

DELAWARE
BREAST CANCER



BREAST CANCER

Update

Delaware Breast Cancer Coalition

Summer 2009

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*Northern
Lights of Life*

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LOCATIONS:

New Castle County
111 W. 11th Street, Ste. 3
Wilmington, DE 19801
(302) 778-1102

Kent County
165 Commerce Way, Ste. 2
Dover, DE 19904
(302) 672-6435

Sussex County
16529 Coastal Hwy., Ste. 116
Lewes, DE 19958
(302) 644-6844

Toll Free in Delaware:
(866) 312-DBCC (3222)

E-mail:
DBCC@debreastcancer.org

Website:
www.debreastcancer.org

A Message from Vicky Cooke, Executive Director

Dear Friends,

Summer is in full swing and we at the Delaware Breast Cancer Coalition hope you're grabbing your share of the fun! Whether you're off on a vacation, spending time at the beach, or staying local with friends and family, may your days be relaxing and carefree.

There are many Delawareans, though, who are finding summertime living isn't so easy. That's because breast cancer doesn't take a vacation. It doesn't care that it's sunny, 85° F and perfect beach weather. Breast cancer will callously take a woman's hair from under her sun-hat and leave her breastless and devastated in her bikini. It never takes a break, or even a breather.

But just as breast cancer is relentless as it strikes new individuals at an alarming rate so, too, are we persistent in our fight against it. We remain steadfast in our outreach, education and support efforts, each season of the year. We can't prevent it, only reduce our risk factors; and we don't have a cure.

What we *do* have are mammograms -- still the single most important tool used for early diagnosis which is the key to survival. At DBCC we make it our business to ensure that every woman over the age of 40 has an annual mammogram and clinical breast exam, and we work to remove any barriers to making that happen through the programs and resources we provide. You can help us by volunteering your time and talents, spreading the word, making a donation, or creating a partnership with us for a fundraising event.

**Breast Cancer
Doesn't Take
a Vacation!**



You can help yourself, too. If you're over the age of 40 or at high risk and haven't had a mammogram in the past 12 months, please schedule one or call DBCC for assistance. Because breast cancer doesn't take a vacation; it can strike at any time. And we all want to see you enjoying your summer for many years to come!



*Vicky Cooke, Executive Director
Delaware Breast Cancer Coalition*

IN THE SPOTLIGHT

Breast Cancer Update

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The Delaware Breast Cancer Coalition, Inc. is a supporting member of the National Breast Cancer Coalition.

The Delaware Breast Cancer Coalition, Inc. is a 501(c)(3) non-profit organization.
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The 12th Annual Breast Cancer Update was held at the conference center at Delaware Technical Community College in Dover, April 29, with 450 people in attendance – including survivors, friends, and nurses earning continuing education credits. The annual one-day educational forum is free and open to the public, and has become one of Delaware’s most trusted sources of up-to-date breast cancer information. The event this year, themed *Waging the Battle, Winning the War*, featured keynote speaker Susan M. Love, MD, MBA, exhibits by 15 local cancer serving organizations, and discussions by two panels of breast cancer experts.

Dr. Love, clinical professor of surgery at UCLA’s David Geffen School of Medicine, board member of the National Breast Cancer Coalition and author of two books, presented a broad overview of breast cancer and the current direction research is taking. She also fielded questions during a Q&A session, and promoted the “Army of Women” initiative which aims to recruit one million women for breast cancer research studies. (To learn more about Dr. Love and her work, visit www.drSusanLoveResearchFoundation.org.)

The panel discussion on metastatic breast cancer was moderated by Dennis R. Witmer, MD, FACS (Chief of Surgery, Wilmington VA Hospital) and featured David D. Biggs, MD (Christiana Care). Wendy Newell, MD, FACS (Wolf Creek Surgeons) moderated the panel on inflammatory breast cancer featuring Kenneth van Golen, PhD (University of Delaware’s Center for Translational Cancer Research) and Rishi Sawhney, MD (Bayhealth Cancer Institute).

“The overwhelming response was that the event was not only very informative, but also very moving,” says DBCC’s Vicky Tosh-Morelli, *“with breast cancer survivors Marie Carey and Debbie Aziz joining the panels and sharing personal stories that people really connected with.”*

DBCC thanks AstraZeneca and the Delaware Division of Health & Social Services for their support and Blue Cross Blue Shield of Delaware, Wilmington Trust, and all of the sponsors who made the event possible.



Marie Carey



Debbie Aziz



Dr. Susan Love



Kenneth van Golen, PhD



Dr. Rishi Sawhney

SURVIVOR STORY - Deloris Donnelly

It's Her Nature to Nurture



Thirty years have passed and you still hear regret in her voice as Deloris Donnelly recalls being unable to care for her mother as well as she wanted to during her mother's journey with breast cancer. With her mother living in Virginia and Deloris in Wisconsin with three small sons at that time, it was difficult.

When her mother died in 1979, Deloris resolved to help other women with breast cancer by supporting as many breast cancer awareness programs as she could. She set about the business of fundraising, chairing fashion shows, and canvassing door-to-door. Then, twenty years later while living in Delaware, breast cancer knocked on her door. During her annual mammogram and at precisely the same age as her mother when diagnosed, Deloris discovered that she too had breast cancer.

"I couldn't accept it," she said. "I was in denial." But she went on to face the reality of a mastectomy followed by reconstruction. Deloris was fortunate, though. "Frank was a wonderful caregiver," she says, "and I had great support from my friends. People let me know that they were there if I needed them." But it's often difficult

"I found that I gained both peace and strength from walks and observing life through nature"

for people to know how to help someone who's going through a difficult time, she explains.

There was something else that helped her along her journey, too. "I found that I gained both peace and strength from walks and observing life through nature," says Deloris.

As a survivor herself, Deloris became a peer mentor, got involved with the DBCC fashion show and Southern Lights of Life event, and became a DBCC Board member in 2006. Remembering how much strength she gained from observing the cycles of nature, though, she wanted to do more. "I wanted to share my love for nature with other survivors," says Deloris. "**Nature gives you a wonderful reassurance that 'nature is a cycle' -- and proof that life and nature do go on in a beautiful way.**"



In the spring of 2008, Deloris and Lois Wilkinson created the "Nurture with Nature" program (see "Reaching Out" section, below). The program continues to expand and is soon going statewide. Just as things in nature grow and give back to the earth, so too has Deloris grown as a breast cancer survivor as she continues to give back to others...because it's her nature to nurture.



REACHING OUT



Getting Out in Nature

They sat outside the little ice cream shop near the dock in Delaware City having just returned from Fort Delaware on Pea Patch Island. Ice cream cones, a few laughs, and sharing a new experience that day brought them all a bit closer. Some enjoyed the history, others liked hiking, and others still simply enjoyed being out on a boat upon the water. They all have one thing in common, though: they're all breast cancer survivors.

Scenes like this are common, now, and part of the Nurture through Nature program. Deloris Donnelly, who co-founded the program with DBCC special projects manager Lois Wilkinson, says the activities allow the women to forget about cancer for awhile. "I believe Nurture through Nature provides them with a resource they can later key into during other stressful times."

The program taps into the healing power of being out in nature. Some of the monthly activities have included kayaking at Slaughter Beach, seining for sea life at Cape Henlopen, hiking and biking at Bombay Hook, an astronomy night at Abbott's Mill, counting horseshoe crabs for a spawning study, and many more.



"It's amazing to see the changes in some of these women since the program began," says Lois. "At the end of each trip, they can't wait for the next one!"

Coming up August 13 is horseback riding at Lum's Pond State Park, and an ocean study aboard the Kalmar Nyckel on September 1. With the exception of the Amish hayride and bonfire in October, the activities are for survivors only. Most (not all) are free but space may be limited. For information contact Lois at 302.672.6435 or lwilkinson@debreastcancer.org.



ASK THE DOCTOR

Breast Cancer Risk Reduction: What are you doing this summer?



Wendy Newell, MD, FACS
Wolf Creek Surgeons

Studies have shown that mammography helps us find breast cancers at an early stage and can, therefore, improve the overall survival of breast cancer patients. Mammography is for early detection. But can we prevent breast cancer?

There are multiple factors affecting why a woman gets breast cancer. A risk factor is anything that affects a person's chance of getting a disease. Many risk factors may increase your chance of developing breast cancer, although it is not yet known exactly how some of these factors cause cells to become cancerous.

Hormones seem to play a role in many cases of breast cancer. Women who have had their first period before age 12, who go through menopause after the age of 55, who have children after the age of 30, or who never had children have an increased exposure to estrogen and are at a higher risk for developing breast cancer. Hormone replacement in post menopausal women may increase their risk of getting breast cancer. Some of these risk factors are not within our control.

There are risk factors a woman can change, however, and summer is a good time to take a look at making a few changes. Cutting back on alcohol, quitting smoking, and increasing physical activity, for example, are easily modifiable behaviors that can help reduce the risk of breast cancer. Drinking alcohol is clearly linked to an increased risk of getting breast cancer and the American Cancer Society suggests limiting the amount you drink to less than one alcoholic beverage a day. Studies also show that smoking and second-hand smoke may increase a woman's risk of breast cancer, so limiting your exposure to cigarette smoke may decrease your risk. As with many cancers, being overweight or obese and lack of exercise may also increase your risk of getting breast cancer. Therefore, the recommendation is that you maintain a healthy weight throughout your life. Specifically, women need to exercise 30 minutes or more a day, and the summer weather may make it easier to get motivated to get moving!

For women who are considered "high risk" for getting breast cancer, there is medication available to reduce that risk by 50%. The medication is only available to high-risk women. Tamoxifen and Raloxifene are both FDA-approved medications which reduce a woman's risk of getting a hormonally sensitive breast cancer. For patients that have BRCA 1 or 2 genes, they may be offered additional risk reduction by removal of their ovaries or removal of the breasts, even though no breast cancer has yet been found. Although these measures may seem radical, risk reduction is to decrease a woman's risk of getting breast cancer.

While we don't have a cure for breast cancer, yet, there are other measures you can take -- including monthly self breast exams and a mammogram and an exam by a health professional once a year -- for early detection and a better chance of survival. And you can reduce your risk of breast cancer. Do it today!



DBCC Executive Director Vicky Cooke spent the morning with Dr. Jill Biden at the Vice President's residence, May 6, along with grassroots representatives of the National Breast Cancer Coalition. The group was hosted by Dr. Biden to discuss breast cancer research and legislative priorities. Pictured here are NBCC President Fran Visco, Dr. Jill Biden, and DBCC Executive Director Vicky Cooke.

The meeting at the Biden residence followed the conclusion of NBCC's annual Advocacy Training Conference, which is geared toward continuing education on the scientific, advocacy and public policy aspects of breast cancer. The day prior to meeting with Dr. Biden, Vicky joined breast cancer survivors and other advocates from around the country for a full day of Capitol Hill meetings. The group lobbied for NBCC's legislative priorities and urged support of the NBCC agenda in personal meetings with their Congress members.

PARTNERSHIPS

The TaTa Tuna Tournament (Fishing for Victory Against Breast Cancer!)



Rick Levinson, IRBA President, Robin & Lisa Quann, Cheryl Doucette (DBCC) and Mike Meyer, IRBA Vice-President

The TaTa Tuna Tournament, held June 28 – July 4 and hosted by the Indian River Boating Association, raised more than \$10,000 for the Delaware Breast Cancer Coalition and its fight against breast cancer. “The IRBA is indeed fishing for victory against breast cancer”, said Rick Levinson, IRBA President. Twenty-eight boats and crews took part in the seven-day tournament which culminated in a picnic and awards presentations on July 4.

The crew of the winning boat “Obie Wan” donated half of their winning ‘bounty’ to DBCC, stating that they too wanted to share in the cause. With the crew’s donation, funds raised by the tournament, and the sale of raffle tickets and sterling silver breast cancer beads, the IRBA’s donation to DBCC totaled more than \$10,000.

Thank you IRBA members who worked so hard to make the tournament a wonderful success, and to everyone who participated in “fishing for victory against breast cancer!” A special thanks to Captain Dick Vied and the Obie Wan crew for your generosity in sharing the prize money!

Partnership: A valued relationship between individuals or groups that is characterized by mutual cooperation and responsibility, as for the achievement of a specified goal. The Delaware Breast Cancer Coalition values its partners who are helping to make a real difference in the fight against breast cancer. To find out how you can partner with DBCC, please call Priscilla at 302.778.1102 x17.

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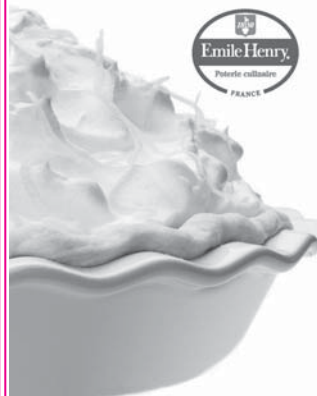


Join DBCC for a “Day of Beauty” at Currie Hair, Skin & Nails at their all-new state-of-the-art Glen Mills Salon on Sunday, October 11 from 11 am to 4 pm

The salon and stylists will be dedicated to you and to the fight against breast cancer! Try a new hairstyle, have a facial, a manicure or a pedicure. Pamper yourself and the proceeds go to the Delaware Breast Cancer Coalition. It’s a beautiful thing! To schedule an “appointment with beauty” for yourself or a woman you love, call Beth at 610.558.4247.

Currie Hair, Skin & Nails – Glen Mills
Glen Eagle Shopping Center
585 Wilmington-West Chester Pike (Rt. 202)
(Just over the Delaware-Pennsylvania state line)

BAKING FOR A CAUSE



Emile Henry USA and Cuisipro USA, both based in New Castle, DE, have announced a partnership with DBCC and will donate 10% of the proceeds from their Emile Henry Pink Pie Dish and their Cuisipro Pink Scoop & Stack to DBCC.

Shop on www.emilehenryusa.com and on www.cuisiprousa.com and use coupon code DBC10 to help support DBCC.

UPCOMING EVENTS

Northern Lights of Life at Longwood: An Evening of Living and Giving

Northern Lights of Life, Delaware's premier breast cancer fundraising event, will be held on Saturday, September 12 in the beautiful setting of Longwood Gardens. Please plan now to join us for an evening of celebration, live and silent auctions, gourmet food stations, entertainment and beautiful fashions modeled by breast cancer survivors.

This festive evening begins at 6:30 p.m. with time to stroll through the conservatory, enjoy refreshing cocktails and delicious food, and bid on great items in our Silent Auction. Later in the evening, participate in the exciting Live Auction and "oohh and ahhh" over the beautiful models (and fashions!) on the runway. A raffle of a wide array of electronic products (and pink ribbon ducks!) will capture your attention, too, and the finale of delicious desserts will be irresistible!

Sponsorships, tables of eight (8) and individual reservations are available for purchase. Please visit DBCC's website at www.debreastcancer.org or contact Susan Adams today at sadams@debreastcancer.org to make your reservations for *Northern Lights of Life at Longwood* on Saturday, September 12!

Please remember that each sponsor, each individual contribution, each corporate and merchant donation, each winning bid, each raffle "duck" purchased, and every committed volunteer helps to support DBCC in its programs and efforts to help defeat breast cancer.

We look forward to seeing you at *Northern Lights of Life at Longwood*.

Lisa Baughman

Tina Hayward
Co-Chairs

Maureen Sierocinski

August 13 - Nurture with Nature.

Horseback Riding at Lums Pond State Park at 3:00 pm. Other nature activities available. For more information please call Lois at DBCC 302.672.6435.

September 12 – Northern Lights of Life at Longwood.

DBCC's premier event in New Castle County features spectacular silent and live auctions, delicious food and drink, and fabulous fashions modeled by beautiful breast cancer survivors. Join us as we celebrate courage!

GOLFING FOR A CURE!!

August 19 – Clayton Bunting Golf Classic at Sussex Pines, sponsored by the Georgetown-Millsboro Rotary Club.

A portion of the proceeds will be donated to DBCC! To register and to download a golf brochure, go to www.gmrotary.org. For more information, please call Golf Committee Chairman Bud Clark at 302.227.2501 or Reid Beveridge at 302.684.8036.

September 2 – New Castle County Chamber's Fall Golf Outing at Deerfield Golf & Tennis Club.

A portion of the proceeds will be donated to DBCC! Consider participating as a sponsor or player. For more information or to participate, contact Brenda Cheeseman at 302.294.2062 or visit www.nccccc.com (view all events).

SHOPPING FOR A CAUSE!

September 21- October 20 – The PinkSTYLE Card campaign at Tanger Outlets. Support DBCC and save 25%.

Tanger Outlets asks its shoppers to "think pink" in the battle against breast cancer. For a \$1 donation, Tanger shoppers receive a special pink card that entitles them to a 25% discount at participating Tanger Outlet stores in Rehoboth. Proceeds from PinkSTYLE Card sales are donated to DBCC to fight breast cancer in Kent and Sussex Counties. (Last year Tanger's PinkSTYLE Card campaign raised \$78,000 for DBCC!) PinkSTYLE Cards are available throughout the Tanger Outlet Centers. Get yours. Saving 25% may help to save a life!

For information about monthly survivor events, contact your local DBCC office or visit www.debreastcancer.org.



VOLUNTEER SPOTLIGHT

Al and Jean Peters

"A day doesn't go by when they don't have us in stitches with a joke or a story of their latest escapade," says Melany Sammons, program director of Women's Mobile Health Screening, of the volunteer couple Al and Jean Peters. "They remind me of Ricky and Lucy," chimes in Laura Nadel, program coordinator. "Jean gets herself into some crazy stuff and Al just says, 'Aw, Jean!'"

Jean is a nearly 19-year survivor of Stage III breast cancer who is "glad to be alive" and constantly on the go! And every week for the past four years, both she and Al have been going to the Delaware Breast Cancer Coalition office to volunteer once, sometimes twice, a week. Together they handle all

of the forms completed by women who have been screened for breast cancer through Women's Mobile Health Screening which provide important information needed for Avon Foundation grant applications. The work they do is a critical piece of maintaining funding of DBCC programs.

DBCC really counts on our volunteers to help in our fight against breast cancer, and the Peters have really been helping to make a difference. Described by Laura and Melany as committed, meticulous and hard-working, Al and Jean can always bring a smile to their faces. "Al knows that just because we work hard, doesn't mean we can't have fun while we're doing it," Laura says.

"It's gone beyond volunteerism," says Melany. "They've become kind and dear friends to all of us." Thank you, Jean and Al, for your loving support!

Life After Breast Cancer

Ask most any woman and she'll agree. Trying to find a swimsuit that is somewhat flattering and one she's willing to wear in public is challenging – particularly when dealing with those unforgiving fitting room mirrors. It's not a shopping trip the typical woman looks forward to. Now imagine looking for a swimsuit after having had a mastectomy. The thought of that shopping excursion can be completely anxiety-producing...unless you know where to go.

"We help to alleviate the fear," says Barbara Fierro, owner of Simply You Boutique, who has been helping women with mastectomy products for 17 years. At shops like Simply You and Pink Ribbon Boutique you'll find specially-trained staff that fit breast cancer survivors with swimwear, bras, breast forms, wigs and more, with all of the care and compassion one would hope to receive.

"Our whole approach to this business is from an empathetic standpoint," says Terry Handley, owner of the Pink Ribbon Boutique and a 14-year breast cancer survivor. *"Even though all our customers are dealing with breast cancer, the ravages and experiences are unique to the individual."*

"The biggest concern during this season is that their scars don't show," says Barbara. *"That's where the mastectomy suits help."* Both boutiques help women find swimsuits they can feel good in that covers surgical sites, get fitted with a special breast form that's made for swimming, saunas and hot tubs, and find attractive headwear for sun protection. And, at any time of year, they help women with insurance forms, get properly fitted for the products they need, and help find things they feel good about wearing.

"They can put their swimsuits on, look fashionable, and no one would ever know," says Terry. *"And there's a ton of things, including a new line of European lingerie, to help women feel more feminine."*

A proper fitting takes about 40 minutes plus time for insurance paperwork. Fittings by the Pink Ribbon Boutique are now available on Mondays by appointment at DBCC's Lewes office with a percentage of any resulting sales being donated back to the DBCC. Simply You Boutique has two convenient locations in New Castle County, including one at the Helen F. Graham Cancer Center.

For information about an appointment at the DBCC office call (302) 644-6844, and for more information about the Delaware Breast Cancer Coalition and how you can help, call 866-312-DBCC.



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in the fight against breast cancer!**



Enclosed is my tax-deductible contribution of:

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Please charge my contribution: VISA MC AMEX Discover

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Signature: _____

My contribution of: \$ _____ is

In Memory of: _____

In Honor of: _____

Please send an acknowledgement of this contribution to:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

(Please make check payable to DBCC)

***Breast cancer doesn't take a
vacation and neither does our
work to defeat it.***

That's why your contributions are so critically important.

As the only organization in Delaware solely focused on breast health issues, we advocate for good breast health through education, provide support and resources to women and men with breast cancer, and we continually fight for the lives of all women through support of clinical trials and research for better treatment and a cure.

Every three minutes a woman is diagnosed with breast cancer. Here in Delaware, one in eight women will have had breast cancer in her lifetime. Perhaps you already know one. Perhaps you are one. Help us help you, and all women and men in Delaware, in our fight against breast cancer. Please make a contribution today.

