Giving Virginians a Voice in the Fight Against Breast Cancer

Fall 2012 | A Quarterly Publication of the Virginia Breast Cancer Foundation

On your mark, get set, give!

Support VBCF in The 2012 Amazing Raise, a 36-hour online giving event hosted by The Community Foundation Serving Richmond and Central Virginia. While this event is targeted to Central Virginia residents, donors everywhere can participate as our funds raised will be used to support all of our statewide breast cancer education and advocacy services throughout Virginia.

VBCF is eligible to win a bonus Primetime Prize of an additional $1,000 if we can get the most unduplicated donors to give $50 or more on September 19 between 8 and 10 pm. Please mark your calendars now for Wednesday, Sept. 19 and plan to visit VBCF’s website at www.vbcf.org or www.GiveRichmond.org to show your VBCF support and help us end breast cancer!

What is Becky’s Place? By Mary J. Saunders, RN, MSN, OCN

Planting the seeds of cancer awareness, that’s Becky’s place.
Educating people about breast, ovarian and cervical cancers, that’s Becky’s place.
Educating people about testicular and prostate cancer, that’s Becky’s place.
Counseling people not to use tobacco products, that’s Becky’s Place.
Counseling people to eat healthy foods and exercise, that’s Becky’s Place.
Stories told by survivors, that’s Becky’s Place.
Even school supplies, prayer shawls, gift cards, that’s Becky’s Place, too.
People so appreciative of the education VBCF provides, that’s Becky’s Place.
Volunteers donating their time, resources and talents to promote the VBCF mission, that’s Becky’s place.
VBCF volunteers collaborating with UVA nursing students, VCU pharmacy students, and local health care providers, that’s Becky’s place.
VBCF volunteers traveling to Wise, Virginia to improve the health of Virginians, that’s Becky’s place.

What is Becky’s Place? Becky’s Place is an educational outreach effort sponsored and organized by VBCF that takes place annually in Wise, Virginia at the fairgrounds as part of the Remote Area Medical Volunteer Corps Clinic. This year it was held July 20, 21 and 22. People without access to medical, dental, or eye care come to the clinic to receive care. Mammography is provided on site by the mobile mammography service of the University of Virginia Health System. For most of these people this is the only medical and dental care they receive. While patients wait for examinations they come to Becky’s Place to learn ways to live a healthier life. Over the three days VBCF volunteers, made up of cancer survivors, nurses, and pharmacy students, taught 21 classes and offered tobacco cessation counseling to over 600 people.

Becky’s Place is named after Becky Morris, former VBCF board president and longtime breast cancer advocate. Becky lost her battle to breast cancer in 2010 but it was her desire that this educational endeavor continue on. It was alive and well this year thanks to the efforts of Yvonne Eisenberg and Maggie Powers, Becky’s Place volunteer co-chairs. Thanks also to Continued on Page 7

Inside

2 President’s Voice
3 Research Roundup
7 Summer FUNdraisers!
Three Cheers for VBCF Volunteers – Simply the Best!

It used to be that most breast cancer awareness activities were only in October and our goal was to raise awareness all year long. Well, after looking at the spring and summer activities for VBCF I would say that we have accomplished our goal! We have had major educational (Becky’s Place at Remote Area Medical and our bi-annual public library grant awards) and fundraising programs this summer (Pink Ribbon Polo, Honky Tonk Angels, GRITS, and Women’s Memorial Golf Tournament to name a few) that have been staffed by chapter members, volunteers, and VBCF staff.

Where do we get our volunteers? We get them from our five hardworking chapters (Blue Ridge, Central Virginia, Hampton Roads, Peninsula, and Prince William) as well as friends, family members, and those whose lives have been touched by breast cancer. We all have stories of chapter members whose husbands, wives, partners, and kids have been “volunteered” for events when needed. I could not begin to total the number of volunteer hours, educational events, lobby days, and health fair tables staffed over the past 20+ years and continue to be grateful to our chapters as they really are the backbone of the organization.

Some volunteers are recruited for single events. I met a young woman at the Pink Ribbon Polo event whose mother has metastatic breast cancer, and she wanted to be part of the event to honor her mother. We discussed the Central Virginia chapter and hopefully she will attend a meeting and decide to join the chapter. I am amazed at the number of people and organizations that organize and host fundraisers for VBCF. They give of themselves tirelessly as they want to contribute to our mission to Educate, Advocate, Eradicate and we thank them not only for their financial support, but also for the opportunity to increase awareness at their events.

On behalf of the Board of Directors, the VBCF staff, and myself I would like to thank each and every chapter member and volunteer of VBCF for the hours that they have and will donate to VBCF. Your tireless efforts over the past 20+ years have allowed us to continue VBCF’s mission to Educate, Advocate, and Eradicate. Without your willingness to attend educational events, staff health fair tables, go to church and women’s groups, and other duties as needed VBCF would not be where we are today. I am once again exceptionally proud to be a part of this great organization and look forward to seeing you at events throughout the state.

Meg Shrader, President
Board of Directors
Volunteer Spotlight: Effie Terry

Effie Terry was born in the Czech Republic during World War II. At the end of the war she and her family were forced to move to Germany along with most ethnic Germans who had lived in Czechoslovakia. She grew up and went to school in southern Bavaria. In 1962, she moved to the town of Zweibrucken where her future husband was stationed. They were married in 1962 and moved to the United States in 1963.

Effie was diagnosed with breast cancer in September 1992 and decided to have a radical mastectomy. She met Ann Wilson at a breast cancer support group meeting after her surgery. Soon after that meeting, Ann and a handful of founding members started the Peninsula Chapter of VBCF.

Effie recalls the early days of VBCF with volunteers assembling thousands of breast cancer ribbons and taking them to doctor’s offices, churches, and many other places. They were often invited to health fairs to educate the attendees on the importance of breast self-examination and breast cancer issues. During her 19 years as an active member of the Peninsula Chapter, Effie has taken on many roles - serving as chapter treasurer for a couple of years, and helping with the chapter’s fashion show and golf tournament since their inception.

Thank you, Effie!

**Research Roundup: Night Shifts & Breast Cancer**

By Carla V. Finkelstein, Ph.D, Associate Professor, Integrated Cellular Responses Laboratory, Virginia Polytechnic Institute and State University

Although the etiology of sporadic forms of breast cancer is primarily unknown, epidemiological and clinical studies show that disturbance of our daily physiology, named “circadian disruption,” impacts breast cancer incidence by altering the rate of normal cell growth. Circadian rhythms are mechanisms that measure time on a scale of about 24 hours and adjust our bodies to external environmental signals. Core circadian clock genes are defined as genes whose protein products are necessary components for generating and regulating circadian rhythms. Thus, when circadian proteins are de-regulated, their unbalance directly impact processes that prevent cancer from developing and progressing.

Statistics are truly staggering. Women working the night shift have up to 37% higher incidence of developing spontaneous forms of breast cancer. This is particularly true for night-shift nurses that, in addition to their daily schedule, are frequently exposed to stress conditions. Supported by a grant from the Avon Foundation, Virginia Tech has launched a study aimed to identify the molecular connections that link environmental sensors to the mechanisms in the cell that are responsible for the decisions within the cell to divide or die.

Why is it important to understand the wiring among molecules? It is simple: the more we know about how molecules connect, the easier it will be for us to identify any abnormalities occurring at a given time. Thus, with the help of the Army of Women and the many volunteers that participated in our studies, we have been able to collect breast tissue samples from women working day/night shift that did/did not develop breast cancer and identify specific differences that can be used as molecular predictors of disease development.

Our research is complemented with information from databases of genomic sequences, inter-individual genetic variability, and disease susceptibility, the results of which, along with biomarkers discovery, would help us identify individuals at risk and predisposed to cancer thus favoring the development of cancer prevention strategies. We expect that control over circadian habits will be an effective and cost-efficient approach for reducing cancer risk and for modifying the biological behavior of tumors.

A second level of our study aims to explore the prospects for correlating the functional status of the circadian sensing mechanism in the cell and its clinical significance. We basically ask whether an abnormal wiring of the circadian network might be implicated in how patients respond to chemo and radiation therapies, and whether patients’ tumors harboring defects in their circadian wiring may be more likely to have advanced disease and metastasis and even differences in their response to drug therapy compared with patients whose tumors have a fully functional circadian pathway. This combined information could be used to tailor therapy and may lead to important advances in prevention as well as in understanding disease progression and response to conventional therapy.

My heartfelt gratitude to the 267 anonymous Army of Women volunteers that have contributed to our studies and for which I am forever grateful.
Photo 1: Becky's Place volunteers pose for a photo with Tim Kaine, former governor of Virginia and his wife, Anne Holton. Photo 2: Volunteers staff a smoking cessation booth at Becky's Place. Photo 3: Becky's Place volunteers pose for a photo. Photo 4: Patients at RAM attend a class session at Becky's Place. This year our classes included breast cancer, ovarian cancer, cervical cancer, male cancers, diabetes and smoking cessation. We taught 21 classes and reached over 600 individuals.
A Summer of FUNdraisers!

Photos 1, 3, 4: Thank you to King Family Vineyards in Crozet, the Pink Ribbon Polo Committee, and the sponsors, donors, volunteers, and attendees who made the Eighth Annual Pink Ribbon Polo Classic such a success! VBCF has received almost $35,000 to support our work.

Photos 2, 6, 7, 8, 9: Thanks to the volunteers & supporters that made the 26th Annual Women’s Memorial Golf Tournament a success! The tournament raised over $31,000 for VBCF!

Photos 5, 10: A Night of Honky Tonk Angels III raised over $3,600 for VBCF. Thanks to everyone who made the event a success!
Support VBCF - Attend a Chapter Event!

Saturday, September 15 - Portsmouth, VA: The Hampton Roads Chapter will be hosting their 6th Annual Victory Walk on Saturday, September 15 in Portsmouth. This two mile walk will begin at Ntelos Pavilion and wind along the waterfront. Register at www.vbct.org/victory-walk. Contact T.E. Okafor at 757-636-2334 for more information.

Saturday, September 22 - Newport News, VA: The Peninsula Chapter will host the 18th Annual VBCF Golf Tournament on Saturday, September 22. This year’s tournament will take place at Kiln Creek Golf Club in Newport News. Contact peninsula@vbct.org for more details.

Saturday, October 6 - Portsmouth, VA: It’s time to get rolling again! The Hampton Roads Chapter will host their 10th Annual Rolling for Life Motorcycle Ride on Saturday, October 6. Registration will begin at Aggressor Custom Cycles in Portsmouth. The ride will go from Portsmouth to the Franklin Fall Festival in Franklin, VA. Cost is $10 per rider and $5 per passenger. Contact Duke Garner at 757-714-7910 or sirduke04@cox.net for more information.

Monday, October 29 - Petersburg, VA: Save the date for some delicious food and fun at the Central VA Chapter’s 16th Annual Breast Cancer Awareness Dinner at Brickhouse Run on Monday, October 29! Local celebrity waiters will serve you a wonderful meal while you support the cause. Visit www.vbct.org for more information.

Saturday, November 10 - Portsmouth, VA: The Hampton Roads Chapter will host their Annual Breast Cancer Luncheon on Saturday, November 10. Look for details coming soon to www.vbct.org.

Saturday, December 2 - Richmond, VA: Mark your calendar for the Central VA Chapter’s Hospital Hospitality House (HHH) Cookie Walk! This annual chapter event is a way to share the holiday spirit with those in need. Bring some cookies and join the chapter at the HHH as they bag them for the guests.

Want to receive the VBCF Connection, our monthly e-newsletter? Visit www.vbct.org to sign up!

Blue Ridge Chapter

The Blue Ridge Chapter has been busy this summer with events at Shakin’ at the Station, Sweet Dreams, Pink Ribbon Polo, and RAM (see cover & page 3 for more information on RAM) efforts. Their fall calendar is already filling up with health fair and speaking engagements at a variety of locations.

Prince William Chapter

The Pi Lambda Lambda Chapter of Omega Psi Phi Fraternity, Inc. of Prince William County in partnership with Ebenezer Baptist Church Ministry of Medicine (MOM) sponsored its annual Health Fair on Saturday, July 21, 2012 at Ebenezer Baptist Church, in Woodbridge Virginia. This health fair was free to the public and was an attempt to help improve the health and well-being of our fellow neighbors in Prince William County. It served as an excellent opportunity for everyone to incorporate early detection, preventive measures, and health education into a Healthy lifestyle.

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Chapter volunteers also distributed breast cancer educational tools at the 22nd Annual Manassas African American Heritage Festival on Saturday, August 4, 2012 at Metz Middle School in Manassas, VA.
Locally-Owned Virginia Mastectomy Boutiques

There are a number of locally-owned mastectomy boutiques across Virginia which strive to provide a unique and supportive shopping experience in a less clinical atmosphere. All offer both private fittings by appointment and the opportunity to drop in and shop. Though not all of the boutiques offer the same services, they each have a variety of products to offer visitors. Their trained staff can assist in determining individualized prosthesis shape and fit, and offer customized lingerie, swimwear, lymphedema sleeves and compression hosiery, hair loss products such as wigs, scarves, and hats, as well as jewelry and other keepsakes. Advances in products are made on a continual basis so you may want to check in regularly. As well, insurance companies may cover certain boutique products so call your insurance company to determine your eligibility and coverage and the stores to determine if they work with your company. These boutiques are working to make your visit both comfortable and successful.

I’m Still Me Post-Mastectomy Boutique
5439 Old Alexandria Turnpike
Warrenton, VA 20187
Phone: 540-878-2136
www.Imstillmellc.com

Second to Nature & A Special Place
Lamplighter Mall Shopping Center
5524 Williamson Rd
Roanoke, VA 24012
Phone: 540-366-2711
www.pinkribbonchic.com

Stepping Stones Women’s Center
Mechanicsville Medical Center
7575 Cold Harbor Rd. Suite 2D
Mechanicsville, VA 23111
804-746-9880
www.steppingstones4women.com

What is Becky’s Place? Con’t from Cover

volunteers Mary Baker, Kathy Boehm, Diane Carter, Peg DeBender, Louisa Hammond, Juanita Jones, Tuwanna Okator, Kathleen and Tom Rose, Gay Rudis, Mary Saunders, UVa nursing students Liz Crotty, Karen McDonnell, Joseph Ryan and Tori Tucker and VCU pharmacy students Andrew Carmichael and Ashley Higbea. Thanks also to all our donors and staff without whom VBCF could not continue this educational outreach program.
Support VBCF!

Please fill out form(s) and return with your check to VBCF.

☐ Please contact me about becoming a VBCF Volunteer.

☐ Please send me information on planned giving.

☐ Supporter $50  ☐ Friend $100  ☐ Patron $250  ☐ Benefactor $500  ☐ Champion $1,000

☐ Other $ __________

Name: __________________________________________________________________________

Address: _________________________________________________________________________

City: __________________________ State: _______ Zip Code: __________

Phone: _________________________ Fax: ___________________ e-mail: __________________________

A contribution of $ ___________ is enclosed.

In Memory Of: ________________________________________________________________

or In Honor Of: ________________________________________________________________

(If you would like an acknowledgement card sent, please include name and address of recipient.)

Name: _________________________________________________________________________

Address: ______________________________________________________________________

City: __________________________ State: _______ Zip Code: __________

This newsletter, published by the Virginia Breast Cancer Foundation, focuses on breast cancer issues and the activities of VBCF supporters. If you have any comments, please call 804-285-VBCF or write to: Virginia Breast Cancer Foundation, 5004 Monument Avenue, Suite 102, Henrico, VA 23230.