Among the thousands who gathered at Genesee Valley Park on Mother’s Day morning for our Pink Ribbon Run and Family Fitness Walk was a team organized by Companion Care of Rochester (CCOR). Rallying around their co-worker, Sandi Nichols, who is in the midst of her own walk with the disease, the 37 members of this spirited team donned self-designed t-shirts and munched on snacks they brought, adding a little picnic flair to an already festive atmosphere. Marie Candelora, Marketing Manager for the company, spearheaded this effort and the company’s founder, Al Gauvin and his family were on hand to cheer for Sandi as she proudly crossed the finish line after her 3.6-mile walk. Companion Care has been a sponsor of our event for past two years, but this was the first time they came to support one of their own.

Sandi underwent a lumpectomy after her October 2016 diagnosis. Afterward, she learned that her tumor, which originally appeared to be two centimeters, was actually 6.7 centimeters. She completed chemotherapy on April 27 of this year and had bilateral mastectomies on July 5. Radiation therapy began after she healed from surgery. Sandi shares that “If it weren’t for my wonderful husband, daughters, grandchildren, my in-laws, my sisters, and my CCOR family, I would not be able to get through this. I feel I am a strong individual and my faith has gotten me far in this battle. I have worked through the chemo and Al has been most supportive in making sure that I am okay every day, and for that I am very grateful. I get hugs almost every day from my co-workers and I can certainly say that keeps me going as well. I very much enjoyed walking with everyone and the support from all the other walkers was incredible. I will continue to ‘fight like a girl’ and ‘win like a woman!’”

Al, for his part, is all too familiar with breast cancer. In the winter of 1996, his sister, Muriel, was diagnosed with the disease. He brought her from her Connecticut home to Rochester so family members would be able to provide loving care. As her disease progressed and it became clear that her needs were more than the family could shoulder...
There is quite a bit of chatter about healthcare reform these days. Admittedly, there is much to discuss when it comes to funding healthcare programs of any kind. In fact, healthcare plans are of significant importance to patients following the diagnosis of any disease, especially cancer, which can financially devastate individuals and families in a brief period of time.

But when it comes to healthcare reform, what do we look for when we continually hear how the sky is falling?

As a Stage III breast cancer survivor and advocate, and as a member of the American Society of Clinical Oncology (ASCO), I currently represent survivors on four ASCO Clinical Practice Guideline Panels and Guideline Advisory Groups. In fact, serving on ASCO’s Adjuvant Endocrine Therapy in Breast Cancer Guidelines Development Panel with fourteen of our nation’s leading experts in breast oncology is where I first had the idea of developing a program to support breast cancer survivors prescribed aromatase inhibitor therapies following active treatment for their disease.

So it is with great interest that I am following ASCO’s Principles for Patient-Centered Healthcare Reform.

ASCO is dedicated to working with policy makers and our broader cancer community to provide access to quality care for all. To that end, they place special emphasis on lessening insurance and economic barriers to cancer treatment and follow-up care. Lack of adequate health insurance is a barrier for patients in receiving quality care. Can you imagine having to choose between prescribed cancer treatments and paying your other bills? Cancer treatment vs. a car, mortgage or rent payment? High deductibles and high co-pays are the reality for many patients in New York State with health insurance. We hear about this every day at the Coalition.

ASCO’s Principles for Patient-Centered Healthcare Reform* asks those holding public office to consider policy framework that protects the interests of those impacted by cancer. These principles are:

- All Americans should have access to affordable and sufficient healthcare coverage regardless of their income or health status. To ensure protected access, the current ban on pre-existing condition limitations, elimination of annual and lifetime coverage caps, and maintenance of guaranteed renewability should be preserved.
- Any efforts to reform the healthcare system at the national, state, or local levels should ensure that individuals with health insurance can continue to access affordable insurance without interruption.
It was just another Tuesday night. Cheryl Bovard was getting ready for bed when her hand brushed against her breast and she noticed a lump. “That’s not right,” she said to her husband, Mark. A mammogram seven months earlier hadn’t found any areas of concern and Cheryl wasn’t looking for anything unusual. But, based on an experience from over a decade in the past, she knew the next steps to take.

In 1998, another self-detected lump that appeared to be a fluid-filled cyst was aspirated. When the fluid returned, Cheryl and her doctors made the decision to remove the lump surgically. After a longer-than-expected wait for the pathology results, Cheryl decided to call her doctor’s office. “I needed to know if I was going in the direction of breast cancer or if I was okay,” she shares. Fortunately, the growth was found to be a benign cyst. Life went on, and Cheryl and Mark eventually moved from North Carolina, where they had been living, back to their home town of Rochester.

It was the spring of 2012 when Cheryl discovered the second lump. The next morning, she called her gynecologist’s office. Later that day, she was examined by a nurse practitioner who said, “I don’t think it’s anything, but we’ll send you for a mammogram just in case.” “Famous last words,” Cheryl quips.

After a diagnostic mammogram, sonogram, and biopsy, the results were “mixed”, so another biopsy was scheduled for the following morning. Cheryl, a Sign Language Interpreter at Rochester Institute of Technology, went to work after the second biopsy with an ice pack. “I was trying to sign and keep the ice pack in place,” she remarks. “It didn’t work well.”

Cheryl’s radiologist had promised to call her with the results of her biopsy the following Tuesday at 5:00. So when her phone rang on Monday at 2:00 and Cheryl heard the voice on the other end of the line, she knew the news wasn’t likely to be in her favor. “Mrs. Bovard, it’s cancer,” her radiologist said, and recommended that Cheryl act quickly to address her situation.

“I called Mark,” Cheryl remembers. When he heard the news, he said “I’ll meet you at home.” But Cheryl was at work and decided to stay until her usual 6:00 leaving time. It was a decision she came to regret. “I left [work] with a raging headache,” she admitted. “I actually went to the café and said ‘I need a bag of ice,’ and drove home with that bag of ice on my head.” Mark was waiting for her when she arrived. “And the love I felt from him,” Cheryl gratefully acknowledges, “I knew I would be okay.”

As an employee at a medical device company, Mark used his familiarity with the local medical community to help Cheryl find a surgeon. A week after Cheryl’s diagnosis, she and Mark found themselves in the office of her surgeon, sharing her situation and learning about her surgical options. Afterward, on the way home with Mark at the wheel, Cheryl called the Coalition. She had received information about our organization from her gynecologist and now, with life-altering decisions before her, she sought some perspective. “I’ve got to tell you, it was a lifesaver,” she affirms.

After receiving a “very kind” response to her initial phone call, Cheryl was scheduled for a BC101 session, during which she asked a host of questions that were swirling through her mind. “I wanted details,” she recalls, and the conversation that day helped clarify the situation for her. Afterward, Cheryl forged connections with three or four PALS mentors whose stories helped shed more light on the decisions she faced. And she became a regular presence at the Brown Bag table, where she asked more questions, listened, and learned about the human side of a difficult diagnosis - how each journey is taken one step at a time. And how survivors lift each other up and support one another through fear and uncertainty. “[Brown Bag sessions] were phenomenal,” Cheryl stresses. “They were just what I needed and I liked the fact that there were so many women there. And if you didn’t want to say anything, you didn’t have to. And I liked the camaraderie, I liked the fellowship.”

Faced with a choice between a mastectomy or a lumpectomy – both of which offered equal survival value in Cheryl’s case – she came to realize just how many factors come into play and how nuanced this sort of decision can be. And after a great deal of research and
Advocacy Updates

Update from the Advocacy Chair - Advocating on the National Level

From May 20 to May 23, seven members of the Coalition’s Advocacy Committee traveled to Washington, D.C. to attend the National Breast Cancer Coalition’s (NBCC) 2017 Advocate Leadership Summit. In attendance were Phyllis Connolly, Ayanna Jackson, Cynthia Nelson, Leni Rayburn, Miriam Steinberg, Rebecca Solomon, and Holly Anderson.

The Summit began on a Saturday morning with a briefing on the upcoming Lobby Day, which would follow on the final day of the Summit. The next two days were full of workshops covering a broad range of topics from cutting-edge research on different therapies in development for use against metastatic tumors to workshops on how to use local media outlets and social media to be an effective advocate.

Research Advocacy: How to Ask the Critical Questions: A scientist and advocates shared ways to determine the critical questions we all should be asking.

The morning of Tuesday, May 23rd, we headed out to spend the day on “the hill”. We had seven appointments with key staff in the offices of our Congressional Representatives Louise Slaughter, 25th District; Tom Reed 23rd District; John Katko, 24th District, Elise Stefanik, 21st District; Brian Higgins, 26th District; and Claudia Tenney, 22nd District. We were able to meet in person with Congressman Chris Collins, who represents the 27th District in our state.

We discussed our national agenda items, including $150 Million in funding for the Department of Defense (DOD) Breast Cancer Research Program (BCRP) for fiscal year 2018, guaranteed access to quality care for all, and ensuring the participation of educated patient

Here are some examples of the workshops to give you an idea of what we were learning:

- **There is More Than One Path Forward: Different Approaches to Therapy**: We hear a great deal about targeted therapies, immunology, and checkpoint inhibitors. Is one of these the answer? Or do we need different paths?
- **Department of Defense Breast Cancer Research Program**: How it began, how it works, what it has accomplished, and how advocates are involved.
- **Are You Prepared to Deliver Your Message to the Media?**: We learned how to develop presentations, elevator speeches, small group discussions, and materials in the most effective way possible. Whether on Capitol Hill, in front of a community group, or responding to the press, it is important to get the greatest impact from these interactions.
- **Immune Approaches: Benefits, Issues & Barriers**: A deep dive into immunotherapy explored the benefits, issues and barriers of these therapies in breast cancer.
- **Research Advocacy: How to Ask the Critical Questions**: A scientist and advocates shared ways to determine the critical questions we all should be asking.

The morning of Tuesday, May 23rd, we headed out to spend the day on “the hill”. We had seven appointments with key staff in the offices of our Congressional Representatives Louise Slaughter, 25th District; Tom Reed 23rd District; John Katko, 24th District, Elise Stefanik, 21st District; Brian Higgins, 26th District; and Claudia Tenney, 22nd District. We were able to meet in person with Congressman Chris Collins, who represents the 27th District in our state.

We discussed our national agenda items, including $150 Million in funding for the Department of Defense (DOD) Breast Cancer Research Program (BCRP) for fiscal year 2018, guaranteed access to quality care for all, and ensuring the participation of educated patient
Advocacy Chair Update, continued

advocates in all levels of health care decision making. We also spoke about what the Coalition does in our region for the representatives’ constituents.

These meetings were informative for us and for our representatives. We were told over and over how important it is for advocates like us to deliver our messages in person. It makes a real impact on elected officials when their constituents make the effort to travel and speak with them in person.

We walked and walked and then walked some more, and for anyone who has visited the Halls of Congress, you know what I’m talking about!

All in all, the workshops were exciting, informative, and very thought-provoking. Our day on the hill was good, hard, worthwhile work. There were advocates from across the country, and a lot of good networking and idea-sharing was done. It was energizing for all of us to see the larger picture and our part in it.

This was the first time I’ve participated in this Summit, and it was overwhelming in the best way. Not all who went were first-timers like me, but we all came back to Rochester empowered and ready to continue advocating for the needs of the breast cancer community in our region.

More of the Coalition Advocates who participated in NBCC’S 2017 Advocate Leadership Summit are preparing to share their experiences and learnings in the next three issues of our newsletter. Watch for their articles and be prepared to be educated and inspired.

A Personal Journey, continued

discussion, Cheryl came to a decision that left her feeling at peace; she would have a lumpectomy followed by radiation therapy. Chemotherapy was also on the table, depending on the results of the OncotypeDX test, a genetic assay done on the tumor tissue to determine the likelihood of recurrence and how responsive it would be to chemotherapy.

Cheryl’s surgery was performed in May of 2012. Afterward, when the margin of healthy tissue surrounding the cancer was found to be too small for comfort, a second surgery followed a few weeks later to ensure no residual cancer was left behind. The Oncotype score assigned to Cheryl’s tumor was 10 on a scale of 1-100; it was considered to be at low risk of recurrence and chemotherapy would not be needed. “For the first time in my life I was a ‘10,’” Cheryl grins.

With the chemotherapy question resolved, Cheryl began six weeks of daily radiation treatments that ended on September 20, 2012. The same date this year is the one Cheryl regards as her five-year ‘cancerversary’, and she plans to celebrate. Her medical oncologist assured her she could start celebrating much earlier, but the later date is more significant to Cheryl. “That was my last radiation treatment, when I rang the bell [at the treatment center]. That’ll be my five years.”

Cheryl’s presence at the Brown Bag table continued through the summer following her surgery, but when school resumed and she went back to work in the fall, she had to stop. “I was lost,” she recalls of that time. “I finally started coming to the Tuesday evening [support/networking] group, probably in late 2013.” Cheryl is still a regular at these twice-monthly gatherings.

Because Cheryl’s cancer was estrogen and progesterone receptor positive, she began a course of Tamoxifen, an estrogen-antagonist medication most often prescribed for premenopausal women. But, due to factors unrelated to her medication, several gynecologic surgeries occurred in the two years following her diagnosis, culminating in a total hysterectomy in 2014. Cheryl is no longer taking Tamoxifen, having discussed the pros and cons with her oncologist, and continues in good health to this day.

Cheryl has become one of our treasured PALS Mentors and has reached out to many others in the aftermath of a breast cancer diagnosis. At our most recent PALS mentor meeting, Cheryl wrote down the words of another beloved mentor, Nan Van Den Bergh: “The healing is in the telling of the story.”

A private person by nature, Cheryl made the decision to share her story with our community because of this profound truth. The stories shared at the Brown Bag table, or at a support group, or in the pages of this newsletter, or any of the myriad ways in which survivors interact at the Coalition, can foster healing – both emotional and physical - and serve as guideposts for those who are new to this journey.

As Cheryl sagely observes, “It’s time and relationships that are important. Things don’t matter.”

We are deeply grateful to Cheryl for sharing her story - and herself - with our community.

*See pages 10-11 for information about all our support programs.
As a member of the panel of speakers at our 2017 Advanced Breast Cancer Seminar last spring, Angie Martin shared her survivor’s perspective with all who attended. Spunk, charm, effervescence, compassion, and intelligence are just some of the words that come to mind in describing this young survivor, who agreed to share her words in this forum as well.

My father has a saying: “You can’t eat an elephant all at once, you have to eat it one bite at a time.” No one prepares you for the elephant called Advanced Breast Cancer. Previously, I was well organized and able to juggle anything life threw my way. I wouldn’t say I was at the top of my career but I was in a great place. After my second diagnosis, when I learned my cancer had become metastatic, the “what-ifs’ loomed overhead. What if I can’t work? What if I need time off? What if I lose my job? What if I cannot afford health insurance?

I now find myself juggling life, home, family, and work, trying to keep various medical appointments along the way, and always thinking in the back of my mind, “Am I delivering on all fronts to the best of my ability?” As women, we like to think we can handle it all – or at least I aspire to that. But my greatest challenge is not knowing if it’s possible to do it all. I believe everyone has that same fear, cancer or not. I’ve also learned to say no and follow it with a period. No explanation is needed in most cases.

I have communicated with a lot of young women recently diagnosed with advanced breast cancer who are seeking answers. No one knows why this happens – we only learn how to manage. They and I will fight hard to stay alive to see milestone birthdays. I turned 40 last year and had a huge party! I’m looking forward to 50 and beyond!

I have a defense mechanism that has been part of my core for most of my life. When something happens that is sad or earthshattering, I try to spring into action with encouragement or a plan. I’ve found it makes the situation easier for others and allows them to feed off of my strength. I try to keep moving forward.

Continued on next page
Metastatic Breast Cancer: By the Numbers

By Pat Battaglia

Metastatic breast cancer survivors and their advocates have long been stymied by the fact that the true number of women living with metastatic breast cancer (MBC) in the United States is not recorded. The Surveillance, Epidemiology, and End Results (SEER) Program of the National Cancer Institute keeps tabs on those whose metastatic disease was found at diagnosis – also known as de novo diagnosis - but does not track the number of those who experience metastatic recurrence after an early stage diagnosis. But researchers at the NCI and Fred Hutchinson Cancer Research Center have utilized a mathematical model to fill this important gap in our knowledge.¹

According to this new estimate, as of January 1, 2017, there were 154,794 women living with MBC in the United States. A quarter of these are de novo diagnoses and the rest are those diagnosed with early stage disease that later metastasized.

The researchers also demonstrated that the number of those living with MBC is increasing. The reasons for this are thought to be twofold: women are living longer after their diagnoses due to advances in treatment; and an aging population.

Furthermore, the numbers are projected to increase by 31 percent from 2010 to 2020.²

The increasing burden of MBC in our country and our world raises questions that deserve attention from researchers, the health care community, and advocates. What are the needs of those with MBC and how can we best address them? Are there ways to more accurately predict whose disease is most likely to recur at a distant site in the body? And what do we need to know about the metastatic process in order to keep it from happening in the first place?

According to the Metastatic Breast Cancer Network (MBCN), research focused on MBC made up only 7% of the $15 billion invested in breast cancer research from 2000 to 2013 by the major governmental and nonprofit funders from North America and the United Kingdom.³ We at the Coalition are committed to funding regional researchers working on the ground level to understand the mechanisms of metastasis. We collaborate with community partners to host our annual Advanced Breast Cancer Seminar.* We advocate for change on many levels. And we provide a soft landing place for those of all ages and at all stages of breast cancer, including metastatic disease.

Because, while the numbers matter, women and men facing this diagnosis are more than just numbers. And the human impact of MBC can never be underestimated.  

*Join us next year on Friday, April 13, 2018

2. http://ceb.p.aacrjournals.org/content/early/2017/05/05/1055-9965.EPI-16-0889
No One Likes Cancer—So Why Celebrate it?

A friend asked me the other day how long I had been cancer free. When I responded that it has been ten years since my diagnosis, she looked perplexed. “But how long have you been cancer free?”

That’s when it struck me: I can tell you when I was diagnosed, when I had surgery, when I started chemo, and maybe, with a calendar in front of me, when I last saw my oncologist. But cancer free? It feels like tempting fate to even say that.

Maybe that’s why many cancer survivors mark the passage of time based on their date of diagnosis. It’s not that getting that call was a pleasant experience—any more than was the chain of events that it sparked (unless you’re into being bald, nauseous, and exhausted). But like any other anniversary, our “cancerversary” marks the date our lives changed. The date we had to look breast cancer in the face and the new normal began.

Marking a “cancerversary” acknowledges the journey that started with a diagnosis and brought us to today. And no matter what, reaching today is something to celebrate.

My ten-year “cancerversary” was in November 2016. I didn’t make a big deal of it at the time, because I really wasn’t sure what to do. Since then, I decided to celebrate by walking in the Coalition’s Pink Ribbon Run and Family Fitness Walk in May—and raising money for the organization in the process.

If you’re like me and not sure what to do for your “cancerversary,” a few suggestions are offered here.

And if you haven’t reached the point where you can celebrate each year, I hope you can find joy in each day. Maybe that’s what a “cancerversary” really comes down to: celebrating hope. And not letting cancer take that away.

Help a Friend
Your diagnosis probably sparked support from others—now could be the perfect time to pay it forward. Maybe you know someone going through her own diagnosis, or struggling for another reason. Your compassion could make all the difference.

Volunteer
Like helping a friend, volunteering is about celebrating the fact that, despite cancer, you can still do for others. Join one of the Coalition’s committees, become a PALS mentor, or just volunteer in a one-time capacity at an event. You may be surprised by how good it makes you feel.

Attend a Brown Bag
You’ll be among others who understand why marking the date of your diagnosis is so significant. And you might end up being a source of inspiration to someone who is just starting her own cancer journey. Not into groups? Donating to the Coalition to cover the cost of Brown Bag goodies is also a positive way to celebrate.

Raise Funds
I found fundraising for the Pink Ribbon Run & Walk to be surprisingly easy—a couple of Facebook posts and an email to my co-workers put me well above my goal. And it’s an annual event: perfect for “cancerversaries,” whether you participate on your own or bring together a team.

Getting a foursome together to participate in the Tee’d Off at Breast Cancer Golf Tournament is another celebratory option.

Be “Social”
Share your joy with your Facebook friends and they’ll rejoice with you. Post on the Coalition’s page and your ability to inspire will go even further. Or just tell those around you why you’re celebrating. Your good news can be a ray of hope for others.

Charlotte McCabe

Have your own ideas? Share them with us on the Coalition’s Facebook page.
It began as a feeling of pelvic discomfort. But it wasn’t overwhelming. “It was something I could live with,” remembers Cherie Proctor, a widow who moved four years ago from North Tonawanda, NY to join the new love of her life in Rochester. Her symptoms felt much like a flare-up of diverticulosis, which had dogged Cheri through the years, and this seemed like the worst one yet. On vacation in Florida when the unpleasant sensation first appeared, Cherie set off on another trip shortly after her return home - this time she was bound for England to visit her daughter, son-in-law, and grandchildren who live there.

By the time she arrived home again, it was June, and her symptoms still had not abated. Cherie consulted her primary care physician, who referred her to a gastroenterologist. A CT scan was ordered in the interim before her appointment, and when the GI doctor viewed the result, he referred Cherie to her gynecologist. “Then I started to get a little bit uneasy,” she recalls.

Cherie’s PCP advocated on Cherie’s behalf to ensure her gynecologic appointment was scheduled quickly. And a trans-vaginal ultrasound confirmed her worst fears; there were tumors on her reproductive organs and omentum*, although the image wasn’t detailed enough to reveal where the cancer originated. “I didn’t even know I had an omentum until then,” Cherie remarks. Cancer cells were also found in the fluid surrounding her reproductive organs.

Cherie soon found herself in the office of a gynecologic oncologist. “He was wonderful,” she affirms. Since imaging could not pinpoint where the cancer had begun, he recommended laparoscopic surgery to remove as much of the visible cancer as possible. By the time of this procedure, it was early August. “It was robotic surgery,” Cherie notes, “so I just had three small incisions. I didn’t even spend the night at the hospital.” Her right fallopian tube was removed during this procedure and pathology showed that to be the site where the cancer had started. The mystery was solved, but Cherie’s journey was far from over.

Her next step was chemotherapy: three treatments spaced three weeks apart, followed by a complete hysterectomy, then three more rounds of chemo. Cherie is quick to point out that “To me, the chemo wasn’t as bad as I thought it was going to be.” The days after each treatment were marked by nausea that was relieved by medication, a flu-like achiness, and a metallic taste that made eating a challenge. “I would be like that for three or four days, and every day it would get a little better. And for the two weeks [until the next treatment] I felt fine. I was doing my regular activities.”

“I still took the courses I had signed up for [through the Osher Lifelong Learning Program at the Rochester Institute of Technology],” Cherie continues. “I still tried to get outside and walk every day and went to the mall to walk depending on the weather. I just tried to keep up my normal life.” Emotions could be difficult, but she forged on. “I don’t think I was depressed, I think I was more anxious to get everything over.” And her medical team was another safety net. “I had total faith in my oncologist – his whole staff was wonderful...They told me all the side effects and what to do about them as best I could.”

Having learned about the Coalition from her oncologist, Cherie initially felt uncertain about calling...
Surviving & Thriving on Aromatase Inhibitors

This ground-breaking program provides information, support, and empowerment for those taking aromatase inhibitors who are experiencing the side effect of joint pain. Our second session is underway and is proving to be a great success! Please look for a registration email for our next session, which will be held on the following dates:

Tuesdays, October 3, 10, 17 and November 14, 2017 at 1:00 - 2:30pm (must attend all sessions)

For more information, please contact Coalition Program Director Jennifer Gaylord at jennifer@bccr.org or by calling 585-473-8177.

Young Survivor Soiree

A young survivor may identify with those who have faced breast or gynecologic cancer in the midst of a career climb, or while raising children, or perhaps those whose family plans have been derailed by treatment. Four times a year, we hold these soirees as an informal way to connect with others who have walked a similar path.

The next soiree will be Friday, Sept. 15. Please call to be added to the invitation list.

Voices & Vision: A Writing Workshop

This well-loved group gives people with breast or gynecologic cancer an opportunity to explore and express their feelings through writing. Led by professional instructors, Elizabeth Johnston, Pamela Emigh Murphy, Kathy Simpson, Nancy Steinkamp, Angelique Stevens, and Karen VanMeenen, these workshops run in five week cycles on Tuesday evenings. Seating is limited, and advance registration is required.

The Healing Arts Initiative

This initiative is an opportunity to learn a new modality or practice a complimentary healing course to relax, de-stress, and exercise.

All Healing Arts programs are offered free to survivors of breast or gynecologic cancer.

Advanced registration is required for all Healing Arts programs and each class is limited to 14 survivors.

Weekday Healing Arts Programs

Gentle Yoga

a popular program facilitated by Susan Wood, is offered in six week sessions on Monday evenings and Tuesday mornings and afternoons.

Qi Gong

Offered on Wednesday afternoons in six week sessions throughout the year. Qi Gong is facilitated by Raphaela McCormack.

Mindfulness & Meditation

Offered in four week sessions with Estalyn Walcoff or with Siobhan LeGros on Thursday afternoons.

Weekend Healing Arts Programs

Gentle Yoga

Saturday Yoga is offered with instructor Raksha Elmer.

Sunday Yoga is offered with instructor Sunni Ingalls.

Nia Movement

Saturday Nia Movement with Jane Pagano is a mind/body movement that embraces elements of Tai Chi and dance.

Fluid Motion

Saturday Fluid Motion with Tracey Boccia is a movement-based class helpful for those managing lymphedema and others.

Tai Chi

Saturday Tai Chi with Jean Frances Sica is a martial art using small flowing movements.

Expansion of the Healing Arts Initiative has been made possible by grants from The Greater Rochester Health Foundation and Excellus Blue Cross Blue Shield

Please visit www.bccr.org for the 2017 Healing Arts Program Schedule and Registration Guidelines.

Photo sources: www.freeimages.com

Our Programs at the Breast Cancer Coalition of Rochester... all FREE of charge!
BC 101 & GYN 101

These one-to-one sessions assist the newly diagnosed in managing the complex tasks and emotions of a breast or gynecologic cancer diagnosis, empowering them to be self-advocates as they proceed through treatment, recovery, and survivorship. Our professional facilitators provide a safe, comfortable atmosphere where information can be absorbed and assimilated while each individual formulates a personal strategy for making informed decisions.

Peer Advocates Lending Support: PALS

In this peer mentoring program, individual breast cancer survivors reach out to those who are new to the disease, providing the reassurance of one-to-one contact with someone who’s “been there”, helping them connect with needed resources, and instilling confidence during a difficult time. Please call to learn how to enroll in the program after your own diagnosis, or if you would like to become involved as a mentor. See page 12 for PALS Program updates.

Tuesday Night Breast Cancer Support Group

This discussion-based group, led by Joan Mitchell, meets on the 2nd and 4th Tuesday evening of each month from 5:30-7:00pm. Join others coping with breast or gynecologic cancer, share your experiences, and lend your support. No registration is required.

Thursday Night Breast Cancer Support Group

This discussion-based group, led by Peg DeBaise, LMFT, meets on the 1st and 3rd Thursday of the month from 5:30-7:00pm. Gather support, network and discuss your journey with others diagnosed with breast or gynecologic cancer. No registration is required.

Brown Bag Fridays

Any given Friday at noon finds a group of survivors of breast or gynecologic cancer conversing over anything from making treatment decisions to hair loss and funky re-growth…from the latest clinical trials to our own locally-funded research initiative…from prosthetics to bathing suits…and on and on. Feel free to drop in for this non-traditional support group. Bring your lunch and we will provide delectable desserts.

The Lymphedema Awareness Network

LANROC provides awareness, education, and peer support for anyone living with lymphedema. Caregivers, lymphedema therapists, medical personnel, and those at risk for developing lymphedema are also welcome. This group, facilitated by Karen Miltner, meets from 5:30 to 7:00pm on the second Wednesday of each month.

Common Ground: Living with Metastatic Cancer Discussion Group

For those living with metastatic breast or gynecologic cancers, we offer a discussion group on the 1st and 3rd Thursday of the month at noon. Led by Peg DeBaise, LMFT, the discussion is topic-based, although all concerns of those present will be addressed. Lunch and beverages are provided, so an RSVP is needed.
From the time someone recently diagnosed with breast or gynecologic cancer first walks through our door at the Coalition, she – or he – will receive our unwavering support. This most often begins with a BC101 or GYN101 session. Afterward, many will connect with a PALS mentor.

PALS addresses the human side of a difficult medical situation. Our trained PALS mentors are survivors who are knowledgeable about the language of breast or GYN cancers and familiar with the emotional terrain that can follow a diagnosis. They clearly recall the resources they found useful and the strategies that helped them cope. And they are living examples of life lived with joy and purpose after a cancer diagnosis.

Some of the newly diagnosed who connected with PALS mentors early this year shared their experiences in a recent survey. One said “It felt good to connect with someone who has been through a similar experience... she always had encouraging words.” Another responded to say “I live in a small town without cancer resources. This contact made me feel less alone.” Still another came through the experience… “Knowing I’m not alone and that life goes on after cancer.”

Because PALS involves vulnerable human beings, there are challenges, and the survey results reflect these. As the newly diagnosed juggle medical appointments, treatment decisions, and work schedules while trying to maintain a semblance of normalcy in their lives, it can be a difficult time to forge a new connection. Further, each person’s unique situation can change with a new pathology report. Sometimes, when a new fork in the road appears, it may be appropriate to call on a second or even a third mentor.

We at the Coalition work continually to fine-tune this invaluable, well-received program. If you have been matched with a PALS mentor and would like to share your experience, please contact me at pat@bccr.org.

Join us for our next PALS Mentor Training Session on Saturday, February 3, 2018. For more information email pat@bccr.org
Program Co-Director’s Update

Survivor Programs: the Tried-and-True & the Brand New

We have been busy offering exciting programs at the Coalition this spring and summer. Our 14th Annual Cindy L. Dertinger Advanced Breast Cancer Seminar: Tools for the Journey was held on April 7th. Experts in their fields provided updates on the latest advancements in the treatment of metastatic breast cancer as well as ways to tap into a broadly-defined spirituality to help cope with the challenges. Also among our speakers were two inspiring survivors who shared what living life to the fullest in the face of their metastatic diagnoses means for them.*

Spring also ushered in the newest of our programs: Surviving and Thriving on Aromatase Inhibitors. Made possible by a grant from the New York State Department of Health, this program is for breast cancer survivors who are taking an aromatase inhibitor and experiencing joint pain as a side effect. We have enlisted the expertise of Nurse Practitioner Carol Giffi, Occupational Therapist Melissa Clark, Medical Doctor/Integrative Medicine Specialist Lesley James, and Certified Social Worker Martha Neubert to facilitate the 4-session series. The goal of this program is for participants learn non-medical strategies to help alleviate arthralgia-like symptoms, making it easier for them to stay on their prescribed course of an important cancer treatment. We launched the first series in March and participant feedback was very positive. The second series is currently in session and we are planning to offer two more series before the spring of 2018.

There is something for everyone at the Coalition this summer. Keep an eye out for our registration e-blasts with opportunities to join Qi Gong, Meditation, Gentle Yoga, Fluid Motion, and Tai Chi, as well as participate in networking groups, the Voices and Vision writing program, our monthly book club, and evening seminars. We look forward to seeing you at the Coalition soon! *

*See page 6 for a transcript of Angie Martin’s speech from this seminar.

---

Are you on our mailing list? Learn more about how the Coalition can support YOU.

Contact Beth at 585-473-8177 or beth@bccr.org

---

Upcoming Events & Programs at the Coalition 2017

Wednesday, August 23
Makiko Ban-Hoefen, MD
Hormonal Therapies and Breast Cancer: Tamoxifen & Aromatase Inhibitors
7:00pm

Wednesday, September 27
Jennifer Brown-Broderick, MD
Updates in Gynecologic Cancers
7:00pm

Wednesday, October 25
Lives Touched, Lives Celebrated
7:00pm

All events unless otherwise noted are at:
THE BREAST CANCER COALITION
1048 University Avenue

Questions?
Contact the Coalition at (585) 473-8177 or email info@bccr.org

---

Book Club
If a traditional support group isn’t for you but you still like the idea of participating in a supportive community following a breast or gynecologic cancer diagnosis, join our Book Club, led by Pamela Emigh-Murphy, Carol Moldt, Theo Munson, Jill Richards, Angelique Stevens or Karen VanMeenen, which meets on the 4th Thursday of the month, from 6:00-8:00pm. Prior sign-up is encouraged. Call us or visit us at www.bccr.org for details and latest book selections.
Plastic Pollution, Seafood Consumption, and Omega-3s - By Pat Battaglia

A New Form of Pollution: New Concerns

Many have seen the photos or watched social media videos of enormous swaths of plastic debris that have made their way into oceans all over the globe. This relatively new type of pollution has become a significant environmental concern for multiple reasons, including the fact that plastic products contain a number of chemicals of concern that leach into the environment as they degrade.

For example, Bisphenol A (BPA), a known endocrine disruptor, is a component of polycarbonate plastics and epoxy resins. Endocrine disruptors can mimic natural hormones, alter their production, or displace them in our cells. Polycarbonate plastic is the long-lasting, impact-resistant, clear material often used to make food and beverage containers as well as many other consumer products, while epoxy resin is commonly used as a protective lining for metal food and beverage cans.1 BPA is only one chemical of concern used in plastics that can migrate into the environment.

An emerging field of science is investigating the complex mechanisms whereby chemicals present in oceanic plastic pollution make their way into marine life and, potentially, onto the plates of people who consume seafood. While there is currently a lack of concrete scientific knowledge on the matter, it is known that many chemicals of concern are present in marine life, particularly in higher-level predators such as tuna and swordfish2. Further research is needed to confirm the origin of these contaminants; however, plastic pollution is considered to be the most likely source.

For Those Who Love Seafood

Seafood is a significant component of human nutrition throughout the world. These foods are a source of high-quality protein while being low in saturated fat and rich in omega-3 fatty acids, a group of long-chain polyunsaturated fatty acids. Omega-3s, which are necessary for proper brain growth and development, are considered to be essential to the human diet because our bodies cannot make them.3 There is observational evidence that omega-3s may play a role in the prevention and/or treatment of cardiovascular disease and some cancers, but this has not been confirmed. However, a large-scale, randomized clinical trial is under way - the VITamin D and OmegA-3 (VITAL) trial4 - to determine the roles both of vitamin D and omega-3 in preventing these conditions. Results from this trial are pending.

Whether or not they are found to be cancer-preventive, omega 3s are an essential nutrient supplied...
by fish and seafood in ample amounts. However, considering the poorly-understood impact of plastic pollution combined with the more well-studied effects of mercury in marine life, is it safe to consume fish? The answer is a qualified “yes”. It pays to be an educated consumer, and here are some resources to guide your search for information.

- The Environmental Working Group’s Consumer Guide to Seafood (www.ewg.org/research/ewgs-good-seafood-guide) rates fish according to mercury levels and sustainable production, recommending salmon, sardines, mussels, rainbow trout, and Atlantic mackerel as the safest choices.
- The Natural Resources Defense Council’s Smart Seafood Buying Guide (www.nrdc.org/stories/smart-seafood-buying-guide) advises that, as a general rule, smaller fish such as squid, scallops, and sardines contain less mercury than larger varieties like tuna and swordfish, which are higher up the food chain.
- Seafood Safe (www.seafoodsafe.com), in partnership with Environmental Defense’s Oceans Alive Campaign, offers a testing program for both mercury and polychlorinated biphenyls (PCBs), a banned chemical but persistent pollutant. Their “Seafood Safe” labels offer a level of reassurance for consumers.

As the science behind the effects of plastic pollution is still in its infancy, there are currently

---

**Pumpkin Seed—Cilantro Pesto**

**Ingredients**
- 1½ tsp. plus ¼ cup extra-virgin olive oil, divided
- ½ cup shelled pumpkin seeds (pepitas)
- ½ cup (firmly packed) cilantro leaves and stems
- ½ tsp. cracked coriander seeds
- ½ garlic clove, coarsely chopped
- 1 T. (or more) fresh lime juice
- ¼ cup water
- Sea salt and freshly ground black pepper to taste

**Instructions:**
- Heat ½ tsp. oil in skillet over medium-high heat. Add pumpkin seeds; sauté until beginning to brown and pop, about 2 mins. Drain seeds on paper towels to cool. **Note: seeds may also be toasted in a dry skillet**
- Pulse 6 T. pumpkin seeds; cilantro, coriander seeds, and garlic in a food processor until coarsely chopped. With machine running, gradually add 1 T. lime juice, ¼ cup oil, then ¼ cup water, blending until coarse paste forms. Season to taste, adding more lime juice if desired.
- Serve over salmon, shrimp, chicken, tofu, rice, pasta or roasted veggies.


---

Did YOU Know?

Pumpkin seeds are rich in anti oxidants, iron, zinc, and magnesium and Cilantro is a good source of vitamins A, K, and C, potassium, and manganese

---

A staff member made the cherry soft-serve ice cream recipe printed in the spring issue and gave it rave reviews! Perfect way to use the season’s bounty.
Race Results

OVERALL FASTEST TIME CATEGORY

WINNER
Monica Otwori
Age 32, 17:22.0
$300 Cash plus
$200 Cash for breaking course record

SECOND
Kathryn Potter
Age 28, 17:25.0
$100 Wegman's Gift Card

THIRD
Ashley Nevol
Age 27, 18:26.0
$75 Wegman's Gift Card

BREAST CANCER SURVIVOR CATEGORY

WINNER
Laurie Weidert
Age 36, 23:38.0
Pharaoh's Hairum Spa Rejuvenation Gift Card, Jim Dalberth Sporting Goods $30 Gift Certificate, $5 Dunkin' Donuts Gift Card

SECOND
Jennifer Darlak
Age 38, 23:41.0

THIRD
Jean Weber
Age 50, 25:15.0
Orangetheory Fitness-3 free sessions plus 2 t-shirts, $5 Dunkin' Donuts Gift Card, Mostly Clay Gift Certificate
We were blessed with a cool but sunny morning on May 14th, Mother’s Day and the day of our 16th Annual Pink Ribbon Run and Walk. The more than 2,500 walkers, runners, and supporters who came to Genesee Valley Park to participate in this Mother’s Day tradition appreciated the respite from the rainy weather in the days before the event. The morning was overwhelmingly joyous for survivors, their families and friends. But it was also contemplative and deeply meaningful for those honoring a loved one lost to the disease.

As people gathered, they were welcomed by the clear, melodic voices of Vocal Point, the University of Rochester’s female a cappella group, followed by a lively warm-up exercise session led by fitness instructors from Bounce Aerobics. Local dignitaries offered words of support and encouragement to the crowd, and the walk began. Shortly afterward, the runners started their 5-kilometer trek.

As runners and walkers crossed bridges over the river, members of the Genesee Rowing Club and Naiades Oncology Rowing cheered them on from the river below, continuing a tradition. Rochester Rattler Dancers, Flower City Pride Band, and the Umoja drumming group returned to entertain participants on both sides of the river.

The scenic views of the Genesee River and Erie Canal provided a beautiful backdrop to the sea of pink T-shirts and other brightly-colored accessories donned by participants. It was, in a word, breathtaking.

This year’s Pink Ribbon Run and Walk netted more than $170,000 to help us continue providing free programs and services for those impacted by breast or gynecologic cancer.

We are deeply grateful to the many volunteers who made this event possible, especially the Pink Ribbon Committee members and team leaders who devoted many hours to plan and fine-tune this event, led by Debra Bonsignore, Event Director; Bix DeBaise, Race Director; and Benita Aparo, Walk Director.

A huge “THANK YOU” goes out to our generous sponsors who help us realize our mission (see next page).

We hope you will join us next Mother’s Day at the 17th Annual Pink Ribbon Run & Family Fitness Walk on Sunday, May 13, 2018!
THANK YOU... To our generous race sponsors & donors!

PRESENTING SPONSOR
Van Bortel
There’s nothing we won’t do for you!

PLATINUM SPONSOR
Helendale
Dermatology & Medical Spa

GOLD SPONSORS
Wegmans

Generous Donors
BJ’s Wholesale Club
Crabtree & Evelyn
Dunkin Donuts
Eleventh Hour
Gallea’s Tropical Greenhouse
Jack ‘n Jill Childcare
Jim Dalberth Sporting Goods
LINQ
Mostly Clay
Orangetheory Fitness
Park Avenue Salon & Day Spa
Pharaoh’s Hairum Salon and Spa
Simply New York Marketplace & Gifts
Suburban Disposal Corporation
Wegmans
Woodcliff Hotel & Spa

Two of our fabulous photographers, Dominique Boller and Brandon Vick (photo bottom left) capture the spirit and comraderie of the day!
The walk route comes to life thanks to our generous sign sponsors

Tom Anderson
Holly Anderson
Benita Aparo
Dina Bunn
Jim Cappellino
Jessica Cataldi
& Matt Leroue
Dee Cotterman
Family
John Frazier
Shira Goldberg
Anthony Guglielmo
Sharon Hanchett
Stacey Haralambides
Elmer Henretta
Katherine Lomoglio
Michelle Mann & Stephen Atterbury
Martino Flynn, LLC
Kathy Myers
Mary Jo Provenzano
Jennifer Townsend

The musical talent is always a favorite. Thank you to the Vocal Point singers, the Rochester Pride Band and Umoja drummers for adding to the festive atmosphere! (Photos by Dominique Boller)
Research Coordinator’s Update

Georgetown Advocates Welcome Research Committee Part 1

Research is a dynamic and ever-changing process. To the survivor advocate, participating in research provides a voice within the scientific community and a presence in the nation’s breast cancer conversation. It goes without saying that research gives hope to survivors, but it does so much more. Research broadens treatment horizons for medical professionals. It leads to breakthrough discoveries and highlights medical facilities and institutions invested in scientific innovation.

On April 27, 2017, Coalition survivor advocates Beverly Canin and Julie Overbeck, Executive Director Holly Anderson, and I traveled to Washington, D.C. to attend a meeting with the Georgetown Breast Cancer Advocates. We met with Ayesha Shajahan-Haq PhD, scientific advisor to the group, as well as survivor advocates Wanda Lucas, Shelly Brundage PhD, Jeannie Salamone, Rosa Goyes, Naomi Greenwood, Jamie Holloway and Sherri Stahl. The Georgetown Advocates’ mission is to impact the lives of people facing breast cancer. The group works with researchers, clinicians, and other community stakeholders to ensure research is patient-centered, innovative, evidence-based and accessible. Sponsored by Georgetown University and the Georgetown-Lombardi Comprehensive Cancer Center, this group is sought out by researchers from that facility to support and/or offer advice on research grants.

“Advocates give meaning to our scientific projects, which tends to be very clinical at times. It all distills down to how theory and hypothesis, once proven, is going to impact the lives of patients; this is our ultimate goal. Often, comprehensive cancer centers are judged based on where and how they are serving their community. Having a patient advocate at the table during the research and grant discussion helps us to be reminded of these issues.” said Dr. Shajahan-Haq.

To establish, nurture, and sustain a broad range of relationships within the advocate/survivor/researcher community, the Coalition actively connects with breast cancer research advocacy groups across the United States. Our hope is to meet amazing advocates and the medical communities they are associated with, share information about our organization, gain insightful feedback, and incorporate fresh ideas into our committee processes.

Part two of this article, to be published in the fall 2017 issue of this newsletter, will explore the possibilities of integrating survivor advocate learning, researcher/advocate relationships, and research community education workshops within the Coalition’s Research Initiative.

Please call (585) 473-8177 or e-mail research@bccr.org for more information.
May is our “Mighty Busy Month” at the Coalition. In addition to our Mother’s Day event, we maintain a ten-day presence at Rochester’s fabulous Lilac Festival. These two efforts utilize every staff member, most of our spouses, many of our kids, and approximately 200 individual volunteers. When we say (often) that “we could not do it without you”, we mean it!

We also say often that nothing is more frustrating than to hear “I wish I’d known about you when I went through my cancer.” The challenge of reaching women (and men) that may need us, now or in the future, is what drives our Outreach efforts. Having a booth at a festival that draws nearly a half a million people is invaluable to us. Granted, most festival-goers are drawn to the food, the music and the fragrant lilac varieties, but when we attract even a small percentage to our festively decorated booth to see what we are all about, we have a perfect opportunity to acquaint them with who we are and what we offer. Perhaps they will remember we exist, even if they can’t quite remember our name!

The volunteers who help with these events have become experts at sharing a great deal of information in a short amount of time with each visitor. They also enjoy the camaraderie of working with other volunteers, the satisfaction of making a small difference in someone’s day, and the joy of all of those magnificent flowers - or the sights, sounds, and delicious tastes of our summer festivals. Please consider joining us in this important work. We need you! 

Lori Meath
Outreach Coordinator’s Update

Tracy Brown
Regional Programs & Outreach Director’s Update

Summertime – blue skies, warm breezes, and plenty of people out and about enjoying the season before our Upstate New York weather turns toward fall. Many are outside and (safely) soaking up the sun!

You can find the Coalition at various fairs during these warmer months. We look for events with the best opportunities to connect with survivors. Regional survivors can help us by volunteering a few hours of their time staffing a booth and sharing what the Coalition offers.

Volunteers who have been diagnosed with breast or gynecologic cancer are often ideal candidates for staffing a table at an outreach event. It provides an opportunity for other survivors visiting the table to speak to an individual who has not only “been there,” but who has also participated in our supportive and educational programs. These volunteer-survivors become Coalition advocates for our work in the counties surrounding Monroe.

If you’ve ever listened to another survivor tell her (or his) story, and if you’ve ever told someone about the wonderful programs we offer and how we can help, then volunteering at a health fair or another outreach event might be a good match for you. We have a great time engaging those who stop by to chat. Sometimes an added bonus of volunteering is the chance to attend a festival, listen to good music, eat fun food, and maybe even do a little shopping!

We’re always looking for friendly survivors who would like to join us. Opportunities are plentiful – contact me to learn more!

Mom Amanda and daughter Ember

For more information on how you can help, please contact us!

LOCAL OUTREACH
call (585) 473-8177 x304 or e-mail lori@bccr.org

REGIONAL OUTREACH,
call (585) 473-8177 x310 or e-mail tracy@bccr.org

Share the wealth, spread the word, become part of an effort that cannot be done without YOU!
Living With GYN Cancer, continued

us. “I thought, well, I don’t have breast cancer. But then I saw you’re open for gynecologic cancers also.” She made the call after her hysterectomy, which was done in October, and was soon scheduled for a GYN101 session. Afterward, she began attending Brown Bag Friday sessions. And despite the rarity of fallopian tube cancer, we were able to connect her with a PALS mentor who had faced that diagnosis.

“I finished my final chemo on January sixth of 2017,” Cherie recalls. In the third week of January, she underwent blood testing for the presence of tumor markers: both the CA125 and HE4 tests** showed results in the normal range. Cherie was relieved to learn from her surgeon’s nurse practitioner that she is considered to be in remission, but with a 50/50 chance of the cancer returning in the next five years, she will be closely monitored. A three-month follow-up in April of this year showed normal results on her blood tests, and the next one is scheduled for the end of July.

Despite the close surveillance, Cherie chooses to live fearlessly. She travels regularly to visit her children and grandchildren, who are “a source of perspective” for her. She stays in close contact with two sisters in the Buffalo area. Her Osher classes are still an important part of her life, as are her daily walks. “Get out there,” she advises those in a similar situation. “Do what you want to do, be active, and don’t worry what people think about you.” Cherie is true to her word. Her post-chemo hair started growing back in February, curlier than ever, and she attended her first Osher class sans wig. Her classmates marveled at her beautiful curls, and Cherie gratefully acknowledged their attention. “I was glad to lose the wig,” she smiles, and loves her new “do”. “It’s all mine!”

We’re grateful for the presence of Cherie, a gentle warrior, in our survivor community.

Healthy You, continued

no guidelines regarding BPA or other plastic-related chemicals, but the advice to eat seafood lower on the food chain makes sense here as well.

Non-Seafood Sources of Omega-3s

For those who choose to eat even lower on the food chain and do not consume seafood at all, or may be sensitive to seafood, there are alternatives. Omega-3s are present in various nuts, seeds, and beans such as walnuts, flaxseeds, and soybeans.3 Another non-fish source is the yolks of eggs from hens fed a high-omega-3 diet. Fish are good sources of omega-3s because their diet of sea vegetables, plankton, algae, and cyanobacteria is rich in this nutrient. Oils derived from algae are available to consumers, often in the form of capsules, and appear to be equivalent to cooked salmon in providing DHA (a type of omega-3) to plasma and red blood cells.5 However, dietary supplements should be taken with the knowledge of and guidance from your health care providers, particularly if you are in treatment for cancer.

Eat Well, Live Fearlessly

While we can’t avoid every pollutant in our world, we can nurture our bodies with food sources of important nutrients such as omega-3s knowing they are not only satisfying, they may afford some protection from the very diseases certain environmental chemicals can foster. So choose wisely and enjoy your food - whether seafood, of animal origin, or plant-based - knowing you are nourishing both body and soul.

1. www.urmc.rochester.edu/encyclopedia/content.aspx?contenttypeid=1 &contentid=4248
4. www.clinicaltrials.gov/ct2/show/NCT01169259

* The omentum, a large sheet of tissue that covers the lower abdominal organs, can be the site of spread for certain gynecologic cancers.

** The CA-125 test measures the amount of circulating cancer antigen 125, a protein found on the surface of many ovarian cancer cells, as well as some normal cells (in small amounts). Usually used to monitor how well treatment is working or to see if the cancer has returned, it is not a definitive diagnostic test.

** The HE4 Ovarian Cancer Monitoring test measures blood levels of the human epididymis protein 4, which can be overexpressed in certain gynecologic cancers. An increase might mean the cancer has come back, but more testing would be needed.
My work is loving the world.
Here the sunflowers, there the hummingbird—
equal seekers of sweetness.
Here the quickening yeast; there the blue plums.
Here the clam deep in the speckled sand.

Are my boots old? Is my coat torn?
Am I no longer young, and still half-perfect?
Let me keep my mind on what matters,
which is my work,

which is mostly standing still and learning to be astonished.
The phoebe, the delphinium.
The sheep in the pasture, and the pasture.
Which is mostly rejoicing, since all the ingredients are here,

which is gratitude, to be given a mind
and a heart and these body-clothes,
a mouth with which to give shouts of joy
to the moth and the wren,
to the sleepy dug-up clam,
telling them all, over and over, how it is
that we live forever.

Friends Remembered...
We celebrate all who set an unwilling foot on this path. Most who face a cancer diagnosis will walk through and beyond their experience. These pages are dedicated to the ones whose light and wisdom have inspired and guided us, and who will never be forgotten.

Ashley Achtziger
Marilyn Andraszek
Carl Andrus, MD
Tammy Elberti
Patricia Gamble Van Bortel
Sheila Gardner
Janice Hawryluk
Ann Postel
Roger Watson

Tributes Welcomed
Would you like to write about someone you have lost to breast or gynecologic cancer? We welcome submissions from friends and family members and are particularly interested in stories about how they touched and changed your lives.
Please send your submission (200-400 words) with a digital photograph to Pat Battaglia, Voices of the Ribbon Newsletter Editor, at pat@bcror.org.
We would be happy to honor your loved ones.
Cover Story, continued

by themselves, they sought help from community agencies. Unfortunately, none could provide the level of care Muriel required. Sadly, she passed away on February 5, 1997.

Afterward, Al began thinking, “There must be a better way to treat people.” After doing some research, he came up with a solution: in October of 1997, Companion Care of Rochester, Inc. was born. The agency now provides quality in-home care – both medical and non-medical - to those facing serious illness.

We’re grateful to the CCOR Team for their spirit, their compassion, and for raising funds for the Coalition. It means the world to us to have the support of this local company with a humanitarian mission. It’s a reminder that, as a community, we’re all in this together.

Save the Date…WE NEED YOU!

Pink Ribbon Walk & Run
Leadership Meet & Greet

Would you like to help plan and pilot the 2018 Pink Ribbon Walk & Run? It takes a village to organize this event, and we are recruiting leadership to coordinate specific areas of need.

Can you help?

Are you looking for a more meaningful role as a volunteer?

Do you see yourself as a leader who can take charge and direct other volunteers?

Do you like a challenge?

Please join us on Tuesday, October 24, 2017, 5:30-7pm at the Breast Cancer Coalition to learn about key roles we are seeking to fill on the Executive Committee. These dedicated leaders are responsible for planning the Pink Ribbon Walk & Run on Mother’s Day.

RSVP by October 18th to Cindy Dykes at 585-473-8177 or email cindy@bccr.org if you are interested in learning more!

The Members of Our 2017 Pink Ribbon Run & Walk Committee

Debra Bonsignore
Event Director

Bix DeBaise
Race Director

Benita Aparo
Walk Director

Holly Anderson

Peg DeBaise

Cindy Dykes

John Frazier

Kim Kircher

Maja Milicevic-Klugh

Jerry Roberts

Scott Simkins

Thank you for a job well done and for making a meaningful difference in our community!
Our Fundraising Friends

Ice is Nice!

Our young friends and supporters in the Pittsford School District also supported the Coalition through their Eighth Annual Pink in the Rink Hockey Tournament. Pittsford’s Panthers played to a packed house of nearly 1100 at RIT against rival McQuaid in a nail-bitting victory for the Panthers. Professional announcing and DJ music added to the festive atmosphere. Extensive student involvement, door proceeds, sales of spirit wear, sponsorships and game day donations as well as the popular Chuck-a-puck contest resulted in proceeds of $8000! The spirit and commitment of event organizer Celeste Frohm, the coaches, students, parents and fans has made this event an evening that all involved can recall with great pride.

Pittsford Paints the Pool

Tribute signs covered the walls and demonstrated that, even at their young ages, many of these young people have been affected by breast cancer among their families and friends. Thanks, team, for your donation of $448.

Picture This

Talented portrait artist Deanna Wallace created a fitting opportunity for women to be photographed with their own moms to recognize Mother’s Day. Additionally, two of the Coalition’s survivors were able to enjoy a customized session, and the masterpieces she created after careful consultation with each mother/daughter pair will become treasured heirlooms. Deanna generously donated the entire sitting fee for each duo to the Coalition, and we are grateful for her generous donation of $1500!

Unexpected and Most Welcome

The weekly homeroom collection at Aquinas Institute of Rochester encourages students and staff to donate a small amount to help a local, national, or global organization serving people in some way. We were honored to receive their collection of $174.50 early this year.

Thank you to JK Jewelry and to the employees at Skillsoft for your donations of $100 each.

Our neighbors at the Strathallan Spa dedicated one of their #WeCareWednesdays to the Coalition on March 15. 5% of the days proceeds were donated. Unfortunately this day turned out to be the biggest snowstorm of the season and the city shut down! Your donation of $53 is most appreciated and impressive, given the crazy weather.

Thanks to the employees of Thaney Associates Henrietta office for your gift of $68.

Spring Stretch for Wellness

Yogi Joanna McNelis of Harvard St Integrated Wellness led a Sunday workshop that she dubbed “Spring detox” and shared the proceeds with the Coalition. Thanks, Joanna, for your gift of $200.

A Culture of Caring

Simply punching in and out at work each day is not the way things are done at many areas businesses interested in creating and supporting communities in their workplaces. Complemar, a packaging and order fulfillment business, values teamwork and social conscience in addition to excellence in their work. Complemar instituted a Culture Committee and created a variety of fun and fundraising activities taking place over a month to raise money for three employee-selected area charities. We were honored to be chosen as one of the three and thrilled to receive a check for $1000 from the effort.

Find more fundraising friends on page 26
Our Fundraising Friends

We’re Bowled over!

The incomparable Kathy O’Neill and a dedicated troupe of helpers have once again made an astounding donation to the Breast Cancer Coalition after another super-successful Pink Bowl. This year marked the 15th year of this annual event, which was hosted by Bowl-a-Roll on Jefferson Rd. One hundred teams spread over two shifts bowled and bid on a variety of raffle items. Attending survivors were enthusiastically honored and we had the opportunity to make a special presentation to Kathy to recognize these many years of hard work on our behalf. A mere “thanks” cannot express our gratitude for this incredible support; this year’s “Bowl” raised $14,000 for the Coalition.

Great Neighbors

Our friends at Hot Shots Indoor Beach Volleyball Club held their fourth annual I DIG tournament. The all-day affair on a cold March day invoked the feeling and spirit of summer on the beach. All those good vibes resulted in a $755 donation to the Coalition!

Hot Sun, Hot Cars

Hosted by the Street Machines of Rochester Club, the Badgerow Super Cruise, one of the largest car shows in the Northeast. The Street Machines group coordinated nearly 700 dazzling cars of every era and variety. They also hosted a very busy pizza booth and provided a bargain lunch with all net proceeds benefitting the Coalition. A big thanks to the Bob and Kathy Cook, Zoe and Cory and all of the Machines family for your donation of $750.

“Wine-ing” in the Sun

A few years ago the Hardy campers at Sun Valley Campground in Arkport started an annual tradition that quickly became a charitable effort. Dubbed “Wine a Bit”, the gathering attracts 80 campers to socialize, share food and drink, and bid on donated raffle baskets. Several in the group are breast cancer survivors, so the decision to support the Coalition through the effort was made. Three area wineries were invited and the camp facilities offered for the festivities. Thanks to all for the wonderful gift of $702.

“Saint”ly Gesture

In what has become a longstanding tribute to hockey mom Elfie Chapin, the Churchville-Chili Saints Hockey club took to the ice for a tribute and charity game. This year’s contest was against the Gates Chili Spartans and the club’s boosters organized a raffle table to benefit the Breast Cancer Coalition. A small admission fee was charged and donations were accepted. These enthusiastic young people and their family of supporters gave $2577.72 to the Coalition. Go, Saints!

Gifts In Kind

In every issue, we publish our “Wish List”- a selection of items that we use every day in the course of running our programs. As is the case in any household, these everyday items are essential, and receiving donations of them is most welcome.

- Thanks to Karen Moscoe for a generous and appreciated donation of a variety of pretty pink table cloths. They are getting lots of use!
- Emily Winter sent a box brimming with food wraps, baggies, and plastic storage containers as well as items for our PALS packs. Thanks, Emily!
Our Fundraising Friends

Good Works and Glamour

One of the hottest salon and spas in our area was the scene of the 2017 TRENDS Show presented by Scott Miller Salon & Spa. The sold-out event was a celebration of all that is beauty and fashion, and was also an opportunity to show support for the Breast Cancer Coalition. Coalition Executive Director Holly Anderson enjoyed the evening and spoke about the work of the Coalition. We celebrate the true beauty and spirit of our survivors every day, and are thrilled that Scott Miller’s incredible staff supports us in our efforts. Thanks for your wonderful donation of $3000!

Photo taken by Michael Hanlon of RochesterNYWedding.com

They Do It All

The fun-loving people involved with ROC City Mustang once again held the ROC City Bowling Tournament, hosting a Coalition team and honoring our survivor/bowlers. A great time was had by all and was followed the next day with a classic Car Show. Rounding out the weekend’s activities was a Sunday Poker Run! Upon presenting their check for $750, Club President Chris Washington remarked, “We take pride in our efforts to support our community and truly appreciate all of (the Coalition’s) good work.”

Chris, we are thrilled to have the Mustangz support again this year, and thank you for all you do in the community.

Ongoing Efforts

Handmade with Heart

We are thrilled to have received our quilt masterpiece, created just for the Coalition to raffle, from the Henrietta Quilt Club. This gorgeous heirloom quality quilt has been appraised and certified for a value of $3300. We are selling tickets through October at the Coalition and at area festivals. The piece can be seen at the Coalition office. Come on in to say hi and purchase tickets!

“Cor-WINNER”

Our friends at Nosh restaurant support us all throughout the year with a donation from each Breast Cancer Coalition signature dish. Thanks to all who enjoyed this quarter’s “Corwin”, a delectable duck dish. Your culinary adventure raised $307.

On the Road Again

The cross-country treks continue for the pink custom-painted rigs at Leonard’s Express Trucking. After having surpassed the million mile (and $10,000) milestone in donations to the Coalition, they made great strides on the second million, completing enough to raise $1412.42 this quarter.

Salvatore's Goes Pink (box)

Everyone’s favorite Rochester pizza place, Salvatore’s Old Fashioned Pizzeria, has been a great supporter of the Coalition for many years with their end-of-year Pink Box campaign. This year, owner Sal Fantauzzo decided to make a great campaign even better, extending the per-box donation throughout all of 2017!

The next time you are in your local Salvatore’s, thank the store owner and staff for this generous campaign, and get yourself something delicious in a pink box.

We are happy to provide newsletters or other program information for your event with notice. We also love to hear the details about how your group makes fundraising fun. Let us know what you have planned! And if you provide some details and/or a photo with your gift, we will use them in our newsletter.
The name of the individual honored or remembered is shown in bold type. The Breast Cancer Coalition thanks donors for these gifts made since our last listing. (Donations made after March 31st will be included in the autumn newsletter.)

We apologize for any errors and/or omissions on our donor pages. Please notify us if a correction is in order.

### In Honor of:

<table>
<thead>
<tr>
<th>Breast Cancer Coalition Staff</th>
<th>Marianne Sargent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Liz Brown</td>
<td>Holly Anderson</td>
</tr>
<tr>
<td></td>
<td>Chari Briggs-Krenis</td>
</tr>
<tr>
<td></td>
<td>Deb Leary</td>
</tr>
<tr>
<td></td>
<td>Joan Libby</td>
</tr>
<tr>
<td>Sylvia Cappellino</td>
<td>Mary Martello</td>
</tr>
<tr>
<td>Janet Clark</td>
<td>W. Stewart Bucher, MD</td>
</tr>
<tr>
<td></td>
<td>Mr. &amp; Mrs. Robert E. Gabbey</td>
</tr>
<tr>
<td></td>
<td>Betsy K. Inglis</td>
</tr>
<tr>
<td></td>
<td>Mr. &amp; Mrs. James H. Kane</td>
</tr>
<tr>
<td>Sandra Dixon</td>
<td>Carol Mulligan</td>
</tr>
<tr>
<td>Ann Foster</td>
<td>Kimberly Dixon</td>
</tr>
<tr>
<td>Jennifer Gravitz</td>
<td>Nancy Gravitz</td>
</tr>
<tr>
<td>Ann Link's Beautiful Bald Head</td>
<td>Jennifer Cranmer</td>
</tr>
<tr>
<td></td>
<td>Charlotte Dixon</td>
</tr>
<tr>
<td></td>
<td>Alice Dollinger</td>
</tr>
<tr>
<td></td>
<td>Rebekha Hiler</td>
</tr>
<tr>
<td></td>
<td>Gail Hill</td>
</tr>
<tr>
<td></td>
<td>Sarah Ohl</td>
</tr>
<tr>
<td></td>
<td>Liberty House Bed &amp; Breakfast</td>
</tr>
<tr>
<td></td>
<td>Ann Link</td>
</tr>
<tr>
<td></td>
<td>Barbara Magel</td>
</tr>
<tr>
<td></td>
<td>Catherine Payne</td>
</tr>
<tr>
<td></td>
<td>Donna Peters</td>
</tr>
<tr>
<td></td>
<td>David Rathbun</td>
</tr>
<tr>
<td></td>
<td>Paula Stocking</td>
</tr>
<tr>
<td></td>
<td>Katherine Ta</td>
</tr>
<tr>
<td></td>
<td>Jessica Topper</td>
</tr>
<tr>
<td>Ruth Mathews-Leubner</td>
<td>Eapan Leubner</td>
</tr>
<tr>
<td></td>
<td>Ann Mazzarella</td>
</tr>
<tr>
<td></td>
<td>Sylvia &amp; Jim Cappellino</td>
</tr>
<tr>
<td></td>
<td>Mary Martello</td>
</tr>
<tr>
<td>Diane Mazzarella</td>
<td>Sylvia &amp; Jim Cappellino</td>
</tr>
<tr>
<td></td>
<td>Mary Martello</td>
</tr>
<tr>
<td>Joni &amp; Peter Mitchell</td>
<td>Sandra Caccamise</td>
</tr>
<tr>
<td>Lauren Morelle-Stone</td>
<td>Holly Anderson</td>
</tr>
<tr>
<td>Terry Mulee</td>
<td>Suzanne Oteme</td>
</tr>
<tr>
<td>Frances Muscato</td>
<td>Aimee Bateman</td>
</tr>
</tbody>
</table>

### Kathy O’Neill

| Francis Felser |

### Bridget Patterson

| Therese Hart |

### Judy Rohrer

| Mary Martello |

### Sage Rutty Employees

| William Holly |

### Jan & Dick San Angelo’s 50th Wedding Anniversary

| Patti & Dick Cataldi |

### Susie Smith

| Anne & Rodney Smith |

### Linda Specht

| Anonymous |

### Sherrie Valentino

| Deborah Wagner |

### Kitty Van Bortel & Van Bortel Sabaru

| 2016 NBC charity gift - Corporate Responsibility booth |

### In Memory of:

| Josephine Agnello |
| Sylvia & Jim Cappellino |
| Jean MacArthur |
| Ann Mazzarella |
| Jackie Ater |
| Carrie Gaynor |
| Ruth Bean |
| Gloria Forgione |
| Arline Lida Brunelle |
| Carol Ryan |
| Ginny Coco |
| Carrie Gaynor |
| Maryann DiPasquale-Borrelli |
| Andrea Borrelli |
| Lisa Fox |
| Thursday Night Swing-in-Dance Community |
| Cindy Harrington McLaughlin |
| Mary Lou & John Marks |
| Sue Henkel |
| Deborah Wagner |
| Irene Henn |
| Peggy Hoff |
| Kerry Howe |
| Christine Henningsen |
| June Rose Juszczak |
| Marshall Farms Group, Ltd. |

### Dina Marcoccia

| Holly Anderson |
| Joann Kuhman |

### Patricia Niger Forest

| Anonymous |
| Judy & Jim Ball |
| Kevin Ball |
| Tracy & Steve Ball |
| Sheri & David Price |

### Roslyn Pagano

| Linda & Richard Cooper |

### Betty Schmitt

| Jane & John Schmitt |

### Terri Schmitt

| Caroline Deckman |
| Sophie Deckman |
| Jane & John Schmitt |

### Rose Schofield

| Lucy Stephany |

### Judith Slivick

| Elaine Pierce |

### Christine Snyder

| Harry Snyder |

### Janet Stager

| Thursday Night Swing-in-Dance Community |

### Margaret (Peg) Stone

| Linda & Gary Kircher |

### Margaret Washburn

| Judy & Harry Wood |

### Anna Wells

| Barbara Kundrat |

### Irene Zimmerman

| Amanda Huntzinger |

### Annual Fund Donors

<p>| Anonymous (8) |
| Dianne Agostinelli |
| Akron-Newstead Rotary Club |
| Ambit Energy |
| Tom Anderson |
| Cathy Aquilina |
| Aquinas Institute of Rochester |
| Stephen Axtell |
| Madeline Azoulay |
| Joanne Bagley |
| The Baker Foundation |
| Robert Barton |
| Sadie Bicciche |
| Mary Boehm |
| Bowl-A-Roll, Inc |
| Cathy Brennan |
| Brighton Retail |</p>
<table>
<thead>
<tr>
<th>Sandra Caccamise</th>
<th>Legacy at Clover Blossom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patricia Cataldi</td>
<td>Legacy At Cranberry Landing</td>
</tr>
<tr>
<td>Katarzyna Cimino</td>
<td>Legacy At Erie Station</td>
</tr>
<tr>
<td>Mary Ann Ciulla</td>
<td>Legacy At Parklands</td>
</tr>
<tr>
<td>Kevin Clar</td>
<td>Legacy at The Fairways</td>
</tr>
<tr>
<td>Peter Clement</td>
<td>Legacy At Willow Pond</td>
</tr>
<tr>
<td>Patriciaq Clonick</td>
<td>Legacy Village Wood At Grande Vie'</td>
</tr>
<tr>
<td>Rosanne Cohen</td>
<td>Leonard’s Express</td>
</tr>
<tr>
<td>Companion Care of Rochester</td>
<td>Loria Electrical Services, Inc</td>
</tr>
<tr>
<td>Patti Conolly</td>
<td>Stephanie Luety</td>
</tr>
<tr>
<td>Ruth Cooper</td>
<td>Mary Maggio</td>
</tr>
<tr>
<td>Rachel Cordovana</td>
<td>Rita Mahoney</td>
</tr>
<tr>
<td>Fred Costello</td>
<td>Elaine Matthews</td>
</tr>
<tr>
<td>Mary Jo Cowley</td>
<td>Maxim Spa and Salon</td>
</tr>
<tr>
<td>Lawrence Crawford</td>
<td>Kenneth McJury</td>
</tr>
<tr>
<td>Crossroads Abstract</td>
<td>McQuaid Jesuit</td>
</tr>
<tr>
<td>Mary Crowley</td>
<td>Mary &amp; Emmett Miller</td>
</tr>
<tr>
<td>Marie D’Alessandro</td>
<td>Bethann Miller</td>
</tr>
<tr>
<td>Pati Conolly</td>
<td>Lucy Miraglia</td>
</tr>
<tr>
<td>Florence Davis</td>
<td>John Mitch</td>
</tr>
<tr>
<td>Carolyn DeMonte</td>
<td>Kathryn Mitchell</td>
</tr>
<tr>
<td>Mary Ellen Dengler</td>
<td>Rosemary Moldram</td>
</tr>
<tr>
<td>George Deordio</td>
<td>Raymond Montanaro</td>
</tr>
<tr>
<td>J. Dey</td>
<td>Heather Moore</td>
</tr>
<tr>
<td>Deborah Dietrich</td>
<td>Mr. Dominic’s at the Lake</td>
</tr>
<tr>
<td>Jennifer Dowdall</td>
<td>Darceille Mucci</td>
</tr>
<tr>
<td>Cindy Dykes</td>
<td>New Born Fellowship Church</td>
</tr>
<tr>
<td>Carol &amp; Michael Eagan</td>
<td>Margaret Newland</td>
</tr>
<tr>
<td>Sharon Eichele</td>
<td>Nosh Restaurant</td>
</tr>
<tr>
<td>Fairport Savings Bank</td>
<td>Olindo Properties Inc.</td>
</tr>
<tr>
<td>Francis Felser</td>
<td>Kathy O’Neill</td>
</tr>
<tr>
<td>James Fetzner</td>
<td>Tom O’Neill</td>
</tr>
<tr>
<td>Michelle Forman</td>
<td>Lori Peloquin</td>
</tr>
<tr>
<td>William Fortino</td>
<td>Sandra Petrone</td>
</tr>
<tr>
<td>Donna Franasiak</td>
<td>Jan Piche</td>
</tr>
<tr>
<td>Friends of Pittsford Hockey -</td>
<td>Barb Piifer</td>
</tr>
<tr>
<td>Pink the Rink</td>
<td>Donna Pratt</td>
</tr>
<tr>
<td>Bonnie Fuhrken</td>
<td>Jan Prossick</td>
</tr>
<tr>
<td>Paula Gala</td>
<td>Theresa Pudetti</td>
</tr>
<tr>
<td>Pamela Gardepe</td>
<td>Mark Quinzi</td>
</tr>
<tr>
<td>Jennifer Gaylord</td>
<td>Michele Rase</td>
</tr>
<tr>
<td>Carrie Gaynor</td>
<td>Gina Redding</td>
</tr>
<tr>
<td>Mary Gebhardt</td>
<td>Ann Reifsteck</td>
</tr>
<tr>
<td>Charles Geller</td>
<td>Gail Renehan</td>
</tr>
<tr>
<td>Susan Genecco</td>
<td>Brandon Renners</td>
</tr>
<tr>
<td>Barbara Giancursio</td>
<td>Juliane Richmond</td>
</tr>
<tr>
<td>Gold’s Gym of Webster</td>
<td>Rocky Mountain Granite &amp; Marble</td>
</tr>
<tr>
<td>Edward Gould</td>
<td>Penny Russell</td>
</tr>
<tr>
<td>Mary Gross</td>
<td>Robb Salermo</td>
</tr>
<tr>
<td>Rebecca Healey</td>
<td>Nancee Sanders</td>
</tr>
<tr>
<td>Christine Henningsen</td>
<td>Paula Santiago</td>
</tr>
<tr>
<td>Hilton Girls Volleyball</td>
<td>Dianne Schaefer</td>
</tr>
<tr>
<td>Samantha Hook</td>
<td>Alma Schultz</td>
</tr>
<tr>
<td>Susan Horne</td>
<td>Seneca Foods Corporation</td>
</tr>
<tr>
<td>Robert Horton</td>
<td>Carol Sherwood</td>
</tr>
<tr>
<td>Ruth Hunt</td>
<td>Sheryl Silberman</td>
</tr>
<tr>
<td>Elizabeth Inglis</td>
<td>Skillsoft</td>
</tr>
<tr>
<td>James Hamill Associates, Inc.</td>
<td>Ron Skuse</td>
</tr>
<tr>
<td>JK Jewelry</td>
<td>Sleep City USA, Inc</td>
</tr>
<tr>
<td>Linda Johnson</td>
<td>SLG, Inc.</td>
</tr>
<tr>
<td>Colleen Joseph</td>
<td>Jackquelyn Sobierski</td>
</tr>
<tr>
<td>William Kablack, Jr.</td>
<td>Doreen &amp; Dan Spoor</td>
</tr>
<tr>
<td>Scott Karch</td>
<td>Robert Staub</td>
</tr>
<tr>
<td>Theresa Kerbein</td>
<td>Bridget Stone</td>
</tr>
<tr>
<td>Gladys Kimme</td>
<td>Susan Storke</td>
</tr>
<tr>
<td>Betty Kingsley</td>
<td>Adryann Strauss</td>
</tr>
<tr>
<td>The Klee Group</td>
<td>Elaine Stecker</td>
</tr>
<tr>
<td>Beverley Kowalczik</td>
<td>William Strott</td>
</tr>
<tr>
<td>Candice Kraemer</td>
<td>Robin &amp; Paul Suwijn</td>
</tr>
<tr>
<td></td>
<td>Barbara Swiecki</td>
</tr>
<tr>
<td></td>
<td><strong>Gifts in Kind:</strong></td>
</tr>
<tr>
<td></td>
<td>Donnette Boucher</td>
</tr>
<tr>
<td></td>
<td>Patti Cataldi</td>
</tr>
<tr>
<td></td>
<td>Mary Cunningham</td>
</tr>
<tr>
<td></td>
<td>Teresa Kennelly</td>
</tr>
<tr>
<td></td>
<td>Karen Moscoe</td>
</tr>
<tr>
<td></td>
<td>Cynthia Nelson</td>
</tr>
<tr>
<td></td>
<td>Cheryl &amp; Leonard Quinn</td>
</tr>
<tr>
<td></td>
<td>Emily Winter</td>
</tr>
<tr>
<td></td>
<td>Randi Winterman</td>
</tr>
<tr>
<td></td>
<td>Marcha &amp; Dave Zimmerman</td>
</tr>
</tbody>
</table>

---
• All individuals with cancer should have health insurance that guarantees access to high quality cancer care that is delivered by a cancer specialist and that provides the full range of services needed by patients with cancer in a timely manner.
• Policymakers should, in any policy changes, promote and protect cancer prevention and screening services, as they are key to reducing cancer mortality. Policymakers should preserve the “no copay” access to screening services that currently exists.
• All patients should have meaningful access to clinical trials, and health insurance coverage should not be a barrier to clinical trials participation.
• Current efforts to improve quality, affordability, and access to care for patients and communities through value-based reform strategies should be continued. Current efforts to improve value in healthcare should continue to be prioritized, and value-based reforms should be designed and implemented in a patient-centered way.
• Healthcare reform efforts should engage patients and providers to obtain meaningful input in order to avoid unintended consequences during implementation.

And there you have it - seven simple and straightforward principles for our elected representatives to consider.
Cancer doesn’t care whether you are Republican, Democrat, Black, White, Hispanic, Asian, Christian, Muslim, Jewish, Buddhist, Hindu, Gay, Lesbian, Bisexual, Transgendered or Queer; cancer can and does happen to all of us. Let’s make sure that any effort to reform HEALTHcare considers those in treatment for DISEASEcare.
Let’s pay attention to the healthcare reform chatter. Let’s do whatever we can to ensure that those in the aftermath of ANY disease don’t need to expend limited energy worrying that their very lives depend on the outcome of this political tug-of-war.»


---

**THE COALITION’S CURRENT WISH LIST**

- **A cure for breast cancer**
- **Books:** about breast, gynecological, prostate or testicular cancers and lymphedema for women, men, children, families (2010 or later)
- **Office supplies:** copy paper (white, 8½ x 11), white notepads (plain-Staples or Office Max), Post-It notes, mechanical pencils with erasers
- **Breast Cancer Research postage stamps**
- **Gift cards ($10-$25):** Wegmans, Tops, DiBella’s, Staples, Target, Barnes & Noble, Michaels, pizza, gas, 10-ride RTS bus passes (available at Tops or Wegmans)
- **Paper products:** paper towels (Viva), napkins, cups for hot and cold beverages, small and medium plates (no Styrofoam products), unscented tissues
- **Batteries** (D and AA)
- **Beverage pitchers, kitchen/dish towels** (neutral colors)
- **Cleaning & storage:** plastic or glass food storage containers, zip-style storage bags (quart & gallon), aluminum foil, plastic wrap, trash bags (13 and 33 gallon), disinfectant wipes
- **Matching LG washer/dryer** (contact the Coalition for specs)
- **Unscented laundry detergent, unscented dryer sheets**

---

*The following items are needed specifically for PALS Paks:*

Please note, all items must be new

Let us know what you would like to see in the PALS Pack.
Questions to Ask Before Giving Medical Advice on Facebook

I’m often startled by the medical advice that people give to their friends on Facebook. Sometimes it takes the form of saying, “You should do this,” but often it’s more subtle and simply involves sharing a link.

Before people post something of this nature, I wish that they would consider the following questions:

- **Have you read the entire article that you’re linking to?** I find that people often share a link because its title resonates with their own beliefs, and not because they’ve read the article and think that it makes a thoughtful contribution. If you haven’t read the article, don’t post it. Period.

- **Can you explain why you recommend this link?** If you’re sharing the link, you’re recommending it in some way. Pause before you hit the “post” button to be sure that you know why you’re recommending it.

- **Are you giving advice to make you feel better about the decisions you’ve made?** We all want to look back on our past decisions and think that they were the correct ones. Some people tend to give advice to others to reinforce their own decisions. Don’t.

- **Did the person request advice?** People generally share health news on Facebook because they want to let their friends know what’s going on and to generate support. If they don’t specifically request advice, don’t give it.

The Internet makes it easy to find and share medical information. Many doctors warn their patients to stay away from “Dr. Google” because so much of the information is incorrect, outdated or misleading.

My take is somewhat different. Many patients feel a greater sense of control if they’re able to do research and understand what’s likely to happen. Advocates and clinicians can guide cancer patients to the online resources that are reliable and truly helpful.

As for our friends on Facebook, just tell us that you’re sending good thoughts and positive energy our way. ☮

A survivor of male breast cancer, Bob Riter is affiliated with The Cancer Resource Center of the Finger Lakes. His articles about living with cancer appear regularly in the Ithaca Journal and on OncoLink.

A collection of Bob’s columns, *When Your Life is Touched by Cancer: Practical Advice and Insights for Patients, Professionals, and Those Who Care*, is available in our resource center, in bookstores nationwide, and online.

Reprinted with permission
Voices of the Ribbon
A Quarterly Publication of the Breast Cancer Coalition of Rochester
Tel. 585-473-8177 • Fax 585-473-7689 • E-Mail: info@bccr.org • Online at bccr.org

Voices of the Ribbon is published quarterly by the Breast Cancer Coalition of Rochester for the purpose of providing encouragement and inspiration to those facing a breast cancer diagnosis, their supporters, and care providers.
In addition, it is intended to impart accurate, science-based information to enlighten and empower its readership.

ARTrageous Affair
BREAST CANCER GALA
October 14, 2017 • Holiday Inn Rochester Downtown

SPONSOR • DONATE • ATTEND