



# June 2010



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Upcoming  
Events



**Bosom Buddies: A Support Group for Breast Cancer Survivors  
Women's Center of Jacksonville**

Every Monday  
7:00pm-8:00pm  
5644 Colcord Ave  
Jacksonville, FL 32211  
for more  
details call  
Coco (904) 722-3000 x224

**The Beautiful Gate Inc  
Cancer Support &  
Resource Center**

255 NW Miami Ct #108  
Miami, FL 33150  
(305) 758-3412

**The Wellness Community  
Every Tuesday and Thursday  
Breast Cancer Exercise**

3900 Clark Road, Building P-3  
Sarasota, FL 34233  
For exact times contact  
(941) 921-5539

**EVERY Tuesday, Ongoing  
Breast Cancer Survivors Group  
Meetings**

7:00pm - 8:30pm  
Hollywood Regional Hospital  
2nd floor  
3700 Washington St  
Hollywood, FL  
Call Barbara Ferriolo  
for more info

FLORIDA  
BREAST  
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## E-NEWSLETTER

Advocacy, Education, Research



### The Power behind the PINK!

Over 50 Florida breast cancer advocates, survivors and supporters turned Capitol Hill PINK on May 25th, 2010 for the National Breast Cancer Coalition's (NBCC) Annual Lobby Day. They rallied in Washington DC to meet all the Florida state congressional representatives and senators to talk to each office about NBCC's 2010 Legislative Priorities; guaranteed access to quality health care for all; and \$150 million dollars for FY11 for the Department of Defense Peer Reviewed Breast Cancer Research Program.

NBCC held a successful conference that provided education and training to more than 800 breast cancer advocates. The advocates took the training, and put it into action on Lobby Day: and brought it back home with them. The Florida Breast Cancer Foundation is very grateful and appreciates all of the advocates who attended to share their voices on concerns with breast cancer legislative issues, showing Washington DC what was behind the PINK!

FBCF looks forward to recruiting even more Florida advocates throughout the year and taking on Washington again next year to continue to make strides. Save the date for NBCC's 2011 Annual Advocacy Training Conference: April 30 - May 3. Together we WILL end breast cancer!

View the video below of Representative Ros-Lehtinen meeting with Florida Advocates:

(954) 791-6318



To view the complete Lobby Day 2010 photo album visit FBCF Facebook

[Find us on Facebook](#) 

Pictured above: Florida Breast Cancer Advocates and Representative Ros-Lehtinen

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**Monday, June 21, 2010**  
**"Dr. Gary Bowers Answers Your Breast Cancer Questions"**

7:00pm - 8:30pm  
Women's Center of Jacksonville  
5644 Colcord Avenue  
Jacksonville, FL 32211  
For more details  
call Coco  
(904) 722-3000 x224

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**Tuesday, June 22, 2010**  
**CancerCare Teleconference on "Survivorship and Workplace Transitions"**

1:30pm - 2:30pm  
To register call: 1-800-813-4673  
For more details  
call Coco  
(904) 722-3000 x224

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**June 24-25, 2010**  
**6th Annual Florida International Wine Challenge**

Benefiting the Florida Breast Cancer Foundation and the Melanie Finley Ovarian Cancer Foundation. Stay for dinner at Essensia and 10% will be donated on all Prix-Fixe menu orders. Revenue to both charities.  
5:00pm - 8:00pm  
The Palms Hotel & Spa  
3025 Collins Avenue  
Miami Beach, FL  
\$10 off all tickets when the Code FBCF is used visit [www.fiwc.net](http://www.fiwc.net)

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**June 24 - 26, 2010**  
**5th Annual Joining FORCES Against Hereditary Cancer**

Lake Buena Vista Palace  
Orlando, Florida  
[www.facingourrisk.org/conference](http://www.facingourrisk.org/conference)

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**Saturday, October 2, 2010**  
**3rd Annual Pink Ribbon Symposium**

Thrasher Horne Conference Center  
St. Johns River Community College  
Clay County, FL  
[www.pinkribbonsymposium.org](http://www.pinkribbonsymposium.org)

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**SAVE the DATE**

**Florida Breast Cancer Foundation**  
**5th Annual Shades of Pink**  
**Friday October 22, 2010**  
**Newport Beachside Hotel and Resort**

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To have your breast cancer health-related events

## Chair's Corner



June is a month of new beginnings. The month most favored by brides to start their wedded lives, it is also the month that school kids look forward to as the first month of summer vacation and many families start their summers traveling or vacationing. My family will be heading to Plymouth MA for the summer and early fall. Many of the snowbirds are already gone as June also brings the heat for which Florida is famous.

Here at the Florida Breast Cancer Foundation, June is the month we swing into full planning for many of our October activities for breast cancer month. Most events that are successful require months of previous planning and ours are no exception. Shades of Pink, our premier fundraiser, is expanding this year to Orlando. Power of Pink, our partnering with Brighton, will be found in several cities this October.

We will also be moving to a new headquarters location with all that entails. The new location will be easier for you to visit, and a better place for you to volunteer. You see, we need you always, especially during June and the rest of the summer. You are what make the Florida Breast Cancer Foundation "Florida's Breast Cancer Foundation." Because of you we exist and have our being. Because of you we strive to win the battle against breast cancer. Because of you and your time and your donations and your action, we receive the impetus to continue. We are so grateful for you and for all you do with and for us.

Together we **WILL** end breast cancer!

*Deb Haggerty*

Chair, Florida Breast Cancer Foundation

## Groundbreaking Reconstruction Procedure For Mastectomy & Lumpectomy Patients



Breast cancer patients who lost their breast(s) or part of their breast to cancer now have a revolutionary, minimally-invasive reconstructive alternative that allows them to rebuild their breasts without major surgery and with the benefit of keeping sensation in their breasts. Another plus: liposuction...and it's covered by insurance.

Dr. Roger Khouri from the Miami Breast Center ([www.MiamiBreastCenter.com](http://www.MiamiBreastCenter.com)) has developed a breakthrough technique that regenerates an entire, sensate, natural feeling breast mound, restoring what cancer and surgery have taken away.

No longer are the alternatives limited to the traditional methods which inflict additional trauma and scars. This procedure begins with the patient wearing an external expander device called Brava, a soft gel-like bra which the patient wears, while sleeping, for four weeks post-mastectomy or lumpectomy.

Not only does it expand the skin from the outside, it also has the effect of regenerating a breast through the expansion of tissues and nerves while keeping blood flow. This does two important things:

1. It creates an adequate matrix into which fat is later injected through liposuction
  2. It allows the patient to keep sensation in her breasts and nipples
- After four weeks the patient goes for liposuction and fat grafting. Fat is removed from her body and meticulously injected back as tiny individual droplets at the breast area.

It's an outpatient procedure, often under local anesthesia and sedation and has minimal recovery time. Unlike traditional methods, it involves no incisions, new scars or foreign objects.

Although liposuction and fat transfers have for years been used to tweak or fine-tune implant or tram flap surgery, this innovative procedure is the very first that facilitates reconstruction of an ENTIRE breast from fat with no major surgery.

Picture credit: The Miami Herald

added, please submit to [jessica@FloridaBreastCancer.org](mailto:jessica@FloridaBreastCancer.org) at least one month prior to the event.



### Help End Breast Cancer

#### 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. As of April 2010 our Specialty License Plate sales have exceeded \$3,000,000.00.

Visit your local tax collector's office or tag agency to purchase your specialty plate today for only \$30.00 which \$25.00 directly returns to FBCF for education and research projects; in addition to the regular fees or log on to [www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org) to purchase or renew your plate online and see how your contribution is being used on education and research grants.

### Give a Gift Certificate

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

#### For more details

[www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org)



### CLEANING OUT YOUR CLOSET, HOME OR OFFICE?

Why not let your clutter go to raise money for a great organization and cause?

Have you ever considered donating your items while helping to raise funds to end breast cancer at the same time?

If so, the Florida Breast Cancer Foundation in partnership

## Wine & Dine to Benefit Breast & Ovarian Cancer Charities!

### SIGN UP TODAY!

Florida International Wine Challenge \$50 (FBCF Special Rate)  
Essensia Prix Fixe Dinner \$70 (5% of Revenue will be Donated to FBCF)

Contact Muriel Sommers at [Muriel@FloridaBreastCancer.org](mailto:Muriel@FloridaBreastCancer.org)  
or call 954-454-4156



Join us at  
the 6th Annual  
Florida  
International  
Wine Challenge

June 24 & June 25, 2010  
5:00 to 8:00 p.m.

**ADMISSION INCLUDES**

- Unlimited tastings
- 300+ world-class wines
- Wine judging contests & raffles
- 2 complimentary bottles of wine with dinner reservations at Essensia at The Palms

**THE PALMS HOTEL & SPA**  
3025 Collins Avenue, Miami Beach

General Admission: \$60  
Available at [www.fiwc.net](http://www.fiwc.net)  
Info: 866.998.VINO (8466)

**\$10 off admission (\$50 tickets) with code FBCF**

Proceeds Benefit:

 FLORIDA BREAST CANCER FOUNDATION <small>Advocacy, Education, Research</small>	 Mariano Finkelstein VARIAN CANCER FOUNDATION	 The Palms hotel & spa	 essensia THE PALMS HOTEL & SPA
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[ [CLICK HERE](#) ] or visit [www.fiwc.net](http://www.fiwc.net) for more details and to purchase tickets.



## Tips from the National Institute on Aging

### Understanding Risk: What Do Those Headlines Really Mean? Part II

Every day in the newspaper or on television we see stories about new medical findings. Perhaps we hear that a certain drug causes a 300% or three-fold increase in strokes. That's a large increase-it sounds scary. But, if you know that in every 10,000 people not taking the drug, there are two strokes, then a three-fold increase really only means six more strokes. Maybe that's not quite so frightening. It's also confusing that sometimes stories seem to report opposite results-a new vaccine prevents a devastating infection, or it doesn't. How are we to make sense of such stories? How do we know what to believe?

This fact sheet provides some background to help you understand these news reports. It might also help you judge which results are really important and which are simply interesting but not a reason to change how you take care of yourself.

#### How does a research study begin?

First, you should know that there are different types of research studies. Often a scientist starts with a question and sets up a controlled experiment to get the answer. Maybe a new drug needs to be tested to see if it cures a bacterial infection. In this kind of experiment the scientist grows the bacteria in the laboratory and then adds the new drug to see what happens. Usually, there is also a control-that is, the same bacteria is grown but not exposed to the new drug. The scientist then looks to see how the new

with American Thrift in Hollywood, Florida, can help make that a reality.

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(behind Denny's)  
Hollywood, FL 33023



**Jane Torres  
Scholarship Fund**

Scholarships are available to attend Project LEAD®, The National Breast Cancer Coalition's Annual Advocacy Training Conference, Team Leader Training, The San Antonio Breast Cancer Conference, and other breast cancer conferences/trainings.

For more details about the Jane Torres Scholarship and the official application please visit [www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org) and click on the Jane Torres Scholarship tab.

### Breast Cancer Resources

1250 East Hallandale Beach  
Boulevard Suite 501  
Hallandale, FL 33009  
(877) 644-3222 Toll Free  
(954) 454-4156 Phone  
(954) 454-4158 Fax  
[assistant@floridabreastcancer.org](mailto:assistant@floridabreastcancer.org)  
[www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org)

#### Annie Appleseed Project

#### NBCC

#### Chemotherapy

#### Women and Cancer

#### IBC Support

#### Force

#### Sharsheret

#### Positive Hope

#### Advocacy Groups

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

#### Army of Women

drug affected the treated bacteria compared with the untreated bacteria. Perhaps the treated bacteria are dying while the control ones are still growing. That could mean the drug is effective. If so, the scientist might move on to testing the drug in animals and then in people.

### Which studies involve people?

When studying people, scientists often use observational studies. In these, researchers keep track of a group of people for several years without trying to change their lives or provide special treatment. This can help scientists find out who develops a disease, what those people have in common, and how they differ from the group that did not get sick. What they learn can suggest a path for more research. However, observational studies have certain weaknesses. Sometimes differences between groups are caused by something the investigators are not aware of. For any observational study, only further research can prove for sure whether their finding is the actual cause of illness or not.

### What comes next?

The results of laboratory experiments and observational studies often interrelate. For example, perhaps a new drug for lowering cholesterol has already been tested for safety in a controlled experiment. Scientists know from observational studies that eating a lot of high-fat foods can raise cholesterol levels and they know that people with high cholesterol are more likely to have heart attacks. This might lead scientists to suspect that they can prevent heart attacks by lowering cholesterol levels with the new drug.

But how to prove that this suspicion is correct? Another kind of research study, called a *randomized controlled clinical trial* (RCT), is thought to be the best way to learn whether a certain treatment works or not. A *clinical trial* often involves thousands of human volunteers. They are assigned to two or more study groups by chance (*randomized*). One of the groups, the *control* group, receives a *placebo*. A placebo looks just like the treatment or drug being tested, but actually does nothing.

To start the clinical trial the scientists sign up volunteers. The volunteers are randomly divided into two groups. One receives the test drug, and the other, the control group, gets a placebo. The study is also *masked*. This means that neither the doctors nor the volunteers know who is getting the test treatment or the placebo. For the next several years the investigators keep track of cholesterol levels and heart attacks in each group. They also watch for side effects of the drug. At the end of the study period, everyone learns which group was getting the test drug and which was on placebo, and the results are analyzed. Fewer heart attacks in the group receiving the test drug would show that the drug prevents heart disease.

### How are the results explained?

But, how well does this fictional drug prevent heart attacks? We have to look at how it affects someone's *risk* of heart attack. By studying large numbers of people, scientists can learn how big these effects are. Benefits and risks can be explained in several ways. These include *relative risk* and *absolute risk*.

When the difference between two groups is described as "relative," it is usually shown as a ratio or a percent. An "absolute" difference is nothing more than a number found by subtraction. How these numbers are presented to you can sway how you "feel" about the finding and affect whether you change your behavior.

### Relative risk

Let's look again at our earlier research example. In describing the results, the scientist might talk about *relative risk*. This compares the likelihood that a person who takes the new medicine will have a heart attack to the likelihood that a person in the placebo group will have one. It tells us how much larger or smaller the chance of heart attack is while using the test drug. Maybe the researchers found the relative risk of heart attack in the placebo group was "1.5." Since a finding of "1.0" means there is an equal chance in each group, the finding of 1.5 means the chance of heart attacks in the group receiving the placebo is 50% greater than the chance of heart attacks in people taking the test medicine. It does not mean half of all those who did not receive the test drug had heart attacks.

### Absolute risk

*Absolute risk* gives an actual number of health problems that happened or are prevented because of the drug. In our imaginary study of a new cholesterol drug, let's

[1 \(866\) 569-0388](tel:18665690388)

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

[Redes En Acción](#)

[Sisters Network](#)

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

[Breast Cancer Network of Strength 1\(800\) 221-2141](#)

[Young Survival Coalition \(YSC\) 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](#)

[A Caring Touch for Cancer](#)

[Advanced Breast Care of the Palm Beaches, PA](#)

[American Association for Cancer Research](#)

[American Cancer Society Cancer Survivors Network](#)

[American Society of Clinical Oncology](#)

[Association of Cancer Online Resources](#)

[Association of Community Cancer Centers \(301\) 984-9496](#)

[Be Bright Pink](#)

[Breast Cancer Trial](#)

[Breast Health Global Initiative Cancer Care](#)

[Centerwatch Clinical Trials](#)

[Gilda's Club Worldwide](#)

[ICC Intercultural Cancer Council](#)

[John W. Nick Foundation, Inc.](#)

[Lance Armstrong Foundation](#)

[Lauren's Light](#)

[Living Beyond Breast Cancer](#)

say that there might be 50 heart attacks in 10,000 people taking the drug and 75 heart attacks in a similar group taking the placebo. That is, for every 10,000 people not using it, there would probably be 25 more heart attacks. That's the absolute risk. Some people find absolute risk-"X number of extra cases in 100, 1000, or 10,000 people"-easier to apply to their own health care decisions than a relative risk percentage.

### Let's put risk to work

How would someone use risk information when talking with his or her doctor about a health problem? Here's an example. Recently Julia learned that she has osteopenia, a loss of bone mass that can develop into osteoporosis. Exercising and getting more calcium and vitamin D are slowing her bone loss. But her doctor has suggested using a drug to prevent further bone loss leading to osteoporosis. Several different drugs are available. She should ask her physician how well each one would probably lower her chance of breaking a bone as she grows older. The doctor might be able to give her a percentage (relative risk) or the number of times people in the group get worse (absolute risk) for each medicine. Julia also needs to ask the doctor about side effects from each medication and her risk of those. With all this information, Julia can take part in making an informed decision about which drug to prevent osteoporosis is best for her to use at this time.

Article obtained from the [National Institute on Aging](#)

## FBCF Development Manager Wins the Cadillac of Test Drives



Braman Cadillac was looking for Miami's most influential women to participate in an innovative consumer experiential marketing campaign called the Cadillac of Test Drives, and Muriel Sommers FBCF Development Manager was sought out to participate.

The Cadillac of Test Drives was an eight week social media marketing program designed to engage a female audience with the redesigned 2010 Cadillac SRX Crossover. During the months of March and April local women participated in a 24-hour VIP Cadillac test drive experience using the vehicle as their own. Ms. Sommers and her three girlfriends took a road trip to Plantation Key, FL. Each received a \$25.00 American Express gift card to spend during their group outing in the car.

Ms. Sommers created personal profile on [www.cadillacoftestdrives.com](http://www.cadillacoftestdrives.com) where she recorded her experience with the vehicle by uploading photos and posting a blog. She had 14 days to encourage friends and colleagues to visit the website and vote on her blog. After receiving the most hits to her blog during that timeframe, Ms. Sommers won \$250 PLUS Braman Cadillac matched the original prize. She donated the \$500 winning to the Florida Breast Cancer Foundation to help end breast cancer.

"My 2010 SRX Crossover Cadillac was a great driving experience and the car salespeople at Braman Cadillac in Miami were the very best." said Muriel Sommers, FBCF Development Manager "I'm thrilled to say I won the grand prize, it was a very pleasant way to spend a Sunday afternoon and I hope they will do it again next year."

To view the complete Cadillac of Test Drives photo album visit [FBCF Facebook](#)



[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](#)

[Road to Recovery](#)

[Susan Love Research Foundation](#)

[The Wellness Community](#)

[Warrior Wear, Inc](#)

[Well Spouse Foundation](#)

[Woman 2 Woman](#)

[World Health Organization](#)

[Patient Advocacy](#)

[Avon Breast Cancer Crusade Bulletin Board Online Support Group](#)

[Avon Foundation Breast Cancer Fund](#)

[Intercultural Cancer Council](#)

[Living Beyond Breast Cancer](#)

["Look Good ... Feel Better" Program](#)

[Men Against Breast Cancer](#)

[National Breast Cancer Awareness Month](#)

[National Coalition for Cancer Survivorship](#)

[The Wellness Community](#)

[Y-Me](#)

[Support and Financial Assistance](#)

[Cancer Care](#)

[Caring Bridge](#)

### **Our Mission**

The Florida Breast Cancer Foundation 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, we welcome 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 Foundation.

### **Our Goals**

- \* 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.

[Guide to Quality Breast Cancer Care](#)

[Kids Konected](#)

**Other Breast Cancer Resources:**

[American Pain Foundation](#)

[Beyond the Pink Ribbon](#)

[BRAINMETSBC.ORG](#)

[Breast Friends](#)

[Help 4 Breast Cancer](#)

[In the Pink](#)

[Men Against Breast Cancer](#)

I am pleased to enclose my tax deductible gift to the Florida Breast Cancer Foundation.

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Please cut this out and send it along with your donation to:

1250 East Hallandale Beach Boulevard, Suite 501, Hallandale, Florida 33009 or make a secure donation online at [www.FloridaBreastCancer.org](http://www.FloridaBreastCancer.org).