



# ENewsletter

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## **Our Mission**

Florida **B**reast **C**ancer **C**oalition **R**esearch **F**oundation (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.

**Governor Charlie Crist Declares October Breast Cancer Awareness Month**

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[www.chemotherapy.com](#)

[www.womenandcancermag.com](#)

[www.ibcsupport.org](#)

[www.facingourrisk.org](#)

[www.sharsheret.org](#)

[www.positivehope.com](#)



**We can not do this alone!**

Please forward this E-  
Newsletter to friends and  
family!

For a Free Subscription  
click on the link above.

## Participating in Advocacy



Governor Charlie Crist signed a proclamation designating October as Breast Cancer Awareness Month. In 2007, an estimated 12,000 women in Florida will be diagnosed with breast cancer and 2,700 women in Florida will die from the disease.

Breast cancer is second only to lung cancer in cancer deaths among women. In 2007, an estimated 240,000 new cases of breast cancer were diagnosed among women in the United States. Of these, 212,920 will be invasive breast cancers and 61,980 will be ductal carcinoma in situ (DCIS). An estimated 40,460 women will die from breast cancer in 2007. Additionally, 1,690 men in the United States will be diagnosed with breast cancer. An estimated 450 men will die from breast cancer in 2007.

A woman in the United States has a 1 in 8 chance of developing invasive breast cancer during her lifetime. In 1975, this risk was 1 in 11. Approximately 12% of women diagnosed with invasive breast cancer die from the disease within 5 years and at 10 years 20% will have died. Today, there are over 2 million women living with breast cancer.

All women are at risk for breast cancer. About 80% of women who develop breast cancer have no family history of the disease. Older women are likely to develop breast cancer more than younger women. About 77% of breast cancer occurs in women 50 or older. Less than 5% of all cases occur in women under 40 years old, however younger women who develop breast cancer have a lower survival rate.

The following factors increase a woman's risk for breast cancer: older age, earlier age at menarche, later age at menopause, having no children, later age at first full term pregnancy, daily alcohol consumption, use of hormone replacement therapy, use of diethyl stilbestrol (DES), menopausal obesity, ionizing radiation, genetic factors, family history of breast or ovarian cancer. Factors that



The FBCCRF consists of education, research, and activism related to the treatment, prevention and cure of breast cancer. Advocates attend national research conferences and help develop "report backs" from those conferences. Graduates of Project Lead (NBCC's Science Course) meet once a month via conference call. Once a year participants attend Florida Advocacy Day in Washington, D.C., where they meet with congressional & senatorial representatives. For more information call Marjie Aloni at 954-454-4156 or email her at [Marjie@fbccrf.org](mailto:Marjie@fbccrf.org). Check out our website at [www.fbccrf.org](http://www.fbccrf.org) (click on Advocacy) for more information.

## Help End Breast Cancer



### Breast Cancer Facts

In Florida, an estimated 1,125 cases of breast cancer are diagnosed every month. Each

decrease a woman's risk of breast cancer include breast feeding and exercise.

If you have any questions about breast health education feel free to contact FBCCRF at (954) 454-4156 or email [Marjie@fbccrf.org](mailto:Marjie@fbccrf.org).

# Breast Cancer Awareness Month

## Male Breast Cancer Numbers Increasing



Male breast cancers now amount to 0.6% of all reported breast cancers, with a total rise of 25% in the last quarter century. According to researchers, more bad news is that many doctors don't even know to look for breast cancer in men. Usually the cancer is in an advanced stage by the time it is diagnosed. Breast cancer has grown dramatically in the last quarter century for both men and women. Although researchers are still stumped at the cause for the increase, it is believed that obesity and increased exposure to food and environmental estrogenic compounds may be at play. The University of Texas MD Anderson Cancer Center.

## Measuring what matters in quality care

As part of its Quality Care Initiative, NBCCF brought together a select group of key stakeholders for a focused workshop in Washington in March of this year. This workshop helped shape the development and use of meaningful measures of quality care for breast cancer focused on NBCC's six patient-centered core values: access, information, choice, respect, accountability and improvement.

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. To date, over \$700,000 in scientific and educational grants have already been awarded.

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 logon to [www.fbccrf.org](http://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!

In preparation for the workshop, several NBCCF advocates conducted preliminary research into current quality improvement efforts, what gaps still remain and to what extent we are measuring data truly matters. The outcome of the meeting includes innovative approaches to assessing and monitoring the quality of breast cancer care.

### **Food, Nutrition and the Prevention of Cancer: A Global Perspective**



A new report is set to be produced by the World Cancer Research Fund. The report is expected to be completed in November and will provide a comprehensive synthesis of the research on the relationship of diet, physical activity, and body composition to cancer risk. In order to find out more information on ordering, please go to [www.aicr.org/ordernow](http://www.aicr.org/ordernow).



### **FBCCRF Announces 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

# Upcoming Events



## **FBCCRF Events**

**October 13, 2007**

Links

Event at Ritz Carlton at 11 a.m.  
3300 SW 27th Ave.  
Coconut Grove, FL. 33133

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**October 15, 2007**

Presentation to Turnberry Hadassah in Aventura

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**October 18, 2007**

Fantasy Design Creations fundraiser for FBCCRF  
in Coral Springs.

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## **Next In Line at Grove Isles**

**October 18, 2007**

The Grove Isle Hotel & Spa  
Four Grove Isle Drive  
Coconut Grove, FL

75% of the net proceeds go toward supporting FBCCRF's programs. Contact Marjie Aloni at (954) 454-4156 or email her at [marjie@fbccrf.org](mailto:marjie@fbccrf.org) if you would like to attend, or if you have friends or colleagues who might like to attend. Thank you!

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**October 27, 2007**

**9 a.m. - 3 p.m.**

Young Women with Breast Cancer Event  
The Wellness Community  
8609 South Dixie Hwy.  
Miami, FL.

Call: (305) 668-5900

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**October 28, 2007**

Furniture Classics, Orlando.  
999 Douglas Ave. in Altamonte Springs

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 pro-active 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, Inc. - \$10,000 Award**

**Women, Know they Breasts** - This education program will emphasize the importance of early detection and prevention for Haitian, Haitian American, and minority women ages 20 - 49 in Miami-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 Haitian, Haitian American, and 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

FAITH IN  EDUCATION

In April 2006, the FBCCRF Development Committee was planning a fundraising/ development program for the upcoming fiscal year. Part of the challenge was identifying innovative, meaningful programs that would advance the basic mission of FBCC and FBCCRF. From these discussions the idea emerged that by working through religious congregations in Florida, we could reach women with vital information on breast cancer with the goal of increasing early detection and saving lives.

The initial idea took hold and has now blossomed into

Wine & cheese and a look at the latest in furniture fashions. FBCCRF will benefit from sales the day of the event.

Call Deb Haggerty, 407-856-2897, or Kathy Shaffer, 407-256-4781, for information.

Hours: 1 p.m. - 6 p.m.

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### **Other Community Events**

**October 25, 2007**

6 - 9 p.m.

Share the Journey Event  
The Wellness Community  
8609 South Dixie Hwy.  
Miami, FL.

Call: (305) 668-5900

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### **Green Today Expos**

November 4, 2007 - West Palm Beach Airport  
Hilton  
November 11, 2007 - Marriott Biscayne Bay  
November 18, 2007 - Weston Cypress Creek

Hours: 10 a.m. - 5 p.m.

**Call: (561) 863-7884**

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### **Emerging Topics in Breast Cancer & Environment Research**

November 8-9, 2007

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

[www.eh.uc.edu/growingupfemale](http://www.eh.uc.edu/growingupfemale)

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### **The Annual Biomedical Research Conference for Minority Students**

November 7-10, 2007

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

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### **Annie Appleseed Project**

the FBCCRF Faith in Education Program. Through the passionate support of one individual, his family, friends, and FBCCRF support, over \$100,000 has been committed to get the program off the ground.

### **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 Faith in Education Program has achieved the following milestones to date:**

- Raised funds in excess of \$100,000.
- Hired a full-time Program Director, Ms. Tilicia Johnson (Tilicia joined the staff of FBCCRF on October 16, 2006).
- Prepared grant applications for ongoing support of the Faith in Education Program.
- Established an Oversight Committee that meets bi-monthly.
- Contacted numerous religious organizations and individual congregations seeking their involvement and support.

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.

## *Tribute Funds*

### **What is a Tribute Fund?**

A Tribute Fund is a fund established in the name of the person you would like to honor or remember. As well as honoring your loved one's life, it will also contribute to the mission of FBCCRF.

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

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

Visit:  
[www.annieappleseedproject.org/evcamforadc.html](http://www.annieappleseedproject.org/evcamforadc.html)

**8 th 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 Washington, DC 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

**Volunteers & Interns  
Needed!**



Join a community of women affected by breast cancer, dedicated to providing support, information, and hope.

- You can donate or raise money for the Tribute Fund now and as far into the future as you wish. You will be advised of contributions to the Fund.
- Your contribution helps us fulfill our mission to end breast cancer.

**What if I do not raise additional funds?**

We understand that these funds, while bringing some comfort to others, will not be everyone's choice. If this is true for you, please rest assured that you need to take no further action. The gift you have already made is very gratefully received and has already been put to good work.

**How can I raise additional funds?**

There are many ways that family and friends can make further contributions to the Tribute Fund.

**Here are some examples:**

- Single donations on anniversaries, special occasions or special gifts.
- Regular monthly sustaining gifts
- Organizing a fundraising event with and admittance charge.
- Getting sponsorship from friends and family to undertake a challenge

**What do I do now?**

If you would like to set up a Tribute Fund, please call Marjorie Aloni, our CEO at (954) 454-4156; or email [Marjie@fbccrf.org](mailto:Marjie@fbccrf.org). She will be glad to answer your questions.



**Your Support is  
Crucial**

Without your dedication and commitment the Florida Breast Cancer Coalition Research Foundation would not be able to continue its role as the leading grassroots voice in breast cancer research, advocacy, and education in the State of Florida. You play a crucial part in the ongoing fight to end breast cancer, and the FBCCRF knows that with your generous support the future holds greater discoveries, more success, and better results for breast cancer survivors and their loved ones. Please visit [www.fbccrf.org](http://www.fbccrf.org) to make a contribution or feel free to call (954) 454-4156 to make a donation by credit card over the phone.

## Public Relations/ Marketing Interns

You should have good written and oral communication skills, excellent computer skills, and web savvy. Work approximately 5 - 10 hours a week.

## Volunteer Office Assistant

Help coordinate mailings, filing, and maintaining the office supply inventory.

Please contact Marjie Aloni at [marjie@fbccrf.org](mailto:marjie@fbccrf.org) or by calling (954) 454-4156.



## FBCCRF's Annual Fund Drive



Our 2007 Annual Fund Drive is the single most important fundraiser of the year

Of course, the best and easiest way you can help is to become a FBCCRF member or renew your membership. Members receive our newsletter with updates on breast cancer research and legislation, sponsorship to conferences (Depending on financial need and available resources), information on educational opportunities and special events. We will alert you about advocacy opportunities and share the latest on pending legislation.

## Tailorx Trial Seeks Enrollees

The National Breast Cancer Coalition Fund (NBCCF) is partnering with the Eastern Cooperative Oncology Group (ECOG) and the National Cancer Institute (NCI) on a clinical trial in order to determine whether certain women with early stage breast cancer can forego chemotherapy without having to worry about their breast cancer recurring. Currently, most women with early-stage breast cancer are advised to receive chemotherapy in addition to radiation and hormonal therapy, even though research has not demonstrated that chemotherapy benefits all of them equally.

The trial, known as TAILORx (Trial for Assigning Individualized Options for Treatment (Rx)), will use a laboratory test (Oncotype DX™) to determine the best individual therapy for women with early stage, node-negative, and estrogen receptor-positive breast cancer. The results from this study will allow women and clinicians to make more objective and informed decisions about adjuvant treatment, helping target therapies to those women more likely to benefit from them and sparing women unlikely to benefit.

The TAILORx trial will enroll over 10,000 patients from 900 clinical sites in the United States and Canada.

At a workshop at our upcoming Annual Advocacy Training Conference, Tailorx study chair Dr. Joseph Sparano from the Montefiore-Einstein Cancer Center answered questions and provided additional information about the trial. This is a great opportunity to share your suggestions and ideas on outreach strategies with NBCCRF and the study's investigators.

To learn how you can get help with the Tailorx Trial, please call us at 1 (800) 622-2838. To find out more about the trial design and who might be eligible, visit the NBCCF website at [www.stopbreastcancer.org](http://www.stopbreastcancer.org) and under programs, click Clinical Trials Initiative, then Tailorx Trial.

to support our fight against breast cancer.

Remember that more than 40,000 women will die from breast cancer this year alone. In Florida, an estimated 1,125 cases of breast cancer are diagnosed, and over 200 women die from the disease monthly. One out of eight women will acquire breast cancer during their lifetime.

So, if you have not made your donation of \$50 or more to the Florida Breast Cancer Coalition Research Foundation, please take a moment to mail in your contribution letter (See below) today or pay online.

### **National Cancer Institute Releases New Patient Education Material**



The National Cancer Institute (NCI) is pleased to announce the release of the following new and updated educational material: Chemotherapy and You and Radiation Therapy



Support the work of the Florida Breast Cancer Coalition Research Foundation with [www.goodsearch.com](http://www.goodsearch.com).

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](http://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](http://www.goodsearch.com)

### **Register for the Launch Conference for the Second Expert Report: Food, Nutrition, Physical Activity, and the Prevention of Cancer: A Global Perspective.**

What does science actually say about the influence of diet, physical activity and body fatness on cancer risk? There will be an impressive lineup of experts who will be discussing this question during this two day conference in Washington D.C.

Come and meet the expert panel that reviewed all of the available scientific literature and wrote up the recommendations for cancer prevention. You will also be among the first to receive a complimentary copy of this 500 page report.

For additional information please contact Marilyn Gentry at [expertreport@aicr.org](mailto:expertreport@aicr.org)

### **Join our Tell-A-Friend Campaign**

October is a perfect time to invite your friends, colleagues, family, and neighbors to become FBCCRF members. We want and need more people to know about and support our foundation, and to build our advocacy network.

and You; Radiation Therapy Fact Sheet Series; Helping Providers Help Their Patients: Using the Radiation Therapy Fact Sheets; Caring for the Caregiver: Support for Cancer Caregivers; Facing Forward: Life After Cancer Treatment; and Taking Part in Cancer Treatment Research Studies.

Free copies of all booklets listed here can be ordered in limited quantities by calling NCI's Cancer Information Service at 1 (800) 4-Cancer or by ordering online at [www.cancer.gov](http://www.cancer.gov) and clicking on the "NCI Publications" quick link on the left.

### Here is how it works:

You provide names of like-minded individuals who may be interested in our mission and in supporting FBCCRF with a financial contribution. We will send them a letter of introduction with our organizational brochure and other literature. The introductory letter will note that you are a FBCCRF supporter and thought that they may be interested in joining as well.

All information provided by you will remain private. When we hear from your friends, we will let you know the status of their response.

Please send us the following information by email:

Subject Line: Tell-A-Friend Nominee Submitted by (Your Name).

Send your email to [assistant@fbccrf.org](mailto:assistant@fbccrf.org)

## How you can Help!



- 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.

## Host an Event

- Walk/Skate/ Bike/ Dance-A-Thons

- Cocktail Parties
- Fashion Shows
- Girls Night Out - An evening of shopping during which local stores contribute a percentage of their proceeds.
- Bowling Parties
- Silent Auctions
- Penny Wars - A great project for schools and student groups in which classes compete to collect the most change.
- Blue Jeans Day - Employees make a donation in order to wear jeans to work.
- Raffles
- Breakfast in Bed - On college campuses, students can treat their friends or themselves.
- Car Wash
- Sports Tournaments - Teams pay a fee to play in the competition.

Contact us at (954) 454-4156

## Are you a FBCCRF Member?

Don't forget to join or renew your membership. Annual dues are only \$50. Membership benefits include getting the E-Newsletter, Action Alerts, Quarterly Newsletter and invitations to FBCCRF programs mailed directly to your home, along with eligibility for FBCCRF Scholarships to national events, e.g. the NBCCF's Annual Advocacy Conference. But the greatest benefit is knowing that you'll help the FBCCRF continue its long tradition of making breast cancer issues a top priority in the public and private sectors through advocacy, education, and research.

Send your check to the Florida Breast Cancer Coalition Research Foundation 1835 E. Hallandale Beach Blvd. # 191 Hallandale, Florida 33009

Include your name, address, and contact information.

Visit [www.fbccrf.org](http://www.fbccrf.org) for a membership form and additional information.  
Membership dues are tax-deductible.

## We can 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**

1835 E. Hallandale Beach Blvd. # 191 Hallandale, Florida 33009

**I Want my voice to be heard in the fight against breast cancer through the Florida Breast Cancer Coalition Research Foundation**

My tax deductible contribution to the Florida Breast Cancer Coalition Research Foundation is (Check one):

\$365 - Dollar a Day Giving Circle - supporting the ongoing education and advocacy work of FBCCRF. Contributions can be made monthly.

\$100 - Friend of the Fund Contribution - made in honor or memory of someone touched by breast cancer. Friends will be recognized at FBCCRF events and Annual Legislative Breakfast.

I support FBCCRF's education and advocacy work with a contribution of \$ \_\_\_\_\_

My contribution is made in honor/memory of \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Street Address

\_\_\_\_\_  
City or Town

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Home Phone

\_\_\_\_\_  
Office Phone

\_\_\_\_\_  
Email/ or Fax

I've enclosed a check payable to FBCCRF.

Please charge my: \_\_\_\_\_ Visa \_\_\_\_\_ Mastercard

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Exp Date

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Security Code

Please divide my credit card gift into \_\_\_\_\_ monthly, \_\_\_\_\_ quarterly installments of \$ \_\_\_\_\_ each.

Mail to FBCCRF: 1250 E. Hallandale Beach Blvd, #501, Hallandale, FL 33009.

For additional giving opportunities, please call Marjie Aloni at 954-454-4156 or email her at [Marjie@fbccrf.org](mailto:Marjie@fbccrf.org).

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[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

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