



# Maine Breast Cancer Coalition News & Views

summer 2010

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

1-800-928-2644

## Two Susan G. Komen Race for the Cure Events to Be Held in Maine

"Whose life are you running for? Participate in the 14th Annual Susan G. Komen Maine Race for the Cure® and show everyone whose life you are running for. Are you running for your mother, your sister, a co-worker, a friend? Are you running for your own life? Or are you running for the future? No matter whose life you are running for, now is the time to get involved and run for their life!" (from the Maine Komen For the Cure website)

**Portland Race: Sunday, September 12, 2010 - Payson Park**

**Bangor Race: Sunday, September 19, 2010 - Bangor Waterfront**

All funds from the Komen Race for the Cure go to research, education, screening and treatment programs.

Portions of the proceeds from Maine Susan G. Komen Race for the Cure events have been a significant source of funding for the Maine Breast Cancer Coalition Support Service Fund over the past ten years. For more information about this year's grant award, see the article on page 3 of this newsletter.

For information or to register online visit [www.komenmaine.org](http://www.komenmaine.org). For assistance call 207-262-7177 or email [race@komenmaine.org](mailto:race@komenmaine.org).

## Breast Cancer Research News: *"Use of Deep-Inspiration Breath Hold Technique Reduces Heart and Lung Exposure to Radiation"*

(from a press release by the Breast Cancer Research Symposium, October, 2009)

Researchers from William Beaumont Hospital in Michigan, led by Todd A. Swanson, MD, PhD, report that using a technique called Deep-inspiration Breath Hold Technique (DIBH), with an Active Breathing Control (ABC), during left breast irradiation is effective for reducing radiation exposure to the heart and lungs, when compared to free breathing. The researchers presented their findings at the 2009 Breast Cancer Research Symposium held in San Francisco, California.

During DIBH, radiation is periodically delivered while the patient holds her breath for several seconds. This approach allows radiation to be delivered when the chest is still, rather than during the normal motion associated with free breathing.

Eighty-seven women were included in this analysis, and researchers found that the radiation doses to the heart and lungs were significantly lower when treatment was delivered using DIBH than with free breathing. "This treatment planning study illustrates a technique that can be used to decrease radiation exposure to the heart and lungs," said Lori Pierce, MD, Professor, Radiation Oncology of the University of Michigan School of Medicine. "It highlights an example of individualized treatment planning that can be implemented for our patients to further improve the risk benefit ratio for the safe delivery of radiation."

To read about this study and other recent research studies presented at the symposium, go to "Breast Cancer Advances: News for Patients from the 2009 Breast Cancer Symposium" at [www.cancer.net/patient](http://www.cancer.net/patient).

This year's Symposium will be held in suburban Washington, D.C. from October 1-3, 2010. For more information visit the American Society of Clinical Oncology website at [www.asco.org](http://www.asco.org).

## Research Update from the *Silent Spring Institute Study reports on cleaning products, beliefs about breast cancer, and breast cancer risk.*

(July 20, 2010 press release from the Silent Spring Institute)

Women who report greater use of cleaning products may be at higher breast cancer risk than those who say they use them sparingly. Silent Spring Institute researchers carried out telephone interviews with 787 women diagnosed with breast cancer and 721 comparison women. "Women who reported the highest combined cleaning product use had a doubled risk of breast cancer compared to those with the lowest reported use. Use of air fresheners and products for mold and mildew control were associated with increased risk. To our knowledge, this is the first published report on cleaning product use and risk of breast cancer," said Julia Brody, Executive Director of Silent Spring Institute

The researchers questioned women on product use, beliefs about breast cancer causes, and established and suspected risk factors. They found that cleaning products, air fresheners, and insect repellents were associated with breast cancer, but little association was observed with overall pesticide use. Women with breast cancer who believed that chemicals and pollutants contribute 'a lot' to the risk of developing the condition were more likely to report high product usage. Speaking about this potential bias to the study, Brody said, "When women are diagnosed with breast cancer, they often think about what happened in the past that might have contributed to the disease. As a result, it may be that women with breast cancer more accurately recall their past product use or even over-estimate it. Or, it could also be that experience with breast cancer influences beliefs about its causes. For example, women diagnosed with breast cancer are less likely to believe heredity contributes 'a lot', because most are the first in their family to get the disease."

In order to avoid possible recall bias, the researchers recommend further study of cleaning products and breast cancer using prospective self-reports and measurements in environmental and biological media.

For more information about the Silent Spring Institute's research on breast cancer and the environment, visit [silentspring.org](http://silentspring.org).



Do you have your  
*Maine Breast Cancer Specialty License Plate* yet?

Proceeds benefit the [Maine Breast Cancer Coalition](#) for our [Support Service Fund](#); the [Maine Cancer Foundation](#), and the [Maine Breast and Cervical Health Program](#).

The plates are available from BMV branch offices and most town offices. Call the Bureau of Motor Vehicles at 207-624-9000 for more information.

## Facts and Statistics About Breast Cancer in the United States

From the National Breast Cancer Coalition

The National Breast Cancer Coalition (NBCC) is a grassroots organization dedicated to ending breast cancer through action and advocacy. Following are some statistics that speak to the need to end this deadly disease:

\* Breast cancer is the second leading cause of cancer death for women in the U.S, after lung cancer. Breast cancer is the leading cause of cancer death for U.S. women between the ages of 20 and 59, and the leading cause of cancer death for women worldwide.

\* Older women are much more likely to get breast cancer than younger women. Most breast cancers (about 80%) occur in women ages 50 and older. About 5% of all breast cancer cases occur in women under the age of 40. However, younger women who get breast cancer have a lower survival rate than older women who get breast cancer.

\* All women are at risk for breast cancer. Only 5-10% have inherited a mutation in the known breast cancer genes (BRCA1 and BRCA2).

\* Although scientists have discovered some risk factors for breast cancer, the known risk factors account for only a small percentage (~30%) of breast cancer cases. There are few interventions with limited value that reduce risk, and none of them prevent breast cancer.

To view a complete list of breast cancer facts visit the National Breast Cancer Coalition website at [www.stopbreastcancer.org](http://www.stopbreastcancer.org).

## *Cleaning For a Reason:* Housekeeping Assistance for Women in Cancer Treatment

*Cleaning for a Reason* is a non-profit organization that provides free housecleaning services to women currently undergoing cancer treatment. The housecleaning is provided through local participating cleaning services, once per month for four months while the recipient is in active treatment.

Currently there are three participating cleaning services in Maine, all in the greater Portland area and the Berwick seacoast area. For more information visit [www.cleaningforareason.org/](http://www.cleaningforareason.org/)

## Support Service Fund Update

The Maine Breast Cancer Coalition's Support Service Fund has for the past ten years been an important safety net for uninsured or underinsured Maine residents with breast cancer or breast health related needs. The Fund covers a wide range of items and services. It has covered mammograms and ultrasounds, hospital bills, physician bills, copays, bras and prostheses, wigs, prescriptions, lymphedema therapy and compression garments, genetic testing, transportation costs, and temporary living expenses for people in active breast cancer treatment, to list a few. The Support Service Fund Committee expects to award grants to an estimated 300 applicants this calendar year. Since January 1<sup>st</sup> of this year, 220 applications have been received.

The foundations, organizations, businesses, and individuals who have contributed so generously to the Fund are making a real difference in the lives of Support Service Fund recipients. To find out more or to apply to the Support Service Fund, call us toll free at 1-800-928-2644 or download an easy-to-complete application from our web site at [www.mainebreastcancer.org](http://www.mainebreastcancer.org). You can also email us at [ssf.mbcc@myfairpoint.net](mailto:ssf.mbcc@myfairpoint.net)

## "Susan G. Komen for the Cure Maine" Awards Major Grant to Support Service Fund

The Maine Breast Cancer Coalition is pleased to announce we have been awarded a major grant of \$68,800 from the [Maine Affiliate of Susan G. Komen for the Cure](#) for our [Support Service Fund](#). This grant will significantly help us reach our \$156,500 budget goal and will allow us to provide a substantial level of assistance to a projected 300 Support Service Fund applicants this year. Our Komen grant not only provides a large contribution toward grant awards to qualified applicants, but also covers all of our low administrative costs. This allows 100% of all other donations to the Support Service Fund to go directly to applicants.

Maine Breast Cancer Coalition is grateful to the Maine Affiliate of Susan G. Komen for the Cure for supporting our work with major grants for ten consecutive years. To find out more about the Komen Maine Affiliate go to [www.komenmaine.com](http://www.komenmaine.com).

## Maine State Fraternal Order of Eagles Clubs Continue Commitment to the Support Service Fund

The Maine Breast Cancer Coalition would like to express our gratitude to the Maine State Fraternal Order of Eagles. Many Maine Eagles Clubs (Aeries and Auxiliaries) continue to provide a high level of support to MBCC through their fundraising efforts for the [Support Service Fund](#). At a June awards dinner at the Brewer Eagles Club, longtime supporter of MBCC, the Maine Breast Cancer Coalition was presented with contributions totaling nearly \$5,000. This money was raised through the combined efforts of Maine State Eagles Clubs. Since then we have received additional Eagles contributions through these combined efforts totaling more than \$7,100.

In July, the Rumford Eagles Club, also longtime contributors to the Support Service Fund, held their annual benefit Classic Car Show and Sock Hop, at which they raised nearly \$1,700 for the Fund.

The Fraternal Order of Eagles, an international, non-profit organization, strives to help people in need. To find out more about the Eagles and their charitable work go to [www.foe.com](http://www.foe.com) for the national site or [www.foemaine.com](http://www.foemaine.com) for the state site.

## Current Fundraising Events for the Support Service Fund



In 2008 [PATCO Construction](#) of Sanford selected the Maine Breast Cancer Coalition's [Support Service Fund](#) as the recipient of over \$13,000 in funds generated by The Pink Key Project. This year, [Lavalley Lumber](#) has joined forces with PATCO in launching "Kitchens That Care." For every PATCO home featuring a Lavalley kitchen built in 2010, \$200 will be donated to the Support Service Fund. More than \$2,000 has been raised so far. For information visit [kitchensthatcare.com](http://kitchensthatcare.com) or call PATCO Construction at 207-324-5574.

## Cumberland Firefighters for Kids Pink T-Shirt Sale

Seven years ago the Cumberland Fire Department started a toy drive to help local children. The toy drive has since grown to help just over 3,000 children throughout Cumberland County and beyond. They have since taken the name *Firefighters for Kids*. Helping community members beyond emergencies is a big part of what the *Firefighters for Kids* do, so they decided to hold a fundraiser to help support the Maine Breast Cancer Coalition's work. Proceeds from the sale of these great-looking T-shirts will be donated to the [Support Service Fund](#). The T-shirts were designed by Gwen Hall of Logoowl, [gwen@logoowl.com](mailto:gwen@logoowl.com). If you are interested in buying a T-shirt, contact Kevin Foster at [lfosta@yahoo.com](mailto:lfosta@yahoo.com) or at 207-232-6426.

## Borman Family Foundation: Long-time Contributor to the Support Service Fund

For the seventh consecutive year the *Borman Family Foundation* has awarded a generous grant to the [Support Service Fund](#). This year's grant is \$3,000. We appreciate the Borman Family Foundation's commitment to support for the Fund.

**We would like to express our appreciation to the following groups, organizations or businesses that recently held fundraising events or made donations to the [Support Service Fund](#):**

Inverness Medical Professional Diagnostic  
Ernie's Cycle Shop  
Unum Group Matching Gifts Program  
Stonewall Kitchen  
Hebron Academy Girls' Hockey "Pink Socks" Game

July 31 United Bikers of Maine Ladies Ride for Breast Cancer  
in memory of **Bobbi Butler**: many thanks to organizer **Heather Butler**  
August 7 Ladies Ride For Breast Cancer, with special thanks to  
ride organizer, **Andie Walker**

The following organizations and businesses made generous donations as part of the **2010 Breast Fest** motorcycle event, at which more than \$3,000 was raised for the Support Service Fund. We would like to extend a special thanks to **Dave Provencher**, organizer of the 3-day event held in the Lewiston area in July.

White Rock Distilleries  
Fraternal Order of Eagles, Lake Region Aerie #4352  
Bentley's Saloon

Irish Twins Pub  
in-kind donations by the bands **Skosh** and **Shy Green**

**We are grateful for recent individual donations to the [Support Service Fund](#) from:**

Kathleen Choate  
Gail Rodrigue-duBois  
Robert Hall  
John and Ann Hussey in memory of **Alvin D. Acord**  
Cheryl Leeman

Darren Milliken  
Helena Ronco  
Mary Agnes St. Pierre in memory of **Elaine**  
D.J. Stevens  
J.K. White

If you would like to receive the MBCC newsletter via email (3 times per year) please send your name and email address to [czh1@roadrunner.com](mailto:czh1@roadrunner.com).

MBCC respects your privacy. We will not share your name or email address with any other organization. Current and back issues of our newsletter are always available on the MBCC website at [www.mainebreastcancer.org](http://www.mainebreastcancer.org) on the "News and Events" page.

**How You Can Help**

The [Support Service Fund](#) is only partially supported by grants from major foundations and revenue from the Maine Specialty License Plate Program. MBCC also relies on contributions from local groups, businesses, or individuals. If your community group, business, or organization would like to dedicate all or part of the proceeds from a fundraising effort to the *Support Service Fund*, contact grants chairperson Christine Haiss at 207-938-4018 or [czh1@roadrunner.com](mailto:czh1@roadrunner.com). One hundred percent of these donations will go to *Support Service Fund* recipients, as our low administrative costs are covered by our Maine Affiliate of Susan G. Komen for the Cure grant.

Or please consider a tax-deductible donation of any amount. See the donation and membership form below for details. Checks should be made payable to MBCC. Please write "*Support Service Fund*" on the memo line if you would like your donation to be designated for the Fund.

**Yes! I want to support the Maine Breast Cancer Coalition's work.**

I want to be active in the *Maine Breast Cancer Coalition*. Please contact me.

I want to become a member of MBCC. Enclosed is a check for \$15 (individual) or \$100 (business or organization membership) payable to MBCC.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (day) \_\_\_\_\_ (eve.) \_\_\_\_\_  
Email \_\_\_\_\_  
(if you would like to be on our newsletter email list)

*The Maine Breast Cancer Coalition is a 501(c)(3) non-profit organization.*

I want to make a tax-deductible contribution. Enclosed is a check payable to MBCC for \$\_\_\_\_\_.  
In honor/memory of \_\_\_\_\_

I want to donate the following gifts or services:  
\_\_\_\_\_  
\_\_\_\_\_

Please mail your check for membership and/or contribution with this form (or a photocopy) to:  
Maine Breast Cancer Coalition  
499 Broadway  
PMB 362  
Bangor, ME 04401-3460

