



ENewsletter

Our Mission

Florida Breast Cancer Coalition Research Foundation (FBCCRF), affiliated with the National Breast Cancer Coalition, is a non-profit grassroots organization dedicated to ending breast cancer through advocacy, education and research.

Our purpose is to raise awareness and mobilize the population of Florida to ensure:

- * Sufficient government and public funding for breast cancer research.
- * Quality health care for all without fear of discrimination.
- * An environment free of carcinogens.

To achieve our mission, FBCCRF welcomes all who are committed to ending the breast cancer epidemic. We have made great strides, but much more needs to be done, especially here in Florida. We need your involvement in the Florida Breast Cancer Coalition Research Foundation.

Our Goals are to:

- * Educate ourselves regarding current scientific data and research on the causes and cures of breast cancer, legislative issues regarding breast cancer, and environmental factors playing a role in breast cancer.
- * Educate local, state, and national decision makers regarding issues pertaining to breast cancer.
- * Educate and involve other organizations in our mission.
- * Educate and involve the men and women of Florida of our mission.

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Help End Breast Cancer

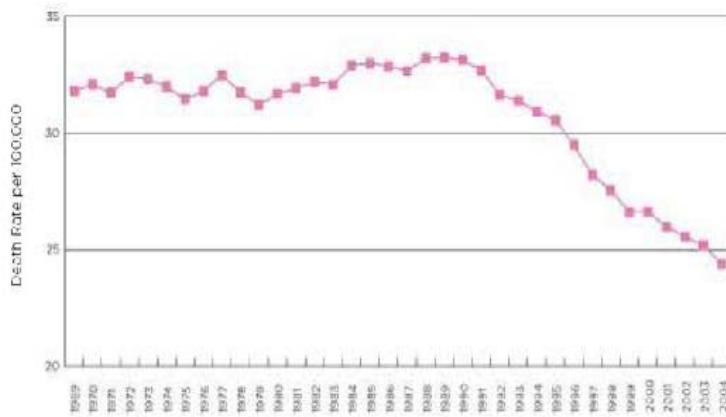


Breast Cancer in 2007 - Victories and the Fight ahead

We've made Progress in the fight against Breast Cancer. More than 2 million breast cancer survivors are living in the United States today. Nothing speaks more clearly to the progress we've made against breast cancer than this number. Before the birth of the breast cancer movement 25 years ago, being diagnosed with this disease was considered by many to be a death sentence. Today, a person who has been diagnosed with breast cancer in the earliest stages has a 98 percent chance of living at least five more years, on average, compared to only 77 percent in 1982. The overall breast cancer death rate has decreased by about 2 percent each year since 1990 (Figure 1).

"If we had known 12 years ago what we know today about breast cancer, my oldest sister might still be here with us." Susan Rosiles, Co-Survivor

Figure 1



Many advances have helped make breast cancer survivors the single largest group of cancer survivors in the U.S. and international efforts are helping to educate, screen and treat women around the world.

- Research has shown that breast cancer is not one but many diseases, and that the different types of breast cancer should be treated in different ways.
- Many new drugs have been developed to help tailor treatment to the needs of individual patients. The use of so-called "targeted therapies" has significantly improved the chance of long-term survival for people with some types of breast cancer.
- Screening (mammography) has led to earlier diagnosis and a greater chance for effective treatment for many women.
- Education has helped to raise awareness of breast cancer, the importance of screening and early detection, and the need for more research.
- Advocacy has resulted in significant increases in funding for breast cancer research.

Milestones in the War on Breast Cancer

2008 and Beyond

Work continues to be done to address the cultural, social, financial and educational barriers that prevent people from surviving breast cancer.

Breast Cancer Facts

In Florida, an estimated 1,125 cases of breast cancer are diagnosed every month. Each year over 40,000 Americans die from breast cancer. Breast cancer not only affects the person with the disease, it affects everyone, family, friends, and co-workers.

Make a Difference!

Purchase the End Breast Cancer license plate, and visibly show your support in helping to end breast cancer. The funds generated from this license plate are used to support breast cancer research and education in Florida.

Visit your local tax collector's office or tag agency to purchase your specialty plate today for only \$27.00 in addition to the regular fees. Or log on to www.fbccrf.org to purchase or renew your plate online.

The Department of Highway Safety and Motor Vehicles is now offering specialty plate gift certificates. This new program allows anyone to purchase a specialty license plate as a gift for a motor vehicle registrant.

Visit your local DMV or Tag Agency and purchase a Specialty Plate Gift Certificate today!

Upcoming
Events



Annie Appleseed Project

Evidence-based Complementary and Alternative Cancer Therapies for Cancer Advocates Conference

January 10 -11, 2008
West Palm Beach, FL.

2007

2.3 million people in the U.S. are living with or have survived breast cancer.

2006

Herceptin is shown to reduce the risk of recurrence by more than 50 percent when used early in HER2-positive breast cancer.

2002

Women's Health Initiative study suggests hormone replacement therapy increases risk of breast cancer.

2000

The Breast and Cervical Cancer Prevention and Treatment Act is passed in the U.S., providing cancer screening and treatment for low-income women.

1998

Trastuzumab (Herceptin) - a targeted therapy shown to improve survival in advanced HER2-positive breast cancer - is approved by the U.S. Food and Drug Administration.

Landmark study shows tamoxifen reduces risk of breast cancer in high-risk women.

1992

The Mammography Quality Standards Act (MQSA) is passed, setting safety and quality standards for mammography facilities in the U.S.

The U.S. Department of Defense creates the Breast Cancer Research Program.

1990

U.S. Congress passes the Breast and Cervical Cancer Mortality Prevention Act, which provides grants for programs that help detect breast cancer early.

Mutations in BRCA1 gene identified as an inherited risk for breast cancer.

1987

The her2 gene is found to be overproduced in 25 percent of women with breast cancer, suggesting a genetic trigger - and a potential target for treatment U.S. begins tracking use of mammography.

1985

Breast-conserving surgery (lumpectomy) is shown to be a good alternative to mastectomy, giving many women a greater choice of treatments.

1983

Treatment with tamoxifen after surgery is shown to reduce the risk of breast cancer returning.

1977

Tamoxifen, an anti-hormone drug, is approved for the treatment of advanced breast cancer.

1976

Use of chemotherapy after complete removal of breast tumors is found to significantly extend survival.

Visit: [Annie Apple Seed Project.org](http://AnnieAppleSeedProject.org)

8th Annual Conference for Young Women Affected by Breast Cancer

February 22 - 24, 2008

Hyatt Regency Jacksonville
Riverfront
Jacksonville, Florida

2008 Annual Advocacy Training Conference

Renaissance Hotel
999 9th Street, NW
Washington, DC 20009
Main Number: (202) 898-9000
Hotel Fax: (202) 962-4440
Reservations: 1 (800) 266-9432

April 26 - 29, 2008

Make a Difference!



- Volunteer your time
- Celebrate a life by making a donation in someone's honor
- Make an In-kind donation
- Host a Fundraising Event
- Take an FBCCRF "End Breast Cancer" license plate banner to your local tag agency

Resources

FBCCRF
1250 East Hallandale Beach
Boulevard, Suite 501
Hallandale, FL. 33009
(954) 454-4156

1974

U.S. First Lady Betty Ford speaks openly about her mastectomy, bringing breast cancer into the public spotlight

1971

Nixon administration declares "War on Cancer," designating the first centers for cancer research.

1966

Mammography - the primary tool for the early detection of breast tumors - is invented.

FBCCRF Gives New Education Grants

FSU Research Foundation - \$10,000 Award

Taking the lead in Community Wellness - A church-based cancer prevention project that focuses on community based intervention to increase breast cancer screening in mid-life and older African American women in Leon County. The project will identify, train, and facilitate the work of a cadre of health ministry leaders who will develop health programs in their respective churches, resulting in an increase in breast cancer screenings and an increase in overall positive health behaviors.



Heartland Rural Health Network, Inc. - \$8,913.92 Award

Rural Breast Health Empowerment Program - This program emphasizes the importance of education in empowering women to be proactive in their breast health. The project addresses an identified need of underserved women living in rural communities of Santa Rosa and Escambia Counties.

Haitian American Association Against Cancer - \$10,000 Award

Women, know thy Breasts - This education program will emphasize the importance of early detection and prevention for Haitian, Haitian American, and minority women ages 20 - 49 in Dade County. The program will focus on culturally-specific educational components and forum tailored to local health care providers, agencies and community stakeholders. The goal is to increase the number of minority women accessing cancer screening services.

Alachua County Organization for Rural Needs, Inc. (Acorn Clinic) - \$10,000 Award

Across the Cultural Divide, Improving Women's Health Project - This project will focus on Spanish speaking and African American women who live in rural remote areas of Alachua, Bradford, and Union Counties where access to health education and mammography is greatly reduced. The program will be used as a gateway for women to receive free clinical breast exams and mammograms.

Total Grant Funding: \$38,913.92

Annie Appleseed Project

NBCC

Chemotherapy

Women and Cancer

IBC Support

Force

Sharsheret

Positive Hope

Advocacy Groups

[American Cancer Society](#)
1 (800) ACS-2345

[National Breast Cancer Coalition](#)
1 (800) 622-2838

[Redes En Acción](#)

[Sisters Network](#)

[Susan G. Komen for the Cure](#)
1 (877) GO KOMEN

[Y-Me National Breast Cancer](#)
1 (800) 221-2141

[Young Survival Coalition](#)
1 (877) YSC-1011

Government agencies

[Centers for Disease Control & Prevention](#)

[National Cancer Institute](#)
1-800-4-CANCER

[National Institutes of Health](#)

Additional Support and Information

[American Association for Cancer Research](#)

[American Cancer Society Cancer Survivors Network](#)

[American Society of Clinical Oncology](#)

[Association of Cancer Online](#)

People Making a Difference

Alice Meltzer, Bonnie Lotterman, & Enid Weisman

It takes special people with a passion to make a difference to assist the Florida Breast Cancer Coalition Research Foundation in our mission to eradicate breast cancer. People like Alice Meltzer, Enid Weisman, and Bonnie Lotterman. Alice Meltzer is a former art teacher and now creates jewelry and belts which she sells all over the USA. Alice, Enid, and Bonnie decided to host a Handmade Jewelry/ Belt Show in Golden Beach, Florida on October 6, 2007, giving people the opportunity to view and purchase her art work at wholesale prices and they contributed a portion of the sales to the Florida Breast Cancer Coalition Research Foundation.



'ART TO WEAR

original works for unusual people



Barb Thomas

Barb Thomas is another wonderful woman who designed a breast cancer awareness bicycling jersey. The jersey's sell for \$65.00 and a portion of the revenue is donated to the Florida Breast Cancer Coalition Research Foundation. On October 21st and 22nd at the Gainesville Cycling Club's double "century" weekend event, Barb was able to raise \$644.19. She continues to sell her jersey's and contributing to the work of FBCCRF while at the same time raising awareness.

To Purchase or Additional Information:

Z's Bike & Fitness
4401 South Flamingo Road, Suite 107
Davie, FL. 33330
Phone: (352) 377-4427
Email: BnBBarb@aol.com
Check's Made Payable to: Barb Thomas



Felicity Hoffman
of *Desperate Housewives*
**Joins the Fight Against
Breast Cancer!**

* See how in our January issue

Resources

Association of Community
Cancer Centers
(301) 984-9496

Be Bright Pink

Breast Health Global Initiative

CancerCare

Centerwatch Clinical Trials

Gilda's Club Worldwide

Lance Armstrong Foundation

Living Beyond Breast Cancer

Men Against Breast Cancer
1 (866) 547-MABC

National Asian Women's Health
Organization

National Cancer Institute
Surveillance Epidemiology and
End Results (SEER)

National Coalition for Cancer
Survivorship

National Lymphedema Network
1 (800) 541-3259

National Women's Health
Resource Center
1 (877) 986-9472

People Living with Cancer

Susan Love Research
Foundation

Well Spouse Foundation

World Health Organization

Secure Online Donations



Click Here



The Faith In Education program is a free, hands-on breast cancer education and awareness initiative. The program focuses on educating underserved, under-insured and uninsured women on breast cancer, prevention, screening, and local healthcare resources. This outreach project engages communities of all socio-economic levels and religious denominations, but has particular interest on low income and underserved communities. The program's mission is to develop and expand faith communities' participation in breast cancer education activities to help lessen the impact of breast cancer in Florida.

Faith In Education also offers an additional component which is the Congregational Training Initiative (CTI). CTI is an exclusive training session designed for women's groups, health groups or any interested group of congregants within your congregation. This two-hour training, also provided by CIS, will cover a basic, but in-depth overview of the disease, types of breast cancer, stages, treatment methods and much more!

The Faith in Education Program includes the following key components:

- Inclusion of congregations of any religious denomination that have the support of their religious leader.
- Identification of a volunteer Breast Cancer Education Coordinator who will lead the education program in the congregation.
- Creation of a training program for Coordinators to learn the communication of early detection practices and healthy living regimens.
- Establishment of an assessment and measurement component that will measure pre-program levels of knowledge and activity and compare them with post-program levels.

The reaction of the religious community has been uniformly positive and enthusiastic. We are very excited about this program and its potential to educate and save lives.

For more information about the Faith In Education program or to schedule a Congregational Training, contact Tilicia Johnson at (954) 454-4156.



Support the work of the Florida Breast Cancer Coalition Research Foundation with www.goodsearch.com. Its so simple & costs nothing!

Do you routinely or occasionally search the internet? Why not support the Florida Breast Cancer Coalition Research Foundation while surfing the net. Just go to www.goodsearch.com (rather than yahoo, google, etc.) type in "Florida Breast Cancer Coalition Research Foundation" and begin searching the internet. Everytime you search money goes to your favority charity, FBCCRF. Give it a try and help us everytime you surf and search

the web. The more you use the site the more money will go to the work of the Florida Breast Cancer Coalition Research Foundation. So be sure to tell your friends, family, and colleagues to use www.goodsearch.com

But We Can't Declare Victory

Despite these advances, we have a long way to go before we can declare victory against breast cancer. Consider these sobering predictions:

Globally:

- More than 1.1 million women will be diagnosed with breast cancer and more than 410,000 women will die from the disease this year.

In the U.S.:

- Nearly 240,000 women will be diagnosed with breast cancer - and nearly 180,000 will be diagnosed with the most deadly type (invasive) - in 2007.
- More than 40,000 women will die from the disease this year.

Why should so many people - equal to the population of a medium-size city (Figure 2) - continue to die from breast cancer every year in the U.S. alone in spite of the advances that have been made?

Facing the facts about Breast Cancer

- One in eight women in the U.S. will develop breast cancer in her lifetime.
- Breast cancer is the most common cancer among women.
- Breast cancer is the second leading cause of cancer death among women (after lung cancer) and the leading cause of cancer death among young women.
- Being a woman and getting older are the most important risk factors for breast cancer.
- The causes of breast cancer are unknown.

We have Better Weapons than ever Before

Although there are no cures for breast cancer yet, the past two decades have given us many new weapons in our battle against this disease. In some cases, cancer specialists have refined how they use standard treatments. For example, using chemotherapy, radiation and/or hormonal therapy after surgery can significantly reduce the chance that the cancer will return. Forty-eight researchers have also found new ways to attack cancer specifically, and to tailor treatment to a person's particular disease. Along

Figure 2

40,000 breast cancer deaths in 2007 =
The entire population of Charlottesville, Virginia.



with widespread screening and early detection, advances in treatment have helped to reduce the rate of breast cancer death over the past two decades.

We've made them available to more people

In addition to new therapies and approaches to treatment. We've also made progress in improving access to quality care for breast cancer. In 2000, the U.S. Congress enacted the Breast and Cervical Cancer Prevention and Treatment Act (BCCPTA), which allows states to provide assistance through Medicaid to low-income women with breast cancer. Under this program, states provide free treatment to women under age 65 who have no healthcare coverage and who are screened through their state's breast and cervical cancer detection program.

We will end breast cancer together

I am pleased to enclose my tax deductible contribution to the Florida Breast Cancer Coalition Research Foundation.

Please accept my gift of:

\$1000 \$500 \$100 \$50 \$35 Other _____

Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

This gift is a Tribute to: _____

Please Notify: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Celebration Birthday Anniversary Memorial Other _____

Please cut this out and send it along with your donation

1250 East Hallandale Beach Boulevard, Suite 501, Hallandale, Florida 33009

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