

Time to be heard

Giving a voice to people living with secondary breast cancer

Providing a forum to discuss how to improve the treatment, support and care of people living with secondary breast cancer, our **Time to be heard** event took place in Westminster on 24 October.



Photo: Sara Epstein

With over 80 delegates, including 40 people with secondary breast cancer, there was a real buzz to the evening and excitement at the prospect of discussing secondary breast cancer issues with key policymakers, MPs and health professionals.

Professor Mike Richards, the National Cancer Director, spoke about the current state of care and support for people with secondary breast cancer in the UK, while **Chris Carrigan**, the National Co-ordinator for Cancer Registration, was vocal in his support of our **Stand up and be counted** campaign, on the need for national collection of data on incidence of secondary breast cancer.

This campaign, together with the need for a key worker for people living with secondary breast cancer, were the two main priorities of the Secondary Taskforce launched at the event.

Following the presentations came the question-and-answer session, giving women with frustrations about their care the chance to ask questions unanswerable at local level – such as ‘Why does NICE delay so long in approving drugs?’ and ‘Why

was I dropped from the support system when my first diagnosis was of secondary breast cancer?’

Mike Richards often took up such broad sweeping policy questions from the floor, and **Joan Bakewell** chaired the discussion with authority and calm, using the panel’s expertise to the full. There were no easy answers, but there was an informed presentation of the reasons for such problems and of ways in which the NHS is working to address them.

We’ve had a great deal of positive feedback about the work of the Taskforce in general and about the event itself, particularly the fact that senior policymakers were present. The Taskforce will now be meeting with key people who attended to discuss ways of taking the campaigns forward.

For more about the work of the Taskforce, please visit www.breastcancercare.org.uk, or contact **Dora Wheeler** on secondarytaskforce@breastcancercare.org.uk or 020 7960 3430.

Our triumphant challengers!

We’d like to say a huge thank you to our inspiring challenge fundraisers on their amazing achievements this summer and autumn.

Thirty-five intrepid travellers headed off to **Peru** in September to brave mountains and valleys and experience the wonders of Machu Picchu. Our second group of **China** trekkers, accompanied by ‘Green Goddess’ **Diana Moran**, returned from their trek at the end of October with fabulous stories of Eastern delights and unforgettable memories of China’s Great Wall.

In August cyclists saddled up for the **London to Paris Cycle Ride** and pedalled their way to Paris, celebrating in style under the Eiffel Tower.

Over 150 walkers headed up to the Scottish Highlands for our **Ben Nevis Challenge**, climbing the highest mountain in Britain. We’d like to send particular congratulations to **Ian Nesbitt** and **Kim Mayman** who got engaged on the summit!

Once again, thank you all so much for your hard work, drive and determination. Together via these challenges you have raised an astonishing £272,000!



For more on all our events and challenges see pages 16-19.

Exercise and sec

Breast Cancer Care News is published four times a year. It aims to provide news about breast cancer issues and treatment as well as information about the activities of Breast Cancer Care and its volunteers.

The News welcomes contributions in the form of articles, news items, letters or reviews. Please address them to the Editor at the Central Office address below.

The views expressed in the News do not necessarily represent the views or policies of Breast Cancer Care. Inclusion of information about resources, events or services, or advertising of products does not necessarily imply Breast Cancer Care endorsement.

The News is sent free to Breast Cancer Care volunteers, Friends of Breast Cancer Care, breast care nurses and other health professionals. For extra copies, or to be added to the mailing list, contact Chris Maher on 0845 092 0808.

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What kind of exercise should you do if you have secondary breast cancer – and what should you avoid? Here Dr Emma Scott gives some advice.

There's been little research into the benefits of exercise for people with secondary breast cancer. There have been a few case studies, but the majority of exercise and breast cancer research has focused on women with a primary diagnosis. This work has explored the effects of regular exercise on women both during and after treatment, and the results are good. Many benefits occur soon after the exercise programme begins, and there's no reason to think that women with secondaries would not experience these benefits too.

The presence of secondary cancers within the body does, however, mean that you may need to take a little extra care when starting to exercise. This article outlines the benefits of exercise, explains what we mean by regular exercise, discusses the care everyone needs to take when starting to exercise and particular things to remember for each of the common secondary sites.

The benefits of regular exercise

Most people are aware that regular exercise helps increase fitness, strength, stamina and flexibility, as well as helping with weight management when combined with a healthy diet. Over 60% of women diagnosed with breast cancer gain weight during and after treatment, making weight management a key concern for many. There are various reasons why women gain weight after diagnosis – some eat more, others are less active, and sometimes weight gain is a side effect of prescribed drugs – but the best way to safely lose weight is to combine a healthy diet and active lifestyle. Advice on how to achieve this is available in Breast Cancer Care's *Eating Well-Being Active* DVD.

Research in both healthy people and women with primary breast cancer has shown that exercise reduces stress, anxiety, depression and mood swings, all of which are common issues for people with secondary breast cancer. Exercise can also help reduce fatigue, both during and after treatment. In fact women who exercised, even gently, during treatment (e.g. chemotherapy or radiotherapy) tolerated treatments better, experiencing less pain, nausea, insomnia and

fatigue. Regular exercise also helps reduce blood pressure and boosts your immune system.

What do we mean by 'regular exercise'?

Scientifically, what we mean by 'regular exercise' is 30 minutes of moderate intensity exercise at least three days per week, but that's a lot for anyone to start with! Before you start any exercise it's important that you discuss it with your doctor, and then begin gently and build up gradually. It doesn't need to be half an hour in one session. You can accumulate 30 minutes throughout the day, for example as three shorter bouts of ten minutes or maybe six bouts of five minutes. And if you can only do 10 or 15 minutes, don't worry – something is always better than nothing.

Moderate intensity means you may breathe harder, become warmer and may be aware of your heart beating slightly faster than normal, but you should still be able to talk. You should know that you are doing something but not going full throttle. If you are currently receiving treatment you may need to exercise at a slightly lower level. Remember, always listen to your body and if it feels too hard or hurts, stop!

When choosing your exercise try to focus on aerobic-type activities such as walking, swimming or cycling. It doesn't need to be structured exercise – activities such as dancing and gardening can also be beneficial. You could also include some light toning or conditioning exercises and stretching. The book *Essential Exercises for Breast Cancer Survivors* (Halverstadt and Leonard, 2000) describes a safe and effective programme of exercises you could try. The most important thing to remember, though, is whatever you choose to do, choose something you enjoy.

Bone metastases

Bone metastases are the most common type of secondary breast cancer. Some women with bone secondaries have no symptoms, others may experience pain, be prone to bone weakening or fractures, or have high blood calcium levels (hypercalcaemia) which can cause nausea, vomiting, drowsiness and constipation. Anaemia is another, rare,

secondary breast cancer

symptom of bone metastases and the effects of anaemia on exercise are outlined in the section on liver metastases below. The most common symptoms of bone metastases, bone weakening and fracture risk, are also seen in people with osteoporosis. In these people, regular exercise increases bone strength and reduces fracture risk, and there's no reason to think that these benefits would not be available to people with bone secondaries. Research shows that regular weight-bearing exercise, such as walking, is the best choice for strengthening bones. As your bones are at a greater risk of fracture you should avoid high impact activities, such as contact sports.

Spinal cord compression is a rare condition but is a potential concern for people with spinal secondaries. It happens when a vertebrae (spinal bone) collapses and puts pressure on the spinal cord. Symptoms can include unexplained back pain, difficulty walking, numbness or pins and needles in the fingers, toes or bottom, or problems controlling urine and/or bowel movements. Spinal cord compression can be serious if not diagnosed quickly, so it's important that you seek medical advice if you have these symptoms. To minimise your risk you should try to avoid activities that involve twisting the spine or large forward bends of the spine.

Lung metastases

Breathlessness, coughing, pain, tiredness and loss of appetite can all be symptoms of secondaries in the lungs. These symptoms are similar to those experienced by people with long-term respiratory diseases such as chronic obstructive pulmonary disease (COPD) and asthma. Research has found that when people with respiratory disease exercise regularly they are less breathless, have more stamina, are better able to perform everyday tasks and have a better quality of life.

The biggest difficulty faced by people who suffer from breathlessness is getting enough air into their lungs to be

able to exercise comfortably, but there are some things you can do to help with this. Firstly, try to avoid exercising in very cold or dry conditions as this makes it more difficult for your lungs to expand, whether you are exercising or not. Swimming is ideal because the pool hall is usually quite warm and the air is damp. Secondly, always start your exercise session with a gentle warm up to get your body, especially your lungs, ready to exercise and to slowly increase how hard you are breathing so that your lungs have time to adjust to the new demands. Finally, you could try 'pursed lip breathing'. This just means pursing your lips and breathing in and out through the narrowed opening. This reduces the air pressure, making it easier for your lungs to expand and contract.

Liver metastases

Some people with liver secondaries have no symptoms while others have a combination of pain, nausea, loss of appetite, hiccups, tiredness and fatigue. Anaemia, however, has the greatest effect on exercise. Anaemia means that the iron levels in your blood are low. Iron is an essential part of haemoglobin, which carries oxygen round the body. People who are anaemic often find that they get tired easily and may become breathless when they exert themselves. If you find that this happens, you may need to be a little more cautious when you begin exercising and build up slowly. There is no particular type of exercise that offers any special benefit for people with anaemia as this type of breathlessness is due to your blood's reduced capacity to carry oxygen, not your ability to get air into your lungs.

Brain metastases

The symptoms associated with secondaries in the brain depend on where the tumour is, but may include headaches, nausea, blurred vision,

seizures, weakness, dizziness or balance problems. While these symptoms themselves do not prevent you from exercising, it is important to choose a suitable form of exercise to make sure you don't put yourself at unnecessary risk of injury. For example, an exercise bike may be a better choice for people with balance problems than cycling outdoors. If you suffer from seizures, always try to avoid exercising alone.

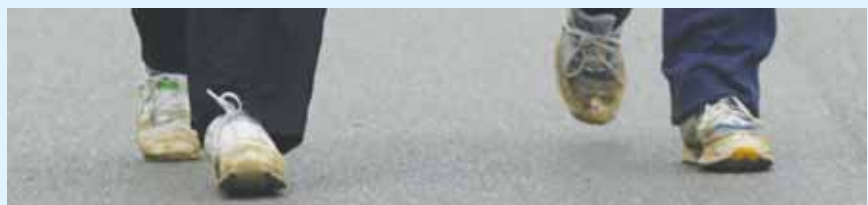
Lymphoedema

Finally, a word about lymphoedema. There is little research on exercise and lymphoedema. Current opinion, however, is that exercise does not cause or worsen lymphoedema and may help manage symptoms in women who have already developed it. When choosing your exercise focus on aerobic activities and exercises to increase muscle tone. Try to use only light weights/resistance and avoid activities that involve sudden vigorous movement or impact on the affected side. Lastly, if you have a compression garment, you should always wear it during exercise.

This article provides only a brief outline of the benefits of exercise and the key things to consider when beginning an exercise programme. It's always advisable to consult your doctor before you begin, and if you feel you'd like more detailed, personal advice and support with starting to exercise you could consult a qualified exercise professional at your local sports centre or ask your doctor whether you are eligible for a GP referral. But wherever you choose to exercise and whatever you choose to do, always listen to your body – and make sure it's fun.

Dr Emma Scott

*AICR Diet & Exercise in Breast Cancer Recovery Project
Sheffield Hallam University*



What's the risk?

Eating grapefruit • sleeping with the light on • being lefthanded • eating red meat and bacon • living on a farm • living in a mice-infested house • having a mother with wide hips • wearing 'poison' clothes • eating chips • owning a dog • sunbathing • not sunbathing • eating fish from polluted rivers

Q: What do all these things have in common?

A: They've all been mentioned recently in the media as being linked with increasing the risk of breast cancer.

So how do you know what to believe when it comes to breast cancer risk? Here we take a look behind the headlines.

Although there's a tremendous amount of research going on into the causes of breast cancer, the fact is that we still don't know what the exact causes are – or why some people get the disease and some don't.

We do know that some things – called **risk factors** – can alter the likelihood of getting breast cancer. In many cases, however, the increased (or decreased) risk from these factors is very small, and it's impossible to quantify or predict a person's chances of developing breast cancer based on these known risk factors.

Out of all the people diagnosed with breast cancer, only a small number will know why they've developed the disease – those found to have an inherited fault in a known breast cancer gene.

Weighing up the evidence

So with the constant news stories about breast cancer risk, how do you know what to believe? Should we really be giving up red meat, using deodorants and going out in the sun?

When you look behind the media headlines you'll find that some of these news stories are based on limited or questionable research, or involve only a small number of people. Sometimes the results are exaggerated or presented in a misleading way, and the risk itself – if proved at all – is very small.

For example, recent research found that 17 women with breast cancer had aluminium present in the underarm area of the breast, leading to media headlines about a link between deodorants and breast cancer.

Main breast cancer risk factors

The main three risk factors for breast cancer are ones that we can't do anything about. These are:

- **gender:** being a woman is the single biggest risk factor
- **increasing age:** the majority of breast cancers (around 80 per cent) occur in women over the age of 50
- **significant family history:** for example, a number of cases of breast cancer in the family, or cases at a young age, or male relatives with breast cancer.

However, the study was based on a very small sample, did not establish where the aluminium came from, whether it may have contributed to the development of the disease or whether similar levels could be found in women who do not have breast cancer.

Research such as this does not provide sufficient evidence to establish any kind of link between aluminium in deodorants and breast cancer. Further large-scale studies would be needed to enable people to make an informed choice about products containing aluminium.

So if you've heard a breast cancer risk story that concerns you, finding out more about the research behind it can help you decide what the risk means to you. (Although a challenging read, *Bandolier's Little Book of Making Sense of the Medical Evidence*, reviewed on page 7, may be of help.)

In the end, only you can decide how important a risk factor is to you – and what, if anything, you want or are able to do about it.

If you have any questions or concerns about breast cancer risk, please call our helpline on 0808 800 6000 or see our website at www.breastcancercare.org.uk.

Our new booklet, **Breast cancer risk: what it means to you** talks about risk in general, while **Breakthrough's Breast Cancer Risk Factors: The Facts**, summarises what is currently known about risk factors (call 08080 100 200 to order).

Triple Negative breast cancer Trial (TNT)

Further treatment options for triple negative breast cancer are currently being researched.

Breast cancer that tests negative for the three receptors oestrogen, progesterone and HER2 is often termed 'triple negative'. As reported in last year's Winter News, treatment options for triple negative breast cancers are currently limited, as they do not respond to hormone treatments such as tamoxifen and

aromatase inhibitors or to Herceptin (trastuzumab).

However, recent research suggests that triple negative breast cancer may respond better to carboplatin, which is widely used to treat lung and ovarian cancer. The TNT trial has therefore been designed to see whether patients with secondary (breast cancer that has spread to other parts of the body) triple negative breast cancer who can be treated with chemotherapy

respond better to carboplatin than to docetaxel, the current treatment available.

The trial is likely to run for three to four years, with the research results expected in 2013.

For more information on triple negative breast cancer or the TNT trial please call our helpline on 0808 800 6000 (for Typetalk prefix 18001).

Is it coming back?

Living on a knife edge after breast cancer



Have you ever felt that you're not 'doing' breast cancer properly? Here psychotherapist Cordelia Galgut describes her unexpected feelings and reactions after diagnosis.

At the beginning of 2004 I was a jobbing, 48-year-old psychotherapist, just getting on with my life and imagining how it might be at 50. Then out of the blue the bombshell struck. I was twice diagnosed with breast cancer, first in April and again in November. I had two small tumours, one in each breast. They were grade 2 ductal cancers, one of them strongly HER2 positive and both strongly hormone sensitive. In total I had two surgeries, two rounds of radiotherapy and hormone therapy.

Three-and-a-half years on life continues to be hard, both physically and emotionally. As a therapist I'd supported women with breast cancer before I got the disease myself. I thought then that I knew what these women were going through. Now I realise I didn't really have a clue.

The psychological impact of breast cancer

My training in psychology had taught me that life after extreme trauma follows a set pattern. At first you feel shock, then disbelief, then anger, anxiety and so on until eventually – in a year or so – you pretty much accept what's happened to you.

Although before getting breast cancer I realised that there were flaws in this model, I used it in my work and personal life in a fairly uncritical way. So when breast cancer struck I naturally applied this model to myself – only to find that it just hasn't worked.

I've realised that the psychological fallout of breast cancer is much more complex than I could ever have imagined, perhaps because our breasts are an essential part of our femininity. Life since breast cancer has been a complete emotional rollercoaster of ups and downs. I've only just started to properly feel the shock that the textbooks, and people in general, seem to think I shouldn't be feeling any more. I still often feel very anxious and depressed.

But I now realise that after an extreme, life-threatening trauma such as breast cancer these reactions are actually quite normal, not least because they are so common. In the course of my work I interviewed Rosie, another woman with breast cancer, who said 'People expect you to get back to normal, like you've had a cold or something'.

In our culture we don't easily accept extreme emotion, certainly not the enduring sort. People make unhelpful comments, such as 'Don't dwell on things, just get on with your life'. Many times I've wanted to scream, 'You bloody well try it then, if you think it's so easy!'

Fear of recurrence

My one all-pervading fear that doesn't go away is of recurrence and in particular spread. I go to hell and back again, imagining the moment I'm told the cancer has come back in some form. Although my rational brain tells me that women can live for years with metastases, this doesn't really affect how I feel.

For the first three years after my diagnosis I couldn't risk allowing myself to believe that I might live for more than a year. Recently I've dared to think in terms of two or three, maybe five, if I'm lucky, so any potential terrible news has become even scarier. Despite people telling me not to imagine the worst, I now fear scans more than before, as I have even more invested in them being clear.

My ongoing fear of local recurrence or spread and imminent painful demise means that I don't think much in terms of the future or make plans very far ahead. It's hard to relax when there's always that doubt in my mind, every time I have an ache or pain, that the cancer has returned. I know I'm not alone in feeling like this.

There are so many reminders wherever I turn. When I hear about women with similar cancer profiles to mine who've had recurrences of various kinds, I'm jolted yet again. I feel really bad for the women involved, but also scared for myself, and I have awful nightmares about the same thing happening to me.

Good prognosis or not, I just can't find the kind of equilibrium I had before cancer. It would be wonderful to have peace of mind, but I don't think that's a realistic goal any more. As Rosie puts it, 'You feel like the sword of Damocles is hanging over you'. I think this is a very common reaction to a breast cancer diagnosis. Although I'm striving to find an easier way to live with the uncertainty of my situation, how to do this has so far eluded me.

Overall, I'd like to make a plea for a better understanding of the emotional reality of living with breast cancer, post-diagnosis. It is not a 'journey', in the sense that there's no end to its emotional fallout – merely a difficult continuation, whether it recurs or not. As Rosie says, 'That's just the way it is,' and more acceptance of this from people in general would be an enormous help and relief.

Dr Cordelia Galgut

BACP Senior Accredited Counsellor/Psychotherapist

If you'd like to talk about life after diagnosis please call our helpline on 0808 800 6000 or visit our discussion forums at www.breastcancercare.org.uk.

Checking in to the Health Hotel

This year, as a member of the Health Hotel, we had a presence at all three major party political conferences.

The Health Hotel brought together 36 stakeholder organisations, including health think tanks, patient advocacy groups and charities, to promote debate about health issues and liaise with policymakers. At each party conference we hosted a joint fringe meeting in the Health Hotel, in association with Macmillan, Marie Curie, Cancer Research UK, Cancerbackup and Breakthrough Breast Cancer.

Our interactive seminar, **Hard choices: priorities in future cancer care**, focused on the priorities for the future of cancer policy under Gordon Brown and in the run-up to the next General Election, and gave delegates the opportunity to comment and vote on pertinent issues. At each meeting there were brief contributions from the relevant health official and various experts in the field.

Although delegates' opinions differed slightly at each conference, overall several key messages emerged. Most significantly, the two most important priorities for people at all three events were **reducing inequalities in access to cancer services** and **increasing awareness about how to reduce the risk of cancer**. Delegates wanted to see more money spent on effective information and awareness campaigns, but they also wanted psychological and emotional support programmes for people with cancer, and getting people back to work successfully after treatment, to be top priorities.

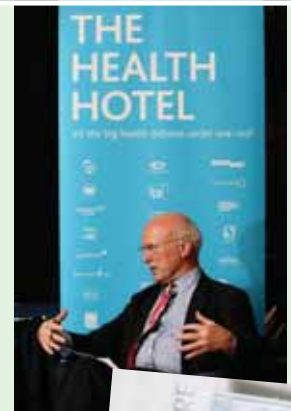
It also became clear that while people value choice highly, they'd prefer to be given choices about their treatment options, information and supportive care packages, rather than which hospital they go to, which at present is the only real choice that patients have.

On the issue of drug funding the majority opinion at all three conferences was that on balance it was preferable for money to be spent on better palliative care rather than on new drugs to prolong their lives.

These findings will now be fed back to each party to inform their future thinking on cancer policy and spending priorities for cancer care.

The Health Hotel also hosted a range of other activities, including an event for senior representatives of member organisations to meet the health team of each party, and an invite-only reception for key delegates and stakeholders.

Attending the party conferences gave us a great opportunity to engage with MPs and policymakers, enabling us to raise our profile among political audiences and keep breast cancer at the top of the political agenda.



Posters on parade

The International Psycho-Oncology Society's (IPOS) 9th World Congress of Psycho-Oncology in September featured five posters from our Research and Evaluation team.

Breast Cancer Care patron Cherie Booth QC was a keynote speaker at the opening plenary, while Liz Reed, Nurse Researcher, gave a talk on 'A Study of the Experience of Living with Metastatic Breast Cancer'.

Our five posters were displayed at the poster session, covering such topics as meeting the needs of breast cancer patients from hard to reach groups, the benefits of online live chat sessions to women with metastatic breast cancer, consumer involvement in research, the Younger Women's Forum, and the impact of breast cancer on employment circumstances.

Better Access Better Services (BABS) project

We also had a presence at September's European Cancer Conference (ECCO).

As part of the BABS project, Emma Blows, Research Associate, presented a poster entitled 'Quality and accessibility of disease and treatment-related information available on the internet for women with breast cancer: outcomes of a UK scoping exercise'.

Focus groups

Also as part of the BABS project, we'll be holding a series of **focus groups** in early 2008 to explore the information and support services provided to people affected by breast cancer.

The groups will discuss information and support needs and consider how these could be better met, and explore the role of organisations such as Breast Cancer Care.

We'd like to hear from:

- people who have been diagnosed with breast cancer or have supported a close relative or friend who has been diagnosed
- people who have and have not used our services.

We'd particularly like to hear the views of **people from black and minority ethnic groups** and of **people over 70**.

The focus groups will be held in one of our national or regional centres: London, Sheffield, Glasgow or Cardiff.

If you'd like to take part in a focus group, please contact Emma Blows on babs@breastcancercare.org.uk or 020 7960 3433.



Tune in to our new podcasts

The end of the year has seen us expanding our multimedia content, launching two online videos and our first ever podcast.

A **podcast** is like a radio show that's available from the Internet. You can listen to it online, through your computer or download it to a portable media player – so you can listen to it wherever or whenever you like. We'll be producing a new podcast every month, featuring the latest in breast cancer news and interviews with leading figures in the world of breast health, as well as news on our latest campaigns and fundraising events.

In direct response to feedback from our users we launched a new **homepage** in October, which is much clearer and easier to navigate than the old one. We also produced two short **films**, one promoting our free helpline and the other focusing on the work of our Secondary Breast Cancer Taskforce.



Following the relaunch of our **discussion forums** in the summer, we've seen a remarkable increase in their use. In July there were 6,216 messages posted, which rose to 9,652 in August and 12,920 in September – more than doubling in three months. Our forums continue to be our most accessed, popular and low-cost service.

You can find all these exciting new features at www.breastcancercare.org.uk.

reviews



Bandolier's Little Book of Making Sense of the Medical Evidence

Andrew Moore and Henry McQuay
Oxford University Press, Oxford, 2006
415pp, £24.95
ISBN: 0 19 856604 2

The authors of this book have been researching pain and anaesthesia for over 25 years and are also co-editors of *Bandolier*, a print and online journal dedicated to the understanding of evidence-based medical care. To produce this book, they have drawn on their experience in these areas, providing the reader with a general overview of the components of evidence-based medicine – with plenty of good examples to enhance our understanding.

As such, the book covers the basic concept of evidence-based medicine, emphasising that healthcare professionals should use the best current

evidence to make decisions about the treatment of individual patients. It then goes on to discuss how clinical trials, diagnostic tests, records of adverse events and observational studies each contribute to today's high standard of medical care. However, the book also warns of the dangers of misinterpreting these types of study, something which the popular press is often guilty of doing.

Although the authors state their intended audience as healthcare professionals, patients and carers alike, the level of statistical detail in some chapters may be more than some readers feel they need. However, don't be put off by this: each section is divided into chapters which can be read in sequence but are also stand alone, giving readers the option of dipping into the book at those points which most interest them.

Of particular interest are the introductory sections, which provide a good basis for critical thought, and sections on clinical trials and adverse events. These provide reassurance for

readers who are taking part in a clinical trial that there is a well thought-out basis for the whole process. In addition, the section on observational studies equips the reader with enough ideas to think critically about stories we read in the newspapers, making the headlines seem less alarming and less bewildering as a result.

Overall, this book could do with more examples from the field of cancer research to make it more relevant to our everyday experience. Despite this drawback, the authors' enthusiasm for their subject shines through to make it (in parts) a surprisingly pleasant read given the subject matter! Readers who persevere should find it heartening that there is a method behind the apparent madness of medical care. This book encourages us to ask questions and try and understand our situation more fully, be it as patients, carers or healthcare professionals.

Christine Elsner
Medical Writer

Have your say!

Have you been affected by breast cancer? Do you want to use your experience of breast cancer to improve services and take part in other activities run by Breast Cancer Care?

If so, why not become a Breast Cancer Voice?

What is a Breast Cancer Voice?

'Breast Cancer Voices are essential to make sure our work is based on what people affected by breast cancer tell us they want and need, not on what we decide they need.' AMARJIT KAUR, HEAD OF USER INVOLVEMENT

Listening to the experiences and opinions of those affected by breast cancer – including family, friends and carers – is at the heart of what we do. By becoming a Breast Cancer Voice you will actively use your experience of breast cancer to:

- improve our services
- influence research and policy surrounding breast cancer
- shape and join in our campaigns on breast cancer issues.

From a range of backgrounds, age groups and walks of life, Breast Cancer Voices are united by a common aim – the desire to help other people affected by the disease.

What might I be asked to do?

By being a Breast Cancer Voice you'll bring your experiences and expertise to shape different aspects of the work we do. Here are some ways Breast Cancer Voices have recently been involved.

Claire Jordan contributed to our **Younger women with breast cancer** booklet. Claire got involved because she felt that 'there are different issues for younger women than older women with breast cancer. Breast Cancer Care wanted someone who



could give their perspective on exactly what it was like, what you've got to contend with and how you deal with it'.

Our Campaign Panel was set up to ensure our policy and campaigns work is guided by people affected by breast cancer. Panel members have been involved in shaping campaigns such as **Stand up and be counted** (see page 1) and **Prescription for change**.

'It's good we've got somewhere where we can voice our opinions and help women and men diagnosed, with Breast Cancer Care right there in the centre getting all the information in'. PAULINE POLLEY, CAMPAIGN PANEL MEMBER

And a group of our website users, who were recently involved in research around how we can improve our website, were very glad to help.

'It felt good to think I was offering something back to a source that had been invaluable to me during my diagnosis and treatment and still remains so.' TRACEY

We'd like to thank all our Breast Cancer Voices, who have shown incredible motivation and commitment to improving areas of our current work and are also helping to develop vital new ones.

If you'd like more details on becoming a Breast Cancer Voice, or to sign up, please fill in the enclosed leaflet or contact Vicky Lane on vickyla@breastcancercare.org.uk or 0845 092 0800.

Stronger than ever



Our London & South centre now has three **HeadStrong** services up and running:

- **Hastings:** Conquest Hospital
- **Purley:** South East Cancer Help Centre
- **Southend:** Southend University Hospital.

We're also currently recruiting for a new service at the Macmillan Butterfly Centre, Epsom General Hospital.

For more on HeadStrong see pages 10–11. If you're interested in volunteering please contact Gill Swain-Coad on 0845 092 0800 or gills@breastcancercare.org.uk.

Wellbeing, once a week

Particularly useful for those who feel isolated, our **Telephone Support Groups** enable people with breast cancer to express their feelings and discuss the practical and emotional impact of living with the disease.

All you need is a phone and some privacy for the call. Each private group of up to eight people meets once a week by telephone, with a therapist and nurse facilitating to ensure that everyone is supported and feels comfortable taking part.

We currently run three different groups for people with **primary breast cancer**, **secondary breast cancer** and **younger women**. Discussions can cover issues such as coping with treatments,

relationships, fertility, children, work, money, as well as everyday life.

Many previous group members say they've been able to talk openly about things they couldn't discuss with friends and family because they felt pressured to 'be brave' and not upset the people they were close to.

At the end of the group people can keep in touch with each other if they want to, and many are still friends months and even years after their support group ends.

For more information see page 11, call the helpline on 0808 800 6000 or contact Suzi Copland on 020 7960 3537.

Training events

Secondary study day

Helpline Nurse Nicole Gardiner reports from our recent training event in Manchester.

In October 170 delegates attended our Secondary Breast Cancer study day, aimed at breast care nurses, community palliative care and hospice nurses, as well as allied health professionals working directly with those affected by secondary breast cancer.

It was a very informative day with interesting and thought provoking topics. The morning session had a mainly clinical focus, while the afternoon drew attention to the psychological elements associated with secondary breast cancer, not only for the person diagnosed, but also for their friends and family.

'A broad variety of topics – very well organised.'

Highlights included talks on surgery for liver metastases, and gamma knife radiosurgery for intracranial (brain) metastases, which gave insight into a technique that perhaps is under utilised in the UK and is generally tolerated well. For both these techniques, however, careful patient selection is paramount.

Following his talk on gamma knife radiosurgery Andras Kemeny, one of Europe's leading brain surgeons, said 'I felt that it may have been the most

rewarding talk of the year for me – the one that may have made a difference'.

The tumour markers lecture was also very useful as women sometimes phone our helpline asking about these. Tumour markers can be helpful to aid in treatment decisions for people with secondaries, but doctors often have differing opinions as to how useful they are and when to use them.

'I feel I have a much better understanding of treatment options for patients with secondary breast cancer and why certain treatments are used.'

In the afternoon a speaker gave a very touching personal account of living with secondary breast cancer. It is always interesting to hear from someone with a personal perspective and the speaker's comments, particularly in relation to hospitals and health professionals, were also very enlightening.

'I had a wonderful informative day, everything was perfect and extremely interesting.'

Conference 2008

We're pleased to announce the programme for *Advances in Breast Cancer Treatments and Care*, our third annual conference for healthcare professionals.



This event will explore and answer the question 'where are we now?' in key clinical areas, ranging from risk reduction to metastatic disease. Delegates will receive clinical updates and develop a sound understanding of topics, helping them to improve their practice. Programme highlights include:

- digital mammography
- breast cancer and genetics
- targeted therapies
- complementary therapies
- interventions for impaired fertility
- oncological surgery
- hormone replacement therapy
- systemic therapy for brain metastases.

Date: Friday 4 to Saturday 5 April 2008

Venue: Russell Hotel, London

Price: £40 (includes all meals, accommodation and entertainment)

For more information please visit www.breastcancercare.org.uk, or contact Wai-Han Wong on 0845 092 0802 or nursetraining@breastcancercare.org.uk.

Lights, camera, action!

Reel Lives: The Cancer Chronicles Film Festival is an international competition that gives people who have been touched by cancer the chance to tell their story through the medium of film.

Organised by the International Union Against Cancer (UICC), the festival – held during the World Cancer Congress in Geneva on 28–30 August 2008 – will celebrate thought provoking, educational and inspirational films. The competition is open to cancer non-profit associations; patient groups and advocacy organisations; cancer, research and medical centres; amateur and professional film-makers; and film school students.

For more information see www.reellives.org. The deadline for entries is 1 May 2008.

Working with Woman's Hour

Staff at Breast Cancer Care were closely involved in planning the series of features on breast cancer that ran on BBC Radio 4's **Woman's Hour** throughout October.

The discussions and interviews were led by presenter Jenni Murray, who was recently diagnosed and treated for breast cancer, and topics ranged from screening and diagnosis to reconstructive surgery and complementary therapies.

Our nurses also supported the Woman's Hour special breast cancer online message board for an hour after each show during the month.

With more than 2.9 million regular listeners this was an excellent opportunity for us to raise awareness of the facts relating to breast cancer and the services we offer.

If you'd like to get support and share experiences with other people affected by breast cancer, why not sign up for one or more of our great free services?

Please check below or visit www.breastcancercare.org.uk to find out what's going on in your area.

● Healthy Living Days

Healthy Living Days are one-day programmes for people recently diagnosed with breast cancer. These workshops look at different approaches to improving health through complementary therapies and wellbeing techniques. All Healthy Living Days are led by fully qualified complementary therapists.

| | |
|--------------------------|----------------|
| Aberdeen | 13 March |
| Abergavenny | February (tbc) |
| Aberystwyth | 11 December |
| Blackburn | 11 March |
| Derby | 28 January |
| Doncaster | 14 January |
| Edinburgh/Lothian | 21 February |
| Glasgow | 24 January |
| Hounslow | 7 February |
| London | 5 December |
| Luton | 29 February |
| Newcastle | 3 December |
| North Wales | March (tbc) |
| Nottingham | 4 February |
| Perth | 11 December |
| Portsmouth | 27 March |
| Rhondda | 30 January |
| Wolverhampton | 11 December |
| Worthing | 25 January |

● Living with Secondary Breast Cancer

Living with Secondary Breast Cancer is a free programme taking place over two separate days. It gives people with secondary breast cancer the opportunity to meet others in a similar situation and get information and support.

| | |
|----------------------|---------------------------|
| Glasgow | 5 February and 8 April |
| Middlesbrough | 7 February and 6 March |
| Nottingham | 3 December and 17 January |

● Seca

Seca is a unique support group for people with secondary breast cancer. All groups are free and run by experienced, qualified professionals with extensive counselling skills. Each group generally runs for eight weeks, with a weekly session lasting about one and a half hours.

| | |
|-----------------|---------|
| Trafford | Ongoing |
|-----------------|---------|

● HeadStrong

HeadStrong is a free advisory service run by professionally trained volunteers, offering information and support on hair loss due to cancer treatment, on an individual appointment basis.

Alnwick and Berwick
North Northumberland Hospice
01665 606515

Blantyre
The Haven Centre
01698 727884

Clatterbridge
The Clatterbridge Centre for Oncology
0151 482 7722

Doncaster
The Aurora Centre
01302 553198

Halifax and Huddersfield
Macmillan Unit
Calderdale Royal Hospital
01422 222703

Hastings **NEW**
Conquest Hospital
01424 755255 ext 8063

Liverpool
The Linda McCartney Centre
0151 706 3720

Middlesbrough
Holistic Cancer Care Centre
01642 854839

Motherwell **NEW**
The Dalziel Centre
01698 245026

Newcastle upon Tyne
Marie Curie Centre
0191 219 1000

Purley
SECHC
020 8668 0974

Southend **NEW**
Southend University Hospital
01702 435555 ext 6057

West Bromwich
Court Yard Centre
Sandwell Hospital
0121 607 7971

For more information on any of the events listed, and for general service enquiries, please contact your nearest centre.

● Living with Breast Cancer

Living with Breast Cancer is a free two-day programme run by healthcare professionals to address the practical and emotional aspects of living with breast cancer up to three years after surgery or other treatment.

| | |
|--------------------------|-----------------|
| Carmarthen | February (tbc) |
| Fife (tbc) | 28–29 February |
| Leicester | 17–18 March |
| Llandrindod Wells | 7 & 10 December |
| Lothian | 5–6 December |
| Merthyr | March (tbc) |
| North Wales | March (tbc) |
| Southport | 11–12 December |
| Wolverhampton | 21–22 January |

● Younger Women's Forums

Younger Women's Forums are two-day residential weekends for women aged 20–45 from across the UK to meet and share their experiences of breast cancer. They are led by healthcare professionals or subject experts.

| | |
|-------------------|----------------|
| Birmingham | 22–23 February |
| Cambridge | 14–15 March |
| Cardiff | 18–19 January |

● Prosthesis Fitting

We offer a free breast **prosthesis fitting** service in **London, Glasgow** and **Edinburgh**, which consists of an hour-long private appointment with one of our trained prosthesis fitters.

Please contact your nearest centre to book an appointment.

● Information Sessions

Information Sessions are informal talks on specific topics relating to breast cancer – partners and friends are welcome. They are free and delivered by a specialist in the subject area.

| | |
|------------------|----------------|
| Aberdeen | February (tbc) |
| Edinburgh | 16 January |
| Dundee | March (tbc) |
| Glasgow | 18 December |
| London | 10 January |
| | 31 January |
| | 6 March |
| Wales | February (tbc) |
| | February (tbc) |

Contact our centres

Breast Cancer Care Scotland
 Telephone 0845 077 1892
 Email sco@breastcancercare.org.uk

Breast Cancer Care Cymru
 Telephone 0845 077 1894
 Email cym@breastcancercare.org.uk

Breast Cancer Care North & Midlands
 Telephone 0845 077 1893
 Email nrc@breastcancercare.org.uk

Breast Cancer Care London & South
 Telephone 0845 077 1895
 Email src@breastcancercare.org.uk

Telephone Support Groups

Primary
 22 January–11 March (Tues 10am–11am)
Younger Women
 30 January–10 March (Weds 7pm–8pm)
Secondary
 Every Mon 11am–12 noon

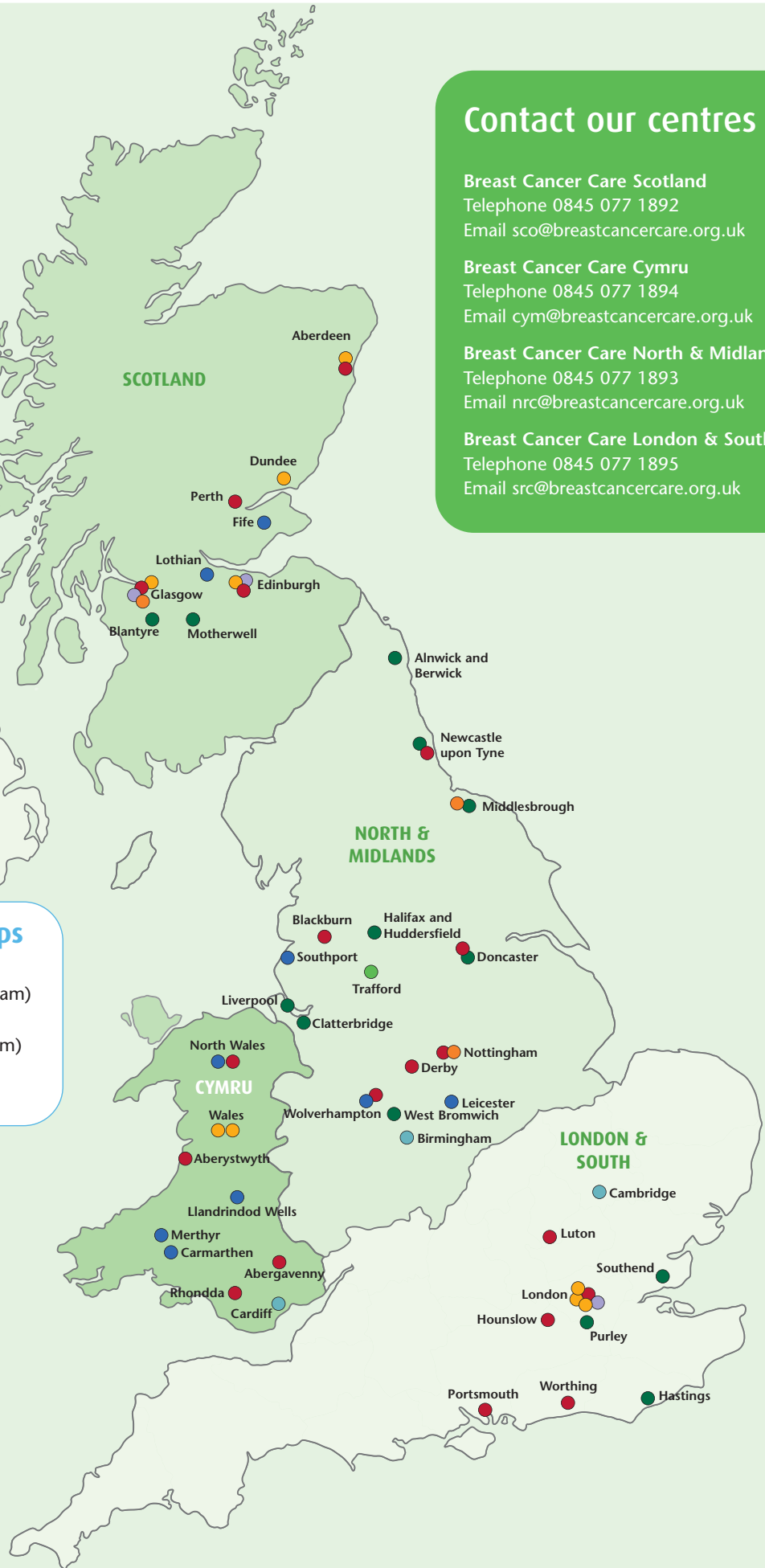
Further support

Call our helpline free on 0808 800 6000 (for Typetalk prefix 18001/ language line available) for more information on:

- local support groups
- peer support.

Visit our website at www.breastcancercare.org.uk for details on:

- discussion forums
- live chat
- Ask the nurse email service.



Crucial campaigns and superb support

Thank you to all our wonderful corporate partners! This October's campaigns not only raised valuable funds for us but also increased awareness of breast cancer – and our services.



After another amazing autumn of *Tickled Pink* products and fundraising, ASDA is well on the way to its target of raising over £2m this year for Breast Cancer Care.

A huge thanks to all the colleagues, customers and suppliers involved, without whom this phenomenally successful campaign would not be possible.

This year has seen some fantastic awareness-raising activities via the *Tickled Pink* website, www.asda-tickledpink.co.uk. In addition, 300,000 breast awareness leaflets were distributed through pharmacies and to colleagues, and the breast awareness 5-point code was featured across product tags with our helpline number alongside.

One sparkling highlight of the *Tickled Pink* season was the Hint of Pink ball at The Armouries in Leeds with Gary Lineker as guest auctioneer. Hosted by Peter Pritchard, ASDA Director and Executive Sponsor of *Tickled Pink*, the event saw 900 suppliers, colleagues and guests raising a fantastic £100,000 for the campaign.

If you're looking for stocking fillers this Christmas keep an eye out for the celebrity calendar, in ASDA stores in December, featuring Coleen McLoughlin, Lisa Snowdon and Will Carling, as well as stories of people who have used our services.



Radio 1 DJ Edith Bowman led calls this year for people to show their support for the 'Paint Yourself Pink' campaign with Boots and Breast Cancer Care.

Edith, whose mother was diagnosed with breast cancer last year, decided to support the campaign which raises awareness of the care and support that we offer.

Working alongside Boots, a longtime supporter of Breast Cancer Care, the campaign hopes to ensure that each and every one of the 44,000 people diagnosed each year has access to the services and support they need.

Throughout October Boots sold a gorgeous selection of pink-themed make-up and accessories, donating a percentage of the purchase price.

We are thrilled that our partnership with Boots is now in its 11th year and has raised £3m so far. Look out for Christmas cards with a donation to Breast Cancer Care in Boots' stores this year.



DOROTHY PERKINS

Dorothy Perkins launched its Breast Cancer Care microsite in October.

The new site reaches thousands of shoppers and includes information on products, breast awareness, *In the Pink* and other fundraising events. At www.dorothyperkins.com you can buy a whole range of products all year round with all funds coming to Breast Cancer Care.

The Breast Cancer Care T-shirts and lipgloss sold well during October, and staff and customers across the country took part in fundraising for *In the Pink*. Dorothy Perkins also donated 10% from every pink item sold on the day.

Our thanks to Dorothy Perkins, which has supported us since 2005 and is now on track to raise £2m.



QVC once again supported the Breast Cancer Care London Fashion Show through its 'Be Aware, Show You Care' programme, broadcast on 3 October.

Showing live highlights of the glamorous catwalk show, QVC donated all proceeds raised from sales during the three-hour broadcast. Not only does this raise valuable funds but it also helps to raise awareness of breast cancer, the importance of early detection and treatment, and the support services we offer.

This year, for the first time, QVC viewers were given the opportunity to phone a Breast Cancer Care donation line. Staffed entirely by volunteers from QVC, the phones rang off the hook during the programme – raising an incredible £20,000 on the night. Along with the sales this brings the evening's total to a fantastic £400,000.

QVC has worked with us for eight years and during this time has raised an incredible £2.4m.



Christmas is coming!

To help with your shopping this Christmas we have some exclusive cards, decorations and gifts that are perfect for family and friends. All the proceeds come directly to Breast Cancer Care.

Here's just a selection of what's on offer.

Assortment of Christmas cards



Pink bow pressies
(£4 for 10 cards)



Fresh from the oven
(£3.50 for 10 cards)



Merry Christmas
(£3.75 for 10 cards)



Musical angel
(£3.75 for 10 cards)

Breast Cancer Care favourites



Lip gloss phone charm
(£2)



Shopper bag
(£5)



Julien Macdonald deluxe brooch
(£12)

Pink decorations



Glittering stars
(£2 each)



Pink sequin decorations
(£6.50 each)

Also available in silver (£6 each)

All these products and more are available from www.breastcancercare.org.uk/shop or by calling 01227 811642. To make sure everything arrives in time for Christmas, please order by 7 December.

Awareness month

Once again, thanks to all our wonderful corporate supporters who helped make October a very special Breast Cancer Awareness Month.



Allianz Insurance has now raised more than its £60,000 target. Staff donated generously as part of a fantastic *In the Pink* day, with a cake and teddy bear sale and a competition for the best dressed man

and woman. Allianz also lit its head office in Guildford pink. For more please visit www.allianz.co.uk.

The Bond Street Association turned the most famous shopping street in London pink for a week during October. Banners were displayed along Bond Street and shop windows advertised the partnership. Participating stores each selected a product of which 10% of the sale price was donated.

Capital Consulting raised over £5,000 through its fundraising activity during October. A huge thanks to our new supporter!

Charnos declared 19 October to be National Stockings Day. Charnos not only raised valuable funds through the sale of specially designed stockings but also worked to highlight the breast awareness message by creating leaflets for lingerie departments across the country. For the third year running Charnos has also been the hosiery sponsor of our London Fashion Show. A huge thank you to everyone at Charnos!



CooperVision employees got *In the Pink* on 5 October. Fun runs, custard pie fights, a relaxation room and even the kidnap and ransom of a senior manager contributed to a fantastic total of over £2,500. CooperVision was also the Champagne Sponsor of our London Fashion Show and

increased its donation on Proclear 1 Day contact lenses from £1 to £2 during Breast Cancer Awareness Month – and is well on the way to smashing its £100,000 target! For more see www.proclear1day.co.uk/breastcancercare.



Figleaves.com ran a fantastic promotion on a range of women's lingerie during October as part of its year-long support. Figleaves is donating 0.1% of annual net sales of womenswear throughout the year – so the more you shop, the more we receive! Watch out for more at www.figleaves.com.

Hamlyn has had a great success with its Pink Cookbook, featuring recipes from celebrity chefs as well as many people who have used our services. It would make a great Christmas present, and is available from all good bookshops nationwide.

Herbert Smith LLP, the leading city law firm, has had a record breaking year of fundraising, smashing its original target of £30,000. Staff have engaged in fitness challenges such as the London Triathlon and climbing Ben Nevis, a summer tea party, *In the Pink* days, quizzes, cake sales and breast awareness sessions. Thank you to all at Herbert Smith for their commitment and enthusiasm. We look forward to a successful final push to the end of the year!



John Lewis staff participated in the London Triathlon in August – thank you to everyone who took part and supported the team through sponsorship and coming to cheer on the day. John Lewis has also continued to support us this year with a five-piece stripy lingerie range.



La Senza has continued its support with in-store and online promotions on its pink heart bra, shorts and pyjamas. La Senza hopes to raise £20,000 with this promotion.

National Tyres was the title sponsor of our Scottish Fashion Show for a second time. It has also raised over £8,000 for us through tyre sales during October. For your nearest branch see www.national.co.uk.



Next has generously supported us this year with a fantastic Forever Pink range of products available from the Next Directory and online, ranging from pink bedsocks to pink spotted wellingtons. Prices range from £5–£27.50 and the full range is available from the Next Directory (Book 1: Fashion) and at www.next.co.uk until after Christmas.

Persil made *In the Pink* very special this year. As the campaign's first official sponsor, Persil Washing Up Liquid encouraged people up and down the country to take part, and this year saw an enormous increase in registrations. Thank you to everyone at Persil and Unilever who made this possible.

achievements

Powerdevil is continuing to sell its popular pink power tools with a 10% donation from each one. The pink power range includes a cordless drill, screwdriver and sander. Products are available from www.next.co.uk and www.empirestores.co.uk.

Ri2k has kindly supported us for a second year, raising £20,000 through sales of the fabulous Jayanti handbag. See www.ri2k.co.uk for more.



Sony generously sponsored the entertainment at this year's London Fashion Show, in addition to its pledge to raise £100,000 from sales of pink electronic products. Sony is continuing to raise money for us through the range – details can be found at dealerlocator.sony.co.uk.



Swarovski was title sponsor of our London Fashion Show for the third year. In addition, it donated a percentage from a glamorous range of gifts, including the pendant shown in this photo – taken by Mary McCartney – of our Fashion Show model, Judith Jones. Mary McCartney's photographs of eight of our models were also displayed in all 60 Swarovski stores throughout October.



Tchibo sold a handbag hook this year with all profits coming to us. Tchibo has also spread the breast awareness message to customers by handing out credit card sized cards containing the 5-point code. Thank you to Tchibo for all your support.

Triumph has reached its £50,000 target through the sale of a range of 10 bras, including worldwide bestseller, Doreen. We are very grateful for Triumph's support.



THE FREEMASONS' GRAND CHARITY

The Freemasons' Grand Charity has generously contributed towards our helpline for the last three years. We are very grateful for its ongoing support of this key service. To find out more about the work the Grand Charity has funded, watch the video on our helpline page at www.breastcancercare.org.uk.

And not forgetting ...

Thank you to the following companies for their continued support!

BHS • Cards Galore • CCA Occasions • Chelsea Building Society • Cheltenham & Gloucester • Cineworld • Cruss • Cumbria County Council • Curves • Elvi • Everyclick • Fired Earth • Furniture Village • Give It • Hamlyn • Interflora • La Senza • Marsha Varrow • Mikimoto • Nationwide • St Tropez • Sassoon • Selfridges & Co • Viyella • Wyevale

Butterflies at Barclays

Look out for our limited edition pink glitter butterfly badges, which will be available from branches of **Barclays** from 8 January to 11 February 2008 for a suggested donation of £1.



LAVENDER TRUST

at BREAST CANCER CARE

We'd like to say a huge thank you to the following companies for their support for the Lavender Trust during this year's Breast Cancer Awareness Month:

Elemis, which hopes to raise £20,000 from sales of its Time for Awareness and Pro-Collagen collections • **Heathcote and Ivory**, which has pledged £20,000 from sales of its lavender range • **Miss Selfridge**, whose Diva charm bracelet was a sellout this October • **Prestige**, whose Pink Deco range goes from strength to strength • **Tay Associates**, which has supported us since 2003 by donating 10% of the fees for all permanent vacancies registered each October.



Christmas shopping

Look out for Christmas cards and gifts this year that raise money for the Lavender Trust.

Cardmix's new range of 11 Christmas cards (10% donated) • **Cowshed's** Udderley Gorgeous bath foam (£16 with 10% donated) • **Heathcote and Ivory's** lavender range (40p donated) • **Norfolk Lavender's** Gift of Care, which enables us to send specialist information to 30 younger women with breast cancer (£15, all proceeds donated) • **Paperchase's** fabulous 'cube' boxes of Christmas cards (50p or 75p donated per pack).



We're also very grateful to **Miss Selfridge** for its fabulous staff fundraising as part of its Charity Challenge, as well as the following for their ongoing support: **Bravissimo • Dr Vranjes • Nigella Lawson Living Kitchen • Nude • Old Mutual.**



A very special thank you to everyone who held an event to support our *In the Pink* campaign this year!

People across the UK got *In the Pink* in a variety of ways – many chose to throw a pink party where dressing, eating and drinking pink was a must, while other events ranged from musicals and golf days to sponsored exercise classes! Here are just a few ways that you got *In the Pink* this year.

Ifor Williams Trailers of Corwen, North Wales, donated a pink horsebox, and the highest bid received on 31 October won the fantastic trailer. Thank you so much for donating this wonderful prize.



In October **David Sommerville** from Glasgow staged a musical in aid of Breast Cancer Care. *The Musical of Musicals* – which David organised, produced and starred in – raised over £11,000 and was a runaway success! A big well done to David for all his determination and hard work.

A huge thank you to **Helen Williams** for organising a sponsored exercise workout. Helen was eager to raise funds and awareness for us as she'd found our services invaluable following her own diagnosis. The event also marked 25 years with Moves Fitness for Helen; lots of people took part and together they raised a fantastic £1,460.

The students of **Roehampton University** held a number of pink events on campus, including a wonderful cabaret evening. They also got dressed from head to toe in outrageous pink outfits and went out on to the streets of London's Square Mile to collect money and raise awareness. Their *In the Pink* efforts have raised an impressive £700 – thank you!



Bluewater shopping centre became 'pretty in pink' by painting as many people's nails pink as possible! It also sold pin badges and projected our logo on the cliff outside the centre for the whole month. The event was a huge success and raised a wonderful £4,500.



Strawberry Tea total!

In spite of our wet summer, this year's Strawberry Tea campaign was a huge success, raising an incredible £260,000! We'd like to say a big thank you to everyone who took part.

Special thanks to **Mary Howcroft**, from Ystradgynlais in Swansea, for raising a fabulous £462 from her Mad Hatter's Strawberry Tea Party held at home in August. This is Mary's second Tea Party, so thank you for all your hard work and continued support.

Aegon Scottish Equitable held multiple Strawberry Tea events this year, including a huge raffle with lots of fantastic prizes, soak the manager, bookstall and a delicious cream tea. In particular we'd like to thank **Sharon Dickson**, whose huge amount of work ensured these events were a success, raising an impressive £2,400.

Competition winner!

Everyone who registered for Strawberry Teas this year and quoted a promotional code was entered into our prize draw to win £300 of Dorothy Perkins' vouchers. Our lucky winner is **Jill Harvey** from Chelmsford in Essex – happy shopping, Jill!

Fundraising focus

Sheffield-based hairdressers **Taylor Taylor** raised a fantastic £2,360 while celebrating its 100th birthday, with two fabulous charity hair and fashion shows in September. Our staff and HeadStrong volunteers were also at the shows to help promote our services.

A big thank you to **Rebecca Sellens** and **Richard Hakier** who walked an impressive 230 miles from London to Huddersfield in memory of their grandmothers, raising almost £5,000.



Alex Hughes and **Paul Drinkwater** organised a golf day, playing from 7am to 7pm at the Marriott Worsley Park Golf Club. They completed 64 holes in the 12 hours, raising a fantastic £700.

All the shops in the **McArthur Glen Designer Outlet Village** in Bridgend, South Wales, went pink for a month. The village hosted a series of events, including a collection day and a pink Hallowe'en balloon release. Thank you to everyone involved for all your support and enthusiasm.



London lights ...



Embrace the Christmas spirit at our annual Carol Service by Candlelight held in the beautiful surroundings of St Paul's Church, Knightsbridge on Thursday 6 December at 7pm.

Soak up the Christmas atmosphere and enjoy our enchanting candlelit carol service with music, song and celebrity readings.

After the carols join us for a glass of wine and seasonal treats in the church courtyard, or continue the festivities at our Champagne Supper at the nearby Caledonian Club.

Carol Service tickets are £30; Carol Service and Champagne Supper tickets are £95. To book please phone 020 7960 3554, email specialevents@breastcancercare.org.uk or visit www.breastcancercare.org.uk/carols.

We also have fantastic Gold Donor and Christmas party packages for your company or organisation. For further details contact Ruth Allison on 020 7960 3520.

... and Northern lights

Tickets are now available for the eagerly awaited Sheffield Carol Service by Candlelight!

The service will be held in Sheffield Cathedral on Thursday 13 December at 7.15pm, and includes music, carols and readings.

Tickets are £7.50 for adults, £4 concessions. For more information or to book please contact our North & Midlands centre on 0114 263 6481.

Sparkling Shows

The London and Scottish Fashion Shows kicked off Breast Cancer Awareness Month with a fanfare of colour, clothes and crystals!

Both events were a great success, enjoyed by models and guests alike and together raised nearly £700,000. **Swarovski** was back as the title sponsor of the London Show and **National Tyres** once again supported the Scottish Show.

Our models – women and men who've all had breast cancer – looked stunning as they sashayed down the catwalk and there wasn't a dry eye in the house by the end of each show!

Guests were entertained by special performances from Darren and Lilia of *Strictly Come Dancing* and our various hosts Karen Bird, Fay Adams and Fiona Phillips. The evening show in London was hosted by our ambassador Lisa Snowdon and David Walliams of *Little Britain*, whose comic banter ensured the room was continually filled with laughter. The show finished with a spectacular performance by Brenda Edwards from *X Factor*.

A big thank you to everyone who took part, helped organise and supported the event.

If you have had breast cancer and are interested in modelling in either of next year's shows, please email specialevents@breastcancercare.org.uk or call 020 7960 3554.



Glitz and glamour

We'd like to thank everyone involved in the following fantastic events!



The Regency Park Hotel hosted the very stylish **Newbury Breast Care Support Group Fashion Show** on 21 September. The 11 glamorous models, led by **Maureen Le Du**, created a night of catwalk cool with clothes from John Lewis and make-up by Clarins. We'd like to congratulate Maureen and all the Group for their huge effort in creating such an event, and on raising over £6,000.

This year's **Pink Petal Ball** on 22 September at the Marriott Hotel, Bexleyheath was once again a fantastic night, attended by 220 people and raising over £20,000. We'd like to thank the organisers, **Denise Hogan, Donna Clode, Lynn Thurston, Maria Williamson** and **Sue McCarthy** for all their hard work, and look forward to next year's ball!

The second **Brighton Ball**, held on 13 October at the Brighton Hilton Metropole, was a wonderful night of fun and entertainment. *X Factor's* Brenda Edwards again stole the show and the event raised £14,000 for Breast Cancer Care, one of the benefiting charities. We'd like to thank **Bob Hoad** and his accomplished committee for another successful event.

Claire McGonagle and **Justine Griffin** hosted their annual ball and raised a fantastic £20,000! The Mac Ball was held in Glasgow's Crowne Plaza and a wonderful evening was had by all. A huge thank you for all your efforts that made this event so successful.

2007

DECEMBER

- 2 Lin and Rachel start their Atlantic Rowing Challenge
- 6 Carols by Candlelight, London
- 13 Carols by Candlelight, Sheffield

2008

FEBRUARY

- 23-3 March Trek Cuba
- 23-4 March Vietnam to Cambodia Cycle Ride

MARCH

- 2 Barcelona Marathon

APRIL

- 6 Paris Marathon
- 13 London Marathon
- 17-26 Trek China

MAY

- tbc Resolution Asset Management Women's 10k
- 25 Edinburgh Marathon
- 26 BUPA London 10,000
- 31 Ribbon Walk, Cotswolds

JUNE

- 12 Timex WomenOnly Triathlon
- 14 Ribbon Walk, South Downs
- 18-22 London to Paris Cycle Ride
- 21 Ribbon Walk, Peak District

JULY

- tbc Great Wales Run
- tbc JP Morgan Asset Management Round the Island Race

SEPTEMBER

- 3-7 London to Paris Cycle Ride
- 5-16 Trek Peru
- tbc 5k adidas Women's Challenge
- tbc Great Scottish Run
- tbc Scottish Fashion Show

OCTOBER

- 1 London Fashion Show
- 5 BUPA Great North Run
- 16-25 Trek China
- tbc Cardiff Half Marathon
- 31-9 Nov Trek South Africa

NOVEMBER

- tbc New York Marathon



We're delighted to announce that registration for the 2008 Ribbon Walks in association with woman&home is now open!

Next year there are three Ribbon Walks, including a brand new walk in the South Downs, incorporating the beautiful Petworth House. Please sign up quickly so as not to miss out on one of these fantastic walks through England's beautiful countryside.

2008 Ribbon Walks. If you're interested in volunteering or promoting the Ribbon Walk in your local area please contact us now on rwassistant@breastcancercare.org.uk or 020 7960 3492.

Saturday 31 May
Blenheim Palace and Cotswolds

Saturday 14 June **NEW**
Petworth House and South Downs

Saturday 21 June
Haddon Hall and Peak District

And thanks to this year's walkers

We'd like to thank everyone who participated in this year's Ribbon Walks – so far you've raised an outstanding total of £680,000!

To find out more about the Ribbon Walks or to register, please call 0870 145 0101 or visit www.ribbonwalk.org.uk.

Your help wanted

We are recruiting volunteers and committee members to help with our

Row, row, row your boat ...



On 2 December Lin Griesel and Rachel Smith set off on the challenge of a lifetime. They will be rowing nearly 3,000 miles across the Atlantic from the Canary Islands to Antigua in a bid to break the British women's record of 75 days for a non stop crossing – and raise £100,000 for Breast Cancer Care. We wish them the very best of luck!

To follow Lin and Rachel's challenge visit www.atlanticrowingchallenge.co.uk.

Turning New York pink

On 4 November, 48 runners took to the streets of New York in their pink vests to compete in the marathon.

We'd like to thank all those who undertook not only the physical training and the marathon itself (no mean feat!) but also the fundraising element of this challenge. Your commitment is very much appreciated.

If you're feeling inspired to dust off your trainers, why not sign up for next year's New York Marathon? For details contact us on 0845 092 0804, sporting@breastcancercare.org.uk or check out events.breastcancercare.org.uk.



Overseas adventures

Trek South Africa

in association with woman&home

31 October–9 November 2008

This amazing adventure takes you trekking along the stunning coastline of South Africa.

Starting from Cape Town you'll walk through beautiful nature reserves and spectacular mountain ranges where you could encounter an array of exotic wildlife. You'll follow the coastal path past a seal colony before soaking your weary muscles in the soothing natural hot springs of Montagu.

The trek culminates with an ascent of the iconic Table Mountain, which stands at a phenomenal 1,085 metres high and forms the dramatic backdrop to Cape Town. Don't miss your opportunity to take part in this new and exciting trek with our favourite magazine!

new

Trek Peru

5–16 September 2008

Trek through the evocative ruins of Peru's Sacred Valley, which hold the secrets to one of the greatest mysteries of the Inca Empire.



Explore snowcapped mountain passes and trek through dramatic and spectacular scenery. Your trekking adventure will finish at the awe-inspiring Machu Picchu, the most famous ruins in South America, whose astounding mystery and beauty will not fail to amaze.

Trek Cuba 23 February–3 March 2008

This is your last chance to sign up to our Caribbean adventure in the tropical paradise of Cuba.

Walk through lush rainforest, orange and mango orchards, coffee plantations and discover idyllic crystal clear waterfalls and spectacular views. On top of all this you'll get to explore historic Havana and celebrate your trekking achievements with the sun, salsa and rum of lively Trinidad.

last call

London to Paris Cycle Ride

18–22 June 2008 3–7 September 2008

Dates for our TWO London to Paris Cycle Rides in 2008 have just been announced.

Don't miss out on the chance to cycle for Breast Cancer Care – sign up today!

For more about these exciting treks and cycle rides contact the challenges team on challenges@breastcancercare.org.uk, 0845 092 0805, or visit www.breastcancercare.org.uk/challenges.

Put a step in your Spring!

As the days shorten and the dark nights close in, why not look forward to Spring in aid of Breast Cancer Care?

We now have places available for next year's **Barcelona** and **Paris Marathons**, taking place in March and April – so sign up today and help make our 2008 running calendar the most international yet!

Whether you're attracted by the romantic streets of Paris or the formidable architecture of Barcelona, these races are a perfect first marathon for anyone looking for their next challenge for the New Year.

In return we'll provide race entry, hotel accommodation and return flights or Eurostar tickets – and we promise you an unforgettable weekend!

Contact us now on sporting@breastcancercare.org.uk, 0845 092 0804, or check out events.breastcancercare.org.uk.

A capital run

Set yourself a challenge and sign up for next year's Edinburgh Marathon on 25 May.

Take the opportunity to visit Scotland's scenic and cultural capital city during the bank holiday weekend. This marathon is the second largest in the UK and takes runners past famous landmarks and tourist attractions.

And a huge thank you to all our 2007 runners for raising over £30,000!



Sign up today by calling 0141 225 5746 or email scottishruns@breastcancercare.org.uk.

Thanks to our remarkable runners and triathletes!

We'd like to say a huge thank you to everyone who's taken on the challenge of running for us over the summer months.

This includes the **125 Great Scottish Runners**, **323 Great North Runners**, **200 Hydro Active Challenge runners**, **25 Cardiff Half Marathon runners**, **10 Swansea 10k runners** and our **60 London Triathletes**. Between you you've already raised over £120,000!

New ... and improved!

Find out more about our latest new and updated publications.

The latest issue of **Vita** is now available, with more real-life stories from people who have been affected by breast cancer. Along with all our regular features, this issue includes a winter health guide, a relationships feature, and evening wear and lingerie fashion focus.

Breast cancer risk: what it means to you is a brand new booklet that talks about risk in general and how it's explained, and about the three main risk factors for breast cancer – gender, increasing age and significant family history.

We also have a new **poster aimed at South Asian women over 50**, featuring the look, feel, be breast aware message translated into Bengali, Gujarati, Hindi, Punjabi and Urdu. The poster can be ordered via our website or through our outreach teams.

We are currently working on a new DVD for **people with secondary breast cancer** – look out for further details in the Spring News.

Our new booklet on **Gynaecomastia** explains what gynaecomastia is, what causes it, how it's diagnosed and what happens if it needs to be treated. Updated leaflets on **Benign phyllodes tumour** and **Sclerosis of the breast** are also available.

Thank you to everyone who offered to help with our **Breast cancer and hair loss** booklet – we had an overwhelming response and are sorry that we can't use everyone's experiences! Unfortunately a data error meant we lost some contact details, so apologies if we haven't been back in touch.

And finally, this year we collected two more British Medical Association Patient Information Awards for our booklets **Younger women with breast cancer** and **Breast cancer and you: diagnosis, treatment and the future**.



You can download or order our publications at www.breastcancercare.org.uk or call 0845 092 0808 for our publications catalogue.

Amoena Latest breast forms, beautiful lingerie, fashionable swimwear, available by mail order or online at www.amoena-online.co.uk. Also don't miss our free lifestyle magazine featuring in-depth articles, health reports, fashion, real-life stories and readers' letters. For details on our free fitting service, magazine or catalogue call Freephone 0800 072 8866 or visit www.amoena.co.uk.

Anita has manufactured lingerie and swimwear for over 100 years. This skill and experience is used to produce a quality range of bras, prostheses and mastectomy swimwear. Enquiries: 020 7435 2258. www.anita.com.

Bouncing Back Exclusively for women with breast cancer. Stockists for Amoena, Anita, Royce, Susa and Sunflair. Pocketed bras, swimwear, summer tops, organic skincare, scarves and prostheses. Free fitting advice, coffee and conversation. Contex House, Hopper Street, Gateshead, Tyne & Wear NE8 3JJ. Tel: 0191 477 9449. www.bouncingbackbras.co.uk.

Contura Belle Our 2007/08 range of Silima® breast forms, making use of state-of-the-art soft silicone technology, and a wide selection of stylish and supportive bras are now available from Contura Belle, the mail order specialist. Order by phone, post or simply online by contacting 01295 257422, fax 01295 257877 or www.conturabelle.co.uk.

Eloise Lingerie Widest range of lingerie, swimsuits, prostheses, leisureforms and accessories from the UK's leading specialists in post-mastectomy wear. Mail order or internet shopping. Personal fitting by appointment. For a free catalogue please tel: 0845 225 5080 or write: Eloise Lingerie, Truebell House, 5b Lombard Road, London SW19 3RZ. Online shop www.eloise.co.uk.

Figleaves The Anita range is now available at www.figleaves.com.

Harwayes offers a caring and understanding mastectomy bra fitting service free of charge at all 24 shops. Our staff offer a wealth of experience, advice and support, with a selection of mastectomy lingerie and swimwear from Royce and Anita. For shop details or to shop online: www.harwayeslingerie.com. Tel: 01162 553817.

Nicola Jane Restoring confidence and femininity after breast cancer. Fabulous bras in beautiful colours, luxury lingerie sets and stylish swimwear, all fitted with pockets. NEW Autumn/Winter collection out now! For a free catalogue and information about our shops please call 0800 081 2121 or visit our NEW website at www.nicolajane.com.

Oops & Downes Lingerie We offer a wide selection of mastectomy lingerie, swimwear, prostheses and accessories, by mail order or at our spacious shop 101/103 New Road Side, Horsforth, Leeds LS18 4QD. Call Freephone 0800 294 1170 now for the 2007 catalogue, email sales@oopsanddownes.co.uk or visit www.oopsanddownes.co.uk.

'Caress' by **Royce Lingerie** – a range of pocketed bras for after mastectomy. Also 'Comfort' by Royce – wirefree bras so comfortable you won't know you're wearing them, available from all good lingerie stockists. For more information, or a brochure, please contact us on 01295 265557 or visit our website www.royce-lingerie.co.uk.

In addition to the traditional silicone and lightweight breast forms **Trulife** has introduced Harmony Silk, a new range of breast forms with a soft skin-like feel and subtle skin tone. For further details about our range of bras, breast forms, leisure forms and accessories call 0800 716770 for a catalogue or visit www.trulife.com.

Under The Top See our range of pretty, comfortable and feminine bras, bodies and lingerie for all sizes, including mastectomy bras, bodies and swimwear. www.underthetop.com or call 0871 218 0545 for a brochure.

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