Y-ME Resources with Customers



For the past several years, Walgreens has teamed up with Y-ME to alert customers that support, hope and comfort are just a phone call away. The company does that through sales of breast cancer awareness products sold at participating Walgreens throughout the country.

The items include a gift tag along with Y-ME's 24-hour Hotline number, 800-221-2141. Twenty-five percent of the purchase price of select Walgreens merchandise—socks, pins, hats, T-shirts, tumblers and mugs will benefit Y-ME.

In 2006, Walgreens was awarded the *Cause Partnership Award* by Y-ME and remains Y-ME's largest cause-marketing promotion to date. In fact, Walgreens has raised nearly \$1.3 million to help Y-ME ensure that no one faces breast cancer alone.

Visit www.y-me.org/october for more information. ♀



Dial Corporation Supports Y-ME



Since 2006, Dial Corporation has invested more than \$400,000 to support Y-ME's programs and services. When you purchase Soft & Dri® anti-perspirant deodorant, specially marked pink edition

Renuzit® Raspberry Adjustable, and Dial® Soy & Almond Milk Body Wash, The Dial Corporation will donate \$.10 per product to Y-ME. The promotion runs September 1 through October 31, with a maximum donation of \$150,000.

Plant a virtual flower for Y-ME

Be a part of something unique and help create a garden of hope for all those touched by breast cancer. The Soft & Dri Awareness Garden blossoms online until 100,000 flowers are planted. Each flower planted represents a \$0.25 donation to Y-ME, with a goal of raising \$25,000.

Please visit www.softndri.com to create a pink ribbon e-flower, plant it in the online garden and send a flower to a friend. It's fun and easy! ♀

There is no proof that the use of antiperspirants or deodorants causes breast cancer, according to a study reported in the Journal of the National Cancer Institute (Vol. 94, No. 20: 1578-1580).

~ From the American Cancer Society

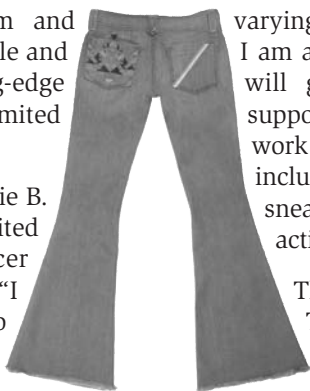
Cutting-edge Jeans to Benefit Y-ME



Frankie B., the Los Angeles-based denim and apparel brand known for its rock and roll style and sexy fitted jeans, is teaming up with cutting-edge artist Maya Hayuk to create a series of limited edition pieces for Y-ME.

Having worked with Y-ME in the past, Frankie B. owner and designer Daniella Clarke was excited to partner in support of breast cancer awareness, a cause she is passionate about. "I fell in love with the charity and what they do for those touched by breast cancer today," said Clarke, "I thought it would be an interesting idea to collaborate with a female artist and I was immediately drawn to Maya's work to bring the important message that no one faces breast cancer alone because of Y-ME."

Hayuk is known in the art world for her use of imagery and symmetry and is well-respected for her work with



varying mediums, sources and styles. "The fact that I am able to donate my time and art to a cause that will give information, empowerment and peer support to so many is such a gift," Hayuk said of her work with Frankie B. and Y-ME. While her portfolio includes art that has appeared on t-shirts and sneakers, this is the first time that Hayuk has been actively involved in fashion design.

The limited edition pieces, including jeans and T-shirts, will be in stores for October 2007 in honor of National Breast Cancer Awareness Month. Jeans will retail for \$196 with a \$40 donation to Y-ME, while tees will be available for \$62 with \$10 of each tee benefiting Y-ME. This partnership marks the launch of a seasonal Frankie B. artist collaboration program.

For more information, visit www.y-me.org/october. ♀

Continued on Page 19

affiliate news & happenings

How You Can Get Involved

If you are near a Y-ME Affiliate or Satellite, you have opportunities to get involved in the world of breast cancer. For more information, visit www.y-me.org/affiliates. If there is no Y-ME office in your area, call us at 800-221-2141 for opportunities.

Education and Outreach

Our Affiliates are working in the community every day to provide support and raise awareness about breast cancer and breast health. You can help by working with Y-ME to distribute information at health fairs, community events and medical offices.

Advocacy

You don't have to be a political person to find breast cancer advocacy rewarding and easy. All locations need volunteers to lead advocacy efforts and encourage community support.

Office Assistance

Like most non-profits, our Affiliates can use a little extra help around the office. By helping with mailings, filing and other clerical work you allow our Affiliates to expand their reach.

Special Events

We need help with special events, from fashion shows and golf outings to Y-ME's Mother's Day Walk to Empower events, you can play an important role on the big day.

Breast Cancer Survivors

If you are a breast cancer survivor, we have special opportunities available to you. We are recruiting for volunteer peer counselors for the 24-hour Y-ME National Breast Cancer Hotline, as well as our Survivors and Partners Match programs. At most Affiliate locations, we offer training for survivors interested in volunteering as facilitators for breast cancer support groups and educational forums.

We hope you'll be inspired to help Y-ME make a difference!

Y-ME Welcomes Two Affiliate Executive Directors

It is with great pleasure that we announce the hiring of executive directors for two Affiliates. We are delighted to welcome Sheri Clark and Rita Hopkins and look forward to their contributions at Y-ME National Breast Cancer Organization.



Sheri Clark,
Executive Director,
Y-ME Rocky Mountain

www.y-me.org/rockymountain

Sheri began working with the Rocky Mountain Affiliate in June and is re-establishing this Affiliate by recruiting a diverse board of directors, fundraising and building relationships in the community. She joins Y-ME with extensive background in the non-profit sector. Most recently, Sheri worked as executive director for a health advocacy organization and was responsible for grant writing, events, individual and donor campaigns, major gifts, board work, family/community partners, budgets, annual reports, staff and other management responsibilities. At that organization she dramatically grew cash assets during a short time. In addition, Sheri worked as the director of marketing and public relations for a community youth agency for 10 years. ♀



Rita Hopkins,
Executive Director,
Y-ME Southern California

www.y-me.org/southerncalifornia

Rita began working with the Southern California Affiliate in July and is establishing the new Affiliate which covers an 8-county territory. She joins Y-ME with extensive management experience in the non-profit sector. Most recently, Rita worked as a the national development director for a foundation, where she was responsible for creating the development strategic plan, growing and leveraging existing donors, and presenting to potential donors and sponsors. Rita also worked for 10 years as the executive director for the Los Angeles Chapter of a voluntary health agency. Rita has repeatedly demonstrated the ability to grow overall fundraising and special events during her tenure at various organizations. ♀

You Make the Difference



Advocacy is a rewarding and powerful tool for anyone interested in making a positive change in the breast cancer community. You don't have to be a survivor to advocate. Breast cancer advocacy needs intelligent and determined people like you to educate your elected officials and those close to you about the challenges surrounding breast cancer.

According to the American Cancer Society, one in eight women will be diagnosed with breast cancer in her lifetime. We've made some significant accomplishments in science, but we still have a long way to go before we eradicate this disease.

Be a part of history! Did you know that efforts from breast cancer advocates like you prompted Congress to set aside money for the Department of Defense (DoD) Breast Cancer Research Program (BCRP) every year since 1992? The DoD BCRP works through a unique partnership among the public, Congress and the military. The program funds innovative projects that have the potential to make a significant impact on breast cancer. Each year, the program has consumer advocates participate in funding decisions and program priorities.

Since 1993, more than 400 advocates have served on peer review panels for the BCRP. To date, Congress has appropriated (set aside) nearly \$2 billion and has supported more than 4,600 awards for the BCRP. ♀

Vote!

With fall in full swing, the primary elections are right around the corner. Have you registered to vote? Did you move and need to reregister your change of address? Whatever it may be, Y-ME has the election and voting tools you need right at your fingertips. Just visit www.y-me.org/advocacy, click on "Vote" and follow the directions. In just a few short minutes you'll be registered and ready to vote in the primaries. ♀



Want to be in the know on Y-ME Advocacy issues? Sign up for our monthly eNewsletter and learn the latest. Visit www.y-me.org today.

Want to Make a Difference?

Start now:

- Sign up for Y-ME Advocacy's eNewsletter and Alerts and urge your friends to sign up, too. You will be notified when there's an action you can take! Visit www.y-me.org/advocacy to get connected.
- Know the issues. Brush up on our legislative priorities and matters affecting breast cancer
- Spread the word. Tell your friends about the many breast cancer challenges and encourage them to get involved and stay informed with Y-ME Advocacy
- Contact your Member of Congress and persuade him/her to support particular legislation that benefits the breast cancer community
- Advocate on Capitol Hill and lobby your Members of Congress
- Attend a lobby day in your state and lobby your State Elected Officials
- Register to vote, and then vote!
- If possible, join a clinical trial or the Sister Study (www.sisterstudy.org) and encourage your friends to do so, too
- Join Y-ME's Mother's Day events (www.y-me.org/events) and get the word out! ♀



Remember: Stay informed, vote and together we can make a difference! For more details, visit www.y-me.org.

Budget Cuts Affect Cancer Progress

For the second year in a row, the administration recommended funding cuts for the National Cancer Institute (NCI), the government's principle agency for cancer research. Many people worry these cuts will affect both innovative cancer research as well as the researchers. Another year of budget cuts will threaten the 1,400 clinical trials funded through the NCI and may make it more challenging to recruit up-and-coming scientists.

Stay tuned and Y-ME Advocacy will keep you posted on this important issue! ♀



Y-ME Advocates Influence Research Funding

During the past year, 13 advocates went to Washington, D.C., to represent Y-ME as consumer panelists for the DoD BCRP.

The panelists were Linda Cady, Meredith Cobb, Ilana Cohen, Beth Cordingley, Lisa DeFerrari, Ollie Ferrell, Joan Howard, Shirley Mertz, Gayle Nobbs, Bev Parker, Sandy Spivey, Sandee Stern and Marian Thurnauer. All are breast cancer survivors who represent Y-ME Affiliates and the National office. Consumer reviewers are voting members of the DoD panels along with prominent scientists to determine how Congressional appropriations will be spent on future breast cancer research. In 2006, the funding was \$127.5 million.

Y-ME representatives and other consumer reviewers are asked to represent the collective view of survivors, patients, family members and persons at risk for the disease. They comment on the effect of the proposed research on disease prevention, screening, diagnosis, treatment and quality of life after treatment.

“To serve on a panel requires the reviewer’s time to study the proposals and several days of fairly intense concentration at the formal review,” states Joan Howard. “The rewards are many. To sit among so many brilliant minds is inspiring—and a bit humbling—but to know that our non-scientific opinions are important is quite gratifying. Several high-level scientists remarked that these panels are better and different than others they serve on because the consumer reviewers ‘put a face on

the disease.’ When I arrived home and evaluated what had just occurred, I had a sense of fulfillment about what I had just done. Beyond that was my great optimism about what is going on in laboratories around this country and the progress being made in the fight against breast cancer. To be even a small part of that is most rewarding.”

Consumer reviewer selection is a three-step process:

- Nominations are solicited nationally through advocacy organizations such as Y-ME. No self-nominations are allowed. All reviewers must be breast cancer survivors.
- Nominees are screened based on resumes and a personal essay. Applications are reviewed by the program staff and evaluated for proficiency in written communication, evidence of commitment and leadership for breast cancer advocacy programs, and development of knowledge in disease-related issues.
- In the final step, highly ranked applicants receive a short, detailed pamphlet and a phone call to determine that the applicant understands the peer review process and is willing to serve.

“This is an experience I wouldn’t have missed for anything!” says Joan.

If you are interested in reviewing next year for the 2008 program, contact us at advocacy@y-me.org. ✕

What is the DoD BCRP?

The vision of the Department of Defense (DoD) Breast Cancer Research Program (BCRP) is to end breast cancer by funding innovative, high-impact research through a partnership of scientists and consumers. Nearly \$2 billion was appropriated (authorized) for the BCRP between from 1992-2006. The BCRP funds research at universities, hospitals, nonprofit and for-profit institutions, private industry, and state and federal agencies.

The DoD BCRP was established in 1992. Grassroots advocacy organizations created much of the momentum that led to \$25 million being set aside for breast cancer research funding among military women and their dependents. During 1993, efforts from grassroots advocates including Y-ME and the National Breast Cancer

Coalition prompted Congress to authorize an additional \$210 million.

The U.S. Postal Service Breast Cancer Stamp, created in 1998, has contributed more than \$15.7 million to the BCRP—one of only two recipients. The other recipient is the National Institutes of Health.

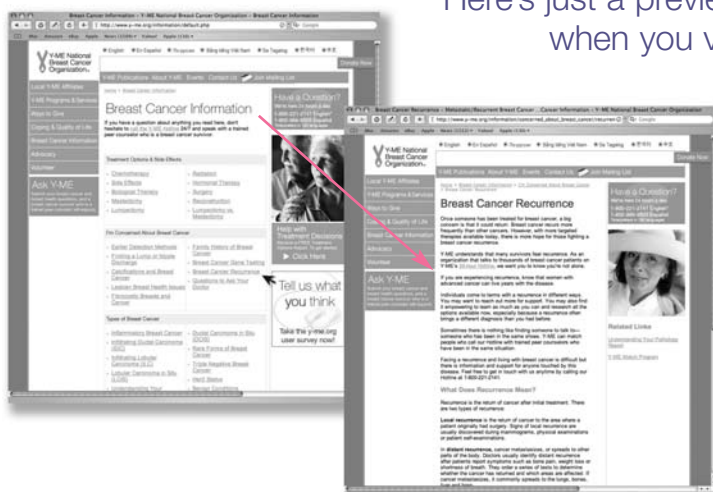
Since its inception, the BCRP has supported 4,674 awards. Approximately 165 awards will be funded with current grant money. All negotiations for 2006 research project funding will be completed by September 30, 2007. For 2007, the BCRP was continued through a congressional appropriation of \$127.5 million. ✕



Have you visited www.y-me.org lately?

Y-ME offers an array of breast cancer information, including disease specifics and tips for coping and maintaining a good quality of life.

Here's just a preview of what you'll find when you visit y-me.org:



Ask Y-ME

You can submit your breast cancer and breast health questions online, and a trained peer counselor who is also a breast cancer survivor will get back to you quickly.

My First Steps

Just diagnosed? Take the first step to more individualized treatment. In just a few minutes, you can learn more about the breast cancer characteristics that impact treatment and prepare for a detailed discussion with your doctor.

To use the tool, visit www.y-me.org and click on My First Steps.



Find out how to break the ice with your doctor: Questions to Ask Your Doctor

It's important to identify your needs before communicating them to your health care team. It's also worth learning your doctor's approach to delivering information to you.

- How much information do I want to be told about my diagnosis or health status?
- How do I want my doctors to communicate with me about these issues (for example, don't beat around the bush, or with tender loving care)?
- Under what conditions do I need to talk with my doctors (quiet, uninterrupted, with a tape recorder or a family member present to capture information)?

More questions available at www.y-me.org when you click on "Breast Cancer Information," then "Questions to Ask Your Doctor."



Save the date for next year!

Mother's Day
 Sunday, May 11, 2008
www.y-me.org



Coming in October 2008— Y-ME's Ride to Empower

Empower those touched by breast cancer by embarking on this powerful journey with Y-ME. The event will offer a one-day 100-mile century bicycle ride, with shorter routes available, and the chance to forge memories that will last a lifetime.

Look for Ride to Empower details, including date, location and fundraising levels, in the winter edition of *Lifeline*, or call (312) 294-8537 to learn more. **Y**



Continued from Page 14
 Cause for Applause

Shopbop.com Debuts Marc Jacobs Bracelet



Fashion forward women's online retailer, Shopbop.com, will debut an exclusive Marc Jacobs Breast Cancer Awareness bracelet in September.

Shopbop teamed up with the fashion designer to create a charity piece exclusively for its Web site to benefit those

who can't wait for a breast cancer cure. Fifty percent of each bracelet purchase will benefit Y-ME.

The Marc by Marc Jacobs bracelet will be featured in some exciting press this fall: in *Glamour* magazine's October issue, *Teen Vogue's* October issue and in *People Style Watch*.

The exclusive bracelet will be sold at www.shopbop.com for \$88.00. Don't miss this great opportunity! **Y**

Boston Tea Company Names Y-ME First Choice

Boston Tea Company will provide support to Y-ME through the sale of its Bentley's Finest Teas "Tea Leaves for Life™." The Bentley's teas are available in six gourmet green tea flavors including Oriental Treasure, Pomegranate, Mango, Papaya, Raspberry and Blueberry. One dollar of every tin sold will benefit Y-ME, with a minimum donation of \$30,000.

"We are honored to be supporting Y-ME in its efforts to provide information, support and empowerment to the millions of people affected by breast cancer each year," says Andrew Jacobs, president of Boston Tea Company. "Y-ME was our first choice as a national charity partner. Until there comes a time when breast cancer is no longer a threat to our mothers, sisters, wives and daughters, there is no goal more laudable than to support those affected by this devastating disease."

"We are so pleased to see Boston Tea taking a proactive approach in supporting its customers through the Tea Leaves for Life™ campaign" says Margaret C. Kirk, chief executive

officer for Y-ME. "Boston Tea has a unique opportunity to provide its customers and their family and friend network with breast health and support information they can use today."



"This year in the United States an estimated 180,000 women will be diagnosed with breast cancer," continues Jacobs. "Boston Tea has the opportunity not only to help support Y-ME's mission financially, but also to assist Y-ME in outreach and education efforts by placing information on our tins. From the comfort of their homes, consumers will be able to sip some of our finest teas and learn ways they can join our effort."

To learn more about Boston Tea Company's line of connoisseur-level teas or its collaboration with Y-ME, call 201-440-3004 or visit www.BostonTea.com. **Y**

Q Should I get regular mammograms? I've heard conflicting opinions.

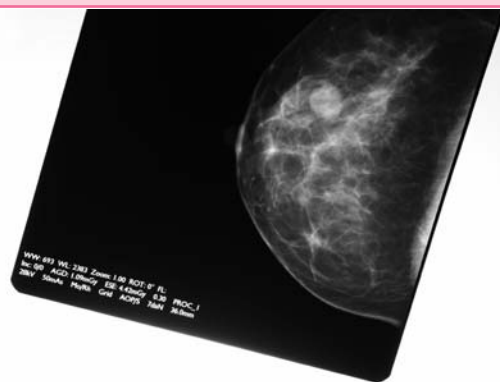
A Recently, there has been much debate about the value of mammograms in detecting breast cancer. First, a study released in 2000 concluded that mammograms did not significantly improve a woman's chance of surviving breast cancer, and then the American College of Physicians issued new guidelines this past April urging women in their 40s to consult with their doctor about whether to have mammograms. This advice conflicts with recommendations from other leading medical groups, including the American Cancer Society and the National Cancer Institute, that women should have annual mammograms starting at age 40. Much confusion has resulted, and women are asking whether they should continue to have annual mammograms.



Dr. Luz A. Venta, director of the Comprehensive Breast Center at the Methodist Hospital in Houston, Texas, recommends, "Unless there is a family history, most women should begin annual screening mammograms at 40." She explained that as age increases, the incidence of breast cancer also increases. However, there is no magical age in which

the chance of breast cancer skyrockets. Therefore, she concludes, "To have the most benefit, a mammogram should be performed every year. If you go every other year, you can miss a cancer at an earlier stage." In addition, Dr. Venta stresses the importance of comparing prior mammogram films so that changes can be easily detected. Patients should obtain their films if they change doctors.

There are three main concerns about mammograms: false-positives, radiation exposure and over-treatment. False positives occur when a mammogram finds something that looks abnormal, but turns out to be benign (not cancerous). The more mammograms a woman has, the more likely she is to have a false positive result that will need to be followed up with other tests, such as a biopsy. According to Dr. Venta, 60 percent to 80 percent of all biopsies performed in the United States turn out to be



non-cancerous, so it is important for women not to panic when they have an abnormal mammogram.

Next, some people worry that women will be exposed to too much radiation from mammograms. Dr. Venta does not believe there is a significant risk. The amount of radiation from new mammography equipment is similar to the radiation dose from flying a few trips on an airplane. Additionally, many precautions are taken by the technologists to minimize exposure.

Finally, there is concern that mammograms lead to over-treating patients, causing them additional discomfort, anxiety and time away from work. One important example is ductal carcinoma in situ (DCIS)—cancer inside a duct that has not broken through into the blood or lymphatic system and spread into breast tissue. Since the introduction of mammography, the number of women diagnosed with DCIS has greatly increased. Although some cases of DCIS eventually become invasive cancer, many do not. Women with DCIS are typically treated with lumpectomy plus radiation therapy or mastectomy. Dr. Venta thinks that it is still beneficial to find DCIS and does not consider it a negative result of mammography. "Most of us in the field find that taking these small cancers out of the breast before they become invasive prevents them from growing and harming the woman," she explained.

Given these concerns, is mammography the best screening technology available? Dr. Venta believes that it is, but magnetic resonance imaging (MRI) is a screening technique that is being perfected and may eventually be better than mammography. The greatest benefit of MRIs is that they are more effective for women with dense and fibrocystic breasts since they present a clearer contrast of breast tissue than mammograms.

Overall, Dr. Venta believes that the benefits of mammograms outweigh the risks. Most studies prove that mammograms can improve survival by 30 percent, so it is better to be proactive than to miss the cancer.

Continued on Back Page

¹ National Research Center for Women & Families, <http://www.center4research.org/mammogram.html>, Susan G. Komen website, <http://cms.komen.org/komen/AboutBreastCancer/EarlyDetectionScreening/EDS3-3-1?ssSourceNodeId=292&ssSourceSiteId=Komen>
² Washington Post, Tuesday, April 3, 2007
³ Dr. Venta and Centers for Disease Control and Prevention, <http://www.bt.cdc.gov/radiation/measurement.asp>
⁴ Susan G. Komen website, <http://cms.komen.org/komen/AboutBreastCancer/EarlyDetectionScreening/EDS3-3-1?ssSourceNodeId=292&ssSourceSiteId=Komen>



Support Y-ME in the Combined Federal Campaign (CFC)

Are you a federal employee? Planning to participate in the upcoming Combined Federal Campaign? Help support Y-ME's efforts to ensure that no one faces breast cancer alone by designating your contributions to CFC CODE 11974.

The CFC is the annual fundraising campaign in federal workplaces each fall. Every year, federal employees and

military personnel raise millions of dollars through the CFC to benefit thousands of charities, including Y-ME National Breast Cancer Organization.

Please keep Y-ME (#11974) in mind when choosing your CFC designations for this year's campaign! ♣

Please make a note: Y-ME's new CFC number is 11974

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Sisters of Those with Breast Cancer: Join the Sister Study

Is breast cancer caused by something women come in contact with at work, at home, in their communities or in the personal products they use? That's what the Sister Study is trying to answer. The Sister Study needs 50,000 **women whose sister(s) had breast cancer** to enroll now, to help discover the environmental and genetic causes of breast cancer.

Conducted by the National Institute of Environmental Health Sciences, the Sister Study is committed to enrolling a diverse population of women to ensure the results represent and benefit all women.

For more information visit www.sisterstudy.org or
www.estudiodehermanas.org (Spanish). Call toll-free 1-877-4SISTER.
Deaf/hard of hearing call 1-866-TTY-4SIS. ♿



The mission of Y-ME National Breast Cancer Organization is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone.

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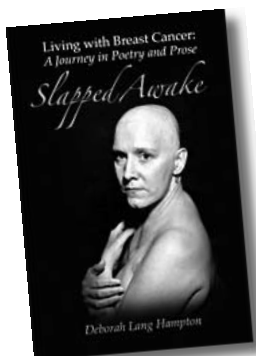
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In addition to our publications and our Web site, www.y-me.org, Y-ME suggests the following resources for breast cancer information.



Slapped Awake.

Hampton, Deborah. (2007). Nashville, TN: Westview Publishing, Inc.



Debbi Hampton, former Y-ME Chattanooga executive director and long-time Y-ME services and activities volunteer, released a book that tells her breast cancer journey during nearly 13 years. *Slapped Awake* follows the ups and downs of Debbi's initial coping with breast cancer and then living with metastases for the past six years. She says, "I think that the book offers hope and one woman's experience of focusing on living with breast cancer, not dying from it."

Stealing Second Base: A Breast Cancer Survivor's Experience and Breast Cancer Expert's Story.

Shockney, Lillie. (2007). Sudbury, MA: Jones and Bartlett Publishers.

This 103-page book is filled with more relevant, personal information than most books two or three times its size. Shockney confides many experiences that others do not: the sexually sensitive areas of her chest following mastectomies; her husband's responses to her surgeries; and her DIEP reconstruction many years after losing her breasts. Throughout the book, she uses humor in relating her own situation and sensitivity in relating that of others.

Help Y-ME Ensure That No One Faces Breast Cancer Alone

Join Y-ME's team of trained volunteers and help provide information and peer support to those who cannot wait for tomorrow's cure.

Volunteer Opportunities

- Peer Support Groups
- 24/7 Hotline
- Breast Cancer Workshops
- Outreach
- Teen Programs
- Special Events
- Advocacy
- Office Work

For more information, visit www.y-me.org/volunteer

24/7 Y-ME National Breast Cancer Hotline

(800) 221-2141 (English)*

(800) 986-9505 (Spanish)

*Interpreters available in 150 languages




The mission of Y-ME National Breast Cancer Organization is to ensure, through information, empowerment and peer support, that no one faces breast cancer alone.



ACS Announces New MRI Guidelines

In March, the American Cancer Society (ACS) announced new guidelines for breast cancer screening with magnetic resonance imaging (MRI) as an adjunct to mammography. The recommendations do not apply to most healthy women, who have only an average risk of developing the disease. For women of average risk, ACS recommends getting annual mammograms and breast exams by a physician, beginning at age 40.

Most high-risk women should begin getting MRIs and mammograms at age 30, depending on their doctor's advice. High risk is defined as a 20 percent to 25 percent or higher chance of developing breast cancer during one's lifetime. The average lifetime risk for women in the U.S. is 12 percent to 13 percent.

To read more on this topic, including details about who falls into the "high-risk" category, visit www.y-me.org and click on Media Room at the top. 

Have a Breast Cancer or Breast Health Question?

Feel free to call the Y-ME National Breast Cancer Hotline at 1-800-221-2141 or visit **www.y-me.org** to submit your questions. All online requests are answered promptly.

need to talk? ----->

24-hour Y-ME National Breast Cancer Hotline

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