2012: A Look Back

The holidays are the perfect time for reflection, a time to look back at the last year and tally up the results. As we look back, we here at VBCF want you to know that we are thankful for each of you - you've made donations, attended our events, hosted events on our behalf, volunteered your time & helped educate your community with our educational resources. None of our accomplishments would be possible without you.

2012 was a productive year for VBCF. Here are some highlights:

• VBCF hosted Breast Cancer Lobby Day at the Virginia General Assembly. VBCF coordinated the state-wide effort which had representation from the American Cancer Society, Nueva Vida, Sisters Network, Susan G. Komen for the Cure, and VBCF.

• We successfully advocated for the Breast Density Notification Law in the General Assembly - Virginia was the third state in the U.S. to pass such a law.

• VBCF chartered a bus and led a group of nearly 70 advocates to meet with our federal legislators in partnership with the National Breast Cancer Coalition’s National Lobby Day in Washington, DC.

• We hosted our Becky’s Place educational tent at the Remote Area Medical program in Wise, VA. During the three-day period VBCF volunteers, made up of cancer survivors, nurses, and pharmacy students, taught 21 classes and offered tobacco cessation counseling to over 600 people.

• Through our Library Outreach Program we have awarded a total of $2,000 to seven library systems, representing 24 branches for the purchase of breast cancer books and resources for library patrons. Another round of grants will be awarded before the end of 2012. Since 2000, VBCF and its local chapters have provided more than $50,000 in grant funds to support local libraries across VA.

• Through our Breast Cancer is More Than a Pink Ribbon Campaign we were able to distribute almost 100,000 free pink ribbons attached to a bilingual education card with prevalence rates, detection tool information, and Every Woman’s Life contact information along with additional take-away educational materials and resources.

See page 3 for a map that shows the scope of our outreach efforts.

• We partnered with the Central Virginia Breast Cancer Coalition and other local cancer organizations to host The Survivorship Journey: A Conference for Cancer Survivors and Their Caregivers. The conference was free and was attended by more than 175 participants. We also participated as a partner for conferences held in Newport News and Big Stone Gap. Those conferences were hosted by the Cancer Action Coalition of Virginia (CACV).

Thank You!
VBCF’s board and staff have prepared a special message for you.

To view it visit: www.vbcf.org/thankyou
What are you thankful for?

The holidays are a time for family, friends, fellowship, and reflection. They can be especially poignant for those undergoing treatment as well as survivors. I am thankful for many things this year, my brother Peter and his wife Linda live at the Jersey shore and they are safe as are many other relatives. I am thankful for each and every cancer survivor, their families and care givers, and the health care professionals that are part of their team. I am thankful to all of you who devote your time and energy supporting the mission of VBCF to Educate, Advocate, and Eradicate breast cancer. Many of you have been with us for over a decade and continue to tirelessly and selflessly give of your time and talent.

VBCF has two major awards that it presents each year, the Sharon H. Kohlenberg award and the Nancy G. Dopp award. The Kohlenberg award recognizes Virginians employed in the health care field who “exhibit a deep and abiding commitment to the fight against breast cancer”. The 2012 Sharon H. Kohlenberg award was recently awarded to Dr. Jennifer Reed with Sentara Hospital of Norfolk, VA. Dr. Reed has dedicated her entire practice to the care of breast cancer patients, and is committed to helping her patients make informed choices for their care. Dr. Reed has taken on some key leadership roles in promoting advanced scientific care delivery, and establishing a prospective tumor board. She also facilitates a breast cancer support group.

The Nancy G. Dopp Volunteer of the Year Award recognizes an outstanding volunteer who has contributed time, talent, and resources to the Virginia Breast Cancer Foundation. We are proud to announce that Bodina Wright, of the Peninsula Chapter, is the recipient of the 2011 Dopp award. She has been instrumental in the Peninsula fashion show for many years. Bodina has developed a manual for the fashion show that includes contacts, timelines, and volunteer responsibilities so that the fashion show runs smoothly. Anyone who has been to the fashion show can attest that it is well organized, the silent auction is wonderful, and everyone has a great time.

Finally, I am very thankful to the Board of Directors and VBCF staff. The Board has had some challenges this year and has faced them head on. Their dedication to VBCF is unwavering and we are fortunate to have them. The VBCF staff continues to support our mission and have yet again coordinated and survived another October without losing their sense of humor.

Please mark your calendars and plan to join us in Richmond on Thursday, February 7, 2013 for State Lobby Day in Richmond. You will hear more details in the coming months and we would love to have you join us.

May you have a holiday season filled with health, happiness, and joy!

Meg Shrader, President
Board of Directors
Mammography works. Fewer women are dying of this disease than 20 years ago – but we can do better. Some women may benefit from screening more frequently or using different techniques. And perhaps some women could even be screened less frequently.

**Today's mammogram recommendations**
Screening mammograms are recommended for women every year beginning at age 40. Annual screenings reduce the risk of death from breast cancer by approximately 30 percent. Having a mammogram every other year is not as effective, and reduces the benefit of mammography by approximately 15 percent. For women that are at very high risk for breast cancer (>20% lifetime risk), usually due to a known or suspected gene mutation (BRCA 1 or 2), annual screening breast MRI is also recommended.

**Changing 'one-size-fits-all' recommendations**
Currently, it is not possible to accurately predict which women may benefit from more frequent screening for breast cancer, and which women can safely have less-frequent screening. Some women, especially those with a family history of breast or ovarian cancer and dense breast tissue, would likely benefit from additional screening such as breast ultrasound or breast MRI. Breast density, identified by the whiteness of the tissue on the mammogram, increases breast cancer risk but has so far not been accounted for in making screening recommendations.

On the other hand, there are probably many women that are at low risk for breast cancer and can probably be screened less frequently than every year. We need to develop a smarter approach to breast cancer screening that personalizes recommendations for screening based on all of a woman’s risk factors.

**The UVA Mammography Project**
The UVA Mammography Project aims to build a screening model that will include breast density to help women make decisions about the frequency and type of breast cancer screening based on their personal risk factors. This $5.5 million study is funded by the Congressionally Directed Mandated Research Program and is administrated by the Department of Defense.

**Want to help with UVA’s Mammography Project?**
UVA is currently recruiting 4,000 women who have had a mammogram at UVA to participate in a clinical trial. They are looking for **3,000 women who have not been diagnosed** with breast cancer and **1,000 breast cancer survivors**.

Participation is quick, easy and completely confidential. Participants will be asked to fill out a 45-minute questionnaire at their next scheduled appointment. If you do not have an appointment scheduled at UVA, staff can work with you to find a convenient time to meet. A one-time only blood sample for additional research into breast density as a risk factor is optional. Information will be kept completely confidential and will not be attached to medical records.

**Do I qualify?** UVA is looking for 3,000 women who have not had breast cancer and have had a digital mammogram at UVA between October 2003 and December 2007 to participate in this clinical trial. In addition, 1,000 breast cancer survivors who have had a digital mammogram at UVA between October 2003 and December 2011 are needed.

If you would like to join this project, or if you would like to hear more about the UVA Mammography Project and ask questions, please call 434-243-4543 or email Kathy Repich at klr3b@virginia.edu.
The Survivorship Journey: A Conference for Cancer Survivors and Their Caregivers by Pem Hall, Director of Community Health Services, Susan G. Komen for the Cure - Central Virginia Affiliate

The Survivorship Journey: A Conference for Cancer Survivors and Their Caregivers was held on Saturday, November 3 at Lewis Ginter Botanical Garden in Richmond, VA. Dr. William Irvin, Jr., MD, Director of Clinical Research and Physician Site Leader-Hematology/Oncology with Bon Secours Cancer Institute opened the conference with his presentation, “More Than a Statistic—The Cancer Survivor’s Journey.” Dr. Irvin defined cancer survivorship, outlined the potential late effects of cancer treatment, and discussed the role of the oncology team in education and treatment of those effects.

Roxanne Cherry, MS, MPS, the Cancer Center Chaplain at Henrico Doctors’ Hospital shared strategies and resources for patients and caregivers who are coping with uncertainty. The wellness focus of the conference included dietary recommendations for cancer survivors, as described by Diane Baer Wilson, EdD, MS, RD, Associate Professor with the VCU School of Medicine and Massey Cancer Center. Additionally, the importance of exercise and physical activity were emphasized by Holly Austin, Branch Operations Director of the Midlothian Family YMCA. She described the 12-week LIVESTRONG wellness program that the YMCA offers free of charge to cancer patients. Chris Campbell, a local musician, offered several guitar selections during the lunch break.

Mary Baker, BSN, MSN, Nurse Practitioner with Bon Secours Virginia Breast Center shared the importance of patients having a survivorship care plan following treatment. A survivorship plan gives patients and their primary care providers a road map for living well beyond cancer. A panel of four cancer survivors shared their personal stories and answered questions moderated by Sherry Fox, BSN, MS, PhD, the Director of the Cullather Brain Tumor Quality of Life Center and Vice President, Oncology Services with Bon Secours Virginia Health System.

To end the day on a high note, Estelle Brodeur, a Certified Laughter Yoga Teacher with MindBody Health of Richmond, LLC and her husband Jim led the guests in a 30-minute laughter yoga session. The laughter in the room was contagious!

VBCF’s Vernal Branch presided over the program for the day, and Meg Helsley, MSN, RN AOCNS, Oncology Clinical Nurse Specialist at Henrico Doctors’ Hospital gave the closing remarks. The conference was presented by several local health organizations and was free to more than 175 participants, thanks to support from generous sponsors.

Volunteer Spotlight: Vicky Carr

Vicky Carr, M.Ed., PMP, is a 3 year breast cancer survivor, consumer advocate, and recent Project LEAD Institute graduate interested in doing peer reviews for DOD BCRP and Avon. She is a former volunteer for the Y-ME National Breast Cancer Organization’s 24/7 nationwide survivor hotline and active in several breast cancer organizations, including VBCF, National Breast Cancer Coalition, Life with Cancer Center, and ABCD: After Breast Cancer Diagnosis. She has a B.S. in Mathematics and Masters in Science Education from the University of Utah. She is a retired software engineering manager and certified Project Management Professional with Lockheed Martin, and held previous positions as computer programmer and systems analyst for Lockheed and the U.S. Air Force.

Vicky heard about VBCF from Susan Siegel at Project LEAD and upon her return attended the Prince William Chapter monthly meeting where she met the dynamic chapter leader, Lydia Stewart. Lydia got Vicky involved in supporting the VBCF educational booth at the Manassas African-American Heritage festival, where she helped distribute literature and collect Deadline 2020 signatures. She helped support a similar effort at Macy’s Shop for a Cause at the Manassas mall, selling tickets ahead of time, and then at the mall door (a portion to go to VBCF). She was also a model in the event’s fashion show.

Vicky joined VBCF’s Advocacy Committee, and attended a BioBanks bootcamp in DC to learn ways VBCF can become involved in the tissue advocacy issues shaping up in Virginia and nationally. She was invited to represent VBCF by giving a 10 minute slide presentation to the Cancer Action Committee of Virginia at University of Virginia on the advocate’s perspective of the ‘National Tissue Bank Initiative’, also called TCGA (The Cancer Genome Atlas). She maintains local connections for VBCF through Inova Fairfax Hospital system and as a member of Georgetown Lombardi Breast Cancer Program’s Patient Advocacy Committee. She’ll be representing VBCF at the San Antonio Breast Cancer Symposium this December.
Want to receive the **VBCF Connection**, our monthly e-newsletter? Visit [www.vbcf.org](http://www.vbcf.org) to sign up!

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**State Lobby Day**

2/7

2013

Get on the Bus!

**We Need YOU!**

Join us on **Thursday, February 7, 2013** at the Virginia General Assembly for **Breast Cancer Lobby Day**. Representatives from cancer groups across Virginia will join together to meet with our elected legislators to discuss issues important to Virginians facing breast cancer.

To ease transportation VBCF will charter a bus to take advocates from a designated parking area in the near West End to the General Assembly. Once we arrive, advocates will be briefed on the issues and separated into teams to meet with our Delegates and Senators.

**Registration is required.** Register online at: [www.vbcf.org/advocate/virginia-state-lobby-day](http://www.vbcf.org/advocate/virginia-state-lobby-day)

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**Volunteers Needed!** If you would like to lead a team of advocates on lobby day, we have positions available. We will hold a team leader training on Tuesday, January 8, 2013. Please contact Vernal Branch for more information: 1-800-345-8223 ext. 203 or vernal@vbcf.org.

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Conference attendees participate in sessions at **The Survivorship Journey: A Conference for Cancer Survivors and Their Cargivers** held on **Saturday, November 3**.

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**Thank You Chapter Members & Volunteers!**

Thanks to your hardwork & dedication, VBCF was able to:

- Staff over 60 literature tables & health fairs
- Provide speakers for more than 20 engagements
- Distribute nearly 100,000 pink ribbons and literature with information about breast health and free screenings through the Every Woman’s Life Program for the uninsured and underinsured.

_Educate. Advocate. Eradicate._
Blue Ridge Chapter

The Blue Ridge Chapter has had a very busy fall! They have participated in many health fairs, put up displays in area libraries, and filled multiple literature requests. Their participation in the Rockbridge County Festival was a tremendous success.

McDonough Toyota in Staunton is promoting VBCF through T-shirt sales at area high school sport events. In September they received a $2000 check from their “Shakin at the Station” participation.

The chapter is also partnering with two local businesses for ongoing fundraisers. “Aspen By Design”, a beauty salon in Stuarts Draft, distributed pink ribbons and accepted donations for VBCF through October. “Initial Inspiration” in Waynesboro conducted a “Inspired by Pink” fundraiser throughout October to benefit VBCF. We are thankful for this support and look forward to more activities to come!

Peninsula Chapter

Think Pink Day & Tackling Out Breast Cancer

Think Pink Day and the Tackling Out Breast Cancer game between Tabb and Grafton High Schools on October 19, 2012 were a HUGE success. This is the 5th year that Grafton High School has held a Think Pink Day. Students and Staff wear pink to honor Breast Cancer Awareness Month. This year, HUNDREDS of students and staff wore pink and donated $1 for a pink ribbon. In 20 minutes, the Graton High School’s Fellowship of Christian Athletes collected over $250! Tabb High School’s FCA collected over $260. A week before this event a PINK OUT Cheer Competition was held at GHS and CHEER FOR LIFE T-shirts were sold. An additional $340 was collected through t-shirt sales. In one week, two rival schools set aside their rivalries and TACKLED BREAST CANCER TOGETHER and raised over $860 for VBCF.

Prince William Chapter

Macy’s Shop for the Cause

Members of the VBCF-PWC Chapter participated in Macy’s Shop for the Cause on August 25. The chapter provided literature, sold passes and gathered signatures for NBCC’s Deadline 2020 initiative. Over one hundred signatures were collected at the event. The chapter raised $534 from member sales with the assistance of the members from the Omicron Chapter of Alpha Kappa Alpha Sorority. For the first time, members and family members modeled fashions provided by the store. Thank you to all that made this happen.

Zumba Against Breast Cancer

The Iota Epsilon Sigma Chapter of Sigma Gamma Rho Sorority held their Zumba Against Breast Cancer on October 6 at the Veteran’s Park Gym. VBCF-PWC president Lydia Stewart (kneeling on left) spoke along with member Shirley Crawford to the gathering of women that attended that day. The VBCF - PWC Chapter received a check for $200 from the event.

Photos - Page 7:

Photo 1: Brighton Collectibles, Stony Point Fashion Park. Several VA Brighton stores selected VBCF to receive a portion of proceeds from the sale of their Power of Pink bracelets. Photo 2: 2nd Annual Fall BRAzaar held in memory of Denys Musselman. Denys’ family is pictured (l-r) Lynda Smith (mother), Christine Suich (sister), and Brian Smith (father). Photo 3: Students at St. Christopher’s School sell bracelets at their Fall Festival to benefit VBCF. They raised $500.
Thank You for Supporting VBCF!

A special thank you to the following organizations who partnered with VBCF to raise awareness and funds this fall:

- 4th Annual Blacksburg Pretty in Pink
- Hilton Short Pump Aura Spa & Salon, Short Pump
- Brighton Collectibles, Williamsburg Outlet, Stony Point Fashion Park, and Potomac Town Center
- Central High School, King & Queen
- Cookies and Anarchy, Roanoke
- Dinwiddie Middle School, Dinwiddie
- Drive Time, Chesapeake
- ECPI University, Manassas
- Ghengis Grill, Short Pump & Midlothian
- Grafton High School, York County
- Hanover High School
- Hunter Holmes McGuire VA Medical Center
- Iota Epsilon Sigma Chapter of Sigma Gamma Rho Sorority, Prince William County
- Jackson Davis Elementary School PTA, Richmond
- Kenner Army Health Clinic, Fort Lee
- Lacie’s Garden Center, Christiansburg
- Marriott Residence Inn, Chester
- Monkees of Fredericksburg & Richmond
- Monkey Joe’s, Midlothian
- Morgan Vision Care, Virginia Beach
- Owens & Minor, Mechanicsville HQ
- Pink Butterfly Foundation - 2nd Annual Fall BRAzaar
- Prince Edward County High School, Farmville
- Richmond Surgical Group, Richmond
- Sassy Bee, Midlothian
- Starr Hill Brewery, Statewide
- Tara Temple & Tara Thai locations, Northern VA
- Texas Roadhouse, Chesapeake
- Tilted Kilt, Prince George
- Village Exxon
- William Byrd High School, Roanoke County
Help us Improve & Win!

We want your feedback on this newsletter! Complete a brief survey and you can be entered to win a $20 Bed, Bath & Beyond Gift Certificate and a VBCF “Breast Cancer is More than a Pink Ribbon” Tervis Tumbler. Visit www.vbcf.org/survey to give your feedback and enter to win!

Responses will be collected until Friday, February 1. The winner will be randomly selected and notified on or around February 4.

Support VBCF!

Give online at www.vbcf.org/donate.

It's fast, easy & secure!

Or, 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 $ __________

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: _____________

Phone: ______________________ Fax: ______________________ e-mail: ______________________

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 800-345-VBCF or write to: Virginia Breast Cancer Foundation, 5004 Monument Avenue, Suite 102, Henrico, VA 23230.