



# NEWSLETTER

FOR LIFE · FOR HOPE · FOR CHANGE · FOR THE FUTURE

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## MESSAGE FROM THE BOARD

BY BARBARA FLETT

The woman on the phone is uninsured, feels a lump in her breast and is scared to death she may have breast cancer.

The CSP is part of the NYS Cancer Services Program and provides no-cost breast, cervical and colorectal cancer screening, diagnostic and treatment services to the uninsured and underinsured and the Babylon Breast Cancer Coalition refers such patients to the NYS Cancer Services Program.

I have had the privilege of coordinating the Suffolk County arm of the Cancer Services Program for many years. The program has grown dramatically in those years and through the efforts of many providers and partners, Suffolk has become the largest of the 53 screening programs in New York State. In the last program year, the Cancer Services Program of Suffolk screened more than 8,000 eligible women and men.

However, bigger isn't always better and it became evident that the more

people we screened the harder it was for CSP staff to manage the increasing need for case management services. Case managers, or patient navigators as we call them at the CSP, are Registered Nurses who guide those with abnormal findings through the diagnostic work-up process: expediting appointments, arranging transportation services, and negotiating reduced fees for services not covered under the state program.

It was a great relief when NYS Department of Health recognized that help was needed and awarded a second CSP grant in Suffolk County.

On April 1, 2008, Good Samaritan Hospital became the coordinating agency for the Cancer Services Program of Western Suffolk, and I moved as director of the existing program at Peconic Bay Medical Center to Good Samaritan Hospital to start up the new program.

My job is to set up a comprehensive network of breast, cervical and colorectal cancer screening, diagnos-

tic and treatment services for the uninsured in Western Suffolk.

Hospitals, health centers, radiologists, surgeons, gynecologists, gastroenterologists, anesthesiologists, pathologists and oncologists are vital key players in that network of care. NYS Department of Health reimburses CSP participating providers at Medicare-equivalent rates for screening and diagnostic services, and once a diagnosis is made the patient navigator works quickly to enroll people in a special Medicaid cancer treatment program.

As director of the CSP and a board member of the Babylon Breast Cancer it is great to have this opportunity to let more people know about this incredible, lifesaving program.

For more information about how to receive cancer screening services or to become a participating health care professional please call the Cancer Services Program of Western Suffolk at 631 376-3434.

# NEW TO OUR BOARD

**The BBCC welcomes Deborah Kolovich to its board of directors. Deborah brings more than 25 years of experience as a corporate CPA and accounting consultant. Deborah's financial savvy and compassionate attitude will be a welcome addition to the board.**

# CONGRATULATIONS, TESS!

Congratulations to BBCC board member Tess Helfman. Tess's dedicated volunteerism was recognized by her employer, Prudential Financial, with a \$250 donation to the BBCC in her honor. The Prudential CARES Volunteer Grants Program is one of the ways the company supports its employees in their efforts to help improve their communities. Tess is a licensed real

estate sales agent with Prudential Douglas Elliman Real Estate in Babylon. She has been a BBCC Lend a Helping Hand volunteer for the past several years and has helped fundraise in various capacities. A member of BBCC's Board of Directors for the past two years, Tess is both a business professional and a community volunteer, and we are grateful for her support and help.

## OUR NEW WEB SITE

If you haven't already, please take a look at our new Web site at [www.babylonbreastcancer.org](http://www.babylonbreastcancer.org). Up and running since May 1, this easy-to-navigate site offers volumes of detailed information for the user on everything BBCC-related: programs, events, community

resources and much more.

The new site now allows users to download program applications, pay for events and merchandise, make donations via PayPal, view the Coalition's outstanding Lend a Helping Hand video, learn how to perform

breast self-exam, read our latest quarterly newsletter and learn more about how the BBCC serves the Babylon cancer community and beyond.

Many thanks to the talented Chris Frey of CBFrey Designs Company for creating our new look.

## BBCC BOARD OF DIRECTORS:

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TRICIA AGAPITO, GRAPHIC DESIGN

**The BBCC is now accepting donations on our Web site ([www.babylonbreastcancer.org](http://www.babylonbreastcancer.org)) through PayPal**



# THE DIRECTOR'S CHAIR

BY DONNA JURASITS

Since I was a kid, autumn has been my favorite time of year. I love everything about the season: the weather, the colors, the anticipation of upcoming holidays and family gatherings. I especially love October. I've learned, however, there can be a dark side to my favorite month, and it has nothing to do with Halloween.

October was designated as National Breast Cancer Awareness Month back in 1993, and it was pure genius. Allotting a 30-day period to create public awareness and education about the disease has paid off in spades: More women went for mammography, more began to practice breast self-exam, more cancers were caught early, more funding was allocated to research and people finally began to see breast cancer for what it is: a true epidemic.

Incidentally, as a breast cancer patient back in 1997, I found October a hard month to get through. I joined a support group while undergoing treatment and the feeling was the same among all of us that fall: October was brutal. We called it Hell Month. Dealing with breast cancer was lousy enough without having to constantly be reminded about it every single second. It seemed no matter where we turned that October, every news program, magazine article, retail advertisement, shopping opportunity and community event was about breast cancer. While a cancer experience is usually all-consuming, at least initially, October wouldn't let us forget for a minute that we were fighting for our lives.

In the first few years post-treatment, I participated in October fundraising walks, made purchases

from retailers that donated to breast cancer causes and urged my friends and family to do the same. I was grateful to have survived and be in a position to give back to the breast cancer community in any way possible. I thought every effort was worthwhile and meaningful.

Gradually, though, October has presented new awareness opportunities for me. I've become very interested in just how each organization and business that raises breast cancer funds might benefit personally from the October campaign. Breast cancer has become the poster child of corporate cause-marketing campaigns, as companies seek to boost their image and profits by connecting themselves to a good cause.

I've learned to be very discriminating when deciding what type of event to support or product to buy. Breast Cancer Action (BCA), a San Francisco-based coalition, created the Think Before You Pink Project in 2004 to help consumers make smarter choices about supporting breast cancer causes. Check out its site at [www.thinkbeforeyoupink.org](http://www.thinkbeforeyoupink.org) for some insights into cause marketing before you commit to a purchase or project. You may be disheartened to know that some of the efforts you've supported in the past were not worthy of your patronage and, in reality, are quite duplicitous.

BCA urges everyone to ask six critical questions before opening your wallet for pink-ribbon campaigns:

- How much money from your purchase actually goes to the cause?
- What is the maximum amount that will be donated?
- How much money was spent mar-

keting the product?

- How are the funds being raised?
- To what breast cancer organization does the money go, and what types of programs does it support?
- What is the company doing to ensure that its products are not contributing to the breast cancer epidemic? Companies that produce products that increase breast health risks while professing to help the disease are called "pink washers."

I stress these questions all year long but really go into overdrive in October. We've come too far in our advocacy efforts to complacently look the other way as corporations use breast cancer to line their pockets. Corporate promotions play on the emotionality of the consumer. Don't be sucked in. While it's not always easy to verify whether a promotion is legitimate while you're standing in the store, make the best choice you can with the information at hand. Read the fine print on promotion pieces. If you have trouble getting answers to any of the six critical questions or if you feel a promotion is questionable, write to the company, consider buying a different product and tell your friends. Very often, a straight donation to an organization is the most effective way of supporting its work.

This October, I ask that each of you Think Before You Pink. Recognize the power you have to truly make a difference in what type of research is funded, which programs can flourish and who really benefits from the October campaign. It's no longer enough to say you support breast cancer causes. Know with certainty that your generosity is being utilized in the best possible ways.

Join us at  
**Cafe Il Villaggio**



*35 Deer Park Avenue,  
Babylon  
(631) 422-7037*

*for the annual  
"Spaghetti Dinner"*

*Dinner includes: spaghetti, meat sauce, salad,  
bread, soda, a complimentary glass of wine,  
coffee and dessert*

**PROCEEDS TO BENEFIT THE  
BABYLON BREAST CANCER COALITION  
SUNDAY, NOVEMBER 9TH 2008**

**Cost: \$25.00 - adults  
\$20.00 - children 12 & under  
Dinner will be served from 2-7 PM**

**No reservations needed ~ Take out available  
Patrons will be seated on a first come/first served basis  
For more information call (631) 893-4110**

~~~~~  
Advance sales - make check payable to:  
Babylon Breast Cancer Coalition  
15 South Carl Ave., Babylon, NY 11702

Name: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone: \_\_\_\_\_ E mail \_\_\_\_\_  
Adults \_\_\_\_\_ Children \_\_\_\_\_ Total amt. \_\_\_\_\_

# IN THE SPOTLIGHT:

*Deborah Kolovich*

The BBCC is fortunate to have had access to some top-notch accounting and financial advice over the years from long-time volunteer and CPA Deborah Kolovich. Now that she has become the Coalition's newest board member and treasurer, we figured an In the Spotlight feature would be a great way to introduce Deborah to our readers.

Deborah's involvement with the BBCC came as a result of living next door its Coalition President, Debbie Basile (caveat emptor: always check out your prospective neighbors when considering a real estate purchase). Since Deborah was a CPA with more than 25 years experience in corporate America, Debbie asked her to create an operating budget. She soon became a guest at our Chefs for a Cause and Il Villaggio Spaghetti dinners. Her involvement grew and so did her responsibilities, eventually leading to her present position as board member and treasurer.

Deborah says she's in awe of the spirit and determination of the BBCC staff and volunteers. She knows first hand the myriad of emotions a family feels when a member is diagnosed with cancer, and she's grateful the BBCC offers help not only to the patient but to the entire household.

She lost both her parents to cancer and she well recalls the initial shock, fear, denial and anger she and her five siblings experienced upon their diagnosis. She was particularly struck by the sense of isolation they all felt. Her mom battled melanoma in 2000 and her dad was diagnosed with lung cancer in 2007. There was no local coalition to contact for information and support. Making sense of the medical jargon, navigating the system in search of the best doctors and treatments and juggling transportation and appointments overwhelmed the family. Deborah is comforted that Babylon Township residents fighting breast and gynecological cancers have the BBCC to help them through so many of the challenges her own family faced.

After graduating St. John's University and spending almost three decades in the corporate world, Deborah decided to pursue a more meaningful career. After learning about the toxic effects of many ingredients in the products we use every day, she decided to become an independent consultant with Arbonne International. She teaches people about the health benefits of using pure, safe and beneficial skin and personal care products and offers them



the opportunity to create the financial freedom they dream about. Deborah donates 20 percent of all retail purchases made through the BBCC back to the Coalition.

In her down time, Deborah enjoys reading, traveling and spending time with her family and friends. Her favorite country is Italy, and she dreams of cruising the Greek Islands. In the meantime, she and her husband, Jose, enjoy weekend trips on their boat to Fire Island. Jose is a licensed pilot and is teaching Deborah to fly. The couple frequently visits Cape Cod and Block Island in their Cessna 172. They reside in Babylon Village with their pampered pooches, Cosmo and Max.

## SHARE SUPPORT

SHARE is a wonderful resource that offers telephone support groups for breast and ovarian cancer patients. Here's a brief listing of its upcoming telephone support dates:

Telephone Support for Women with Metastatic Disease  
(Breast or Ovarian) – Mondays 4pm – 5pm 212-382-2111

# EATING RED MEAT DURING ADOLESCENCE MIGHT HEIGHTEN THE RISK OF BREAST CANCER

LINDA FRAZIER, M.D. DANA-FARBER CANCER INSTITUTE

Many adolescent women shun red meat, driven by the lure of clothes-hanger figures and runway looks. But for those who don't, here's a reason to reconsider: Eating a lot of red meat during adolescence may increase the risk of breast cancer among premenopausal women, a new study reports.

The findings are based on a study published in a recent issue of *Cancer Epidemiology, Biomarkers and Prevention* conducted by Dana-Farber oncologist Lindsay Frazier, M.D., Sc.M., and colleagues at the Harvard School of Public Health and Harvard Medical School.

Red meat consumption during adulthood has been previously shown to spur hormone-fueled breast cancer in women ages 26-46. The new study is the first prospective study to show a connection between a diet high in red meat during adolescence and the development of premenopausal breast cancer. A prospective analysis is an investigation that follows a group of women over time instead of establishing a link through medical records of past diagnoses.

"The window of time between first menstruation and pregnancy is most likely when cells in the breast tissue are dividing in response to estrogen (the female sex hormone). Pregnancy causes breast cells to stop dividing and to differentiate terminally. This period may be when a woman is most vulnerable to environmental exposures to carcinogens, including those in the diet," Frazier says.

The researchers, including Eleni Linos, Ph.D., of Harvard School of Public Health, Walter Willet, M.D.,

M.P.H., of Harvard Medical School, Eunyong Cho, D.Sc., of Harvard Medical School, and graham Colditz, M.D., Dr. P.H., of Washington University in St. Louis, Mo., examined the incidence of invasive breast cancer between 1998 and 2005 among 39,368 premenopausal nurses who completed, in 1997, a 124-item food frequency questionnaire on their diet during high school as part of a larger epidemiological study, the Nurses' Health Study II, conducted by the National Health Institutes of Health. None of the women had been diagnosed with cancer before 1998.

Based on the amount of red meat consumed in adolescence and total calorie intake, the researchers divided the participants into five groups, each representing a "quintile" and corresponding to a certain average amount of red meat consumed per day.

Frazier and her colleagues found that 455 new cases of invasive breast cancer had been diagnosed between 1998 and 2005, almost 60 percent of which were stoked by estrogen. Women in the highest quintile, who had eaten two and a half red meat servings per day (or 262 grams) had a 34 percent greater likelihood of developing breast cancer than those in the lowest quintile, who had eaten less than 100 grams per day. The average red meat consumption among women today hovers around 68 grams per day, Frazier says.

The kinds of red meat the women consumed included beef, pork, lamb, processed meats, bacon, hot dogs and meatloaf. The link between breast cancer and eating any one of those kinds of meat, however, did not prove

to statistically significant.

Although the mechanism by which red meat sends cells in breast tissue cascading toward cancer is unknown, hypotheses abound. Cooking red meat at high temperatures, as is often the case for well done or fried meats, creates cancer-causing chemicals, called heterocyclic amines, which mimic estrogen. Alternatively, red meat may be laden with hormones used to grow cattle. These hormones have been shown to cause cancer in breast tissue in laboratory experiments. Iron from red meat can produce chemical cannonballs, called free radicals, which damage DNA and lead to haywire cell division, thwarting the cell's gatekeepers to growth.

Frazier cautions that the findings were based on the participants' ability to recollect their red meat consumption, although the reported amounts were confirmed using independent tests. "Nonetheless, this study adds considerable evidence to the established adverse effects of red meat. That's clearly one of its most important messages," Frazier notes.

*(Editors Note: This study does not look at whether consuming organic/grass fed red meat which does not have added hormones might make a difference. It also omitted data on how the red meat was cooked. U.S. nonorganic beef cattle are fed synthetic hormones while organic/grass fed cattle are not. Hormone residues in food can increase the risk of breast cancer and other reproductive system cancers. A two-fold risk of breast cancer in women has been found if they consumed the most-well-done meat compared with those who ate less-cooked meat.)*

<http://www.ncbi.nlm.nih.gov/pubmed/18669582>

# BREAST CANCER INCIDENCE BY COUNTRY

Which country has the highest incidence of breast cancer? You may be surprised.

|     |                     |      |                     |
|-----|---------------------|------|---------------------|
| #1  | Iceland.....        | 39.4 | per 100,000 females |
| #2  | Denmark .....       | 30.4 | per 100,000 females |
| #3  | Netherlands.....    | 28.7 | per 100,000 females |
| #4  | Belgium .....       | 28.7 | per 100,000 females |
| #5  | New Zealand.....    | 28.0 | per 100,000 females |
| #6  | Ireland .....       | 27.5 | per 100,000 females |
| #7  | Hungary .....       | 26.6 | per 100,000 females |
| #8  | United Kingdom..... | 26.0 | per 100,000 females |
| #9  | Germany .....       | 23.5 | per 100,000 females |
| #11 | Czech Republic..... | 22.2 | per 100,000 females |
| #12 | Italy .....         | 22.0 | per 100,000 females |
| #13 | France.....         | 21.7 | per 100,000 females |
| #14 | Australia .....     | 21.6 | per 100,000 females |
| #15 | Austria .....       | 21.5 | per 100,000 females |
| #17 | United States ..... | 21.2 | per 100,000 females |
| #18 | Luxembourg .....    | 21.0 | per 100,000 females |
| #19 | Spain .....         | 19.5 | per 100,000 females |
| #20 | Portugal.....       | 19.3 | per 100,000 females |
| #21 | Slovakia.....       | 19.2 | per 100,000 females |
| #22 | Sweden.....         | 18.5 | per 100,000 females |
| #23 | Finland .....       | 18.1 | per 100,000 females |
| #24 | Poland .....        | 17.9 | per 100,000 females |
| #25 | Greece.....         | 16.8 | per 100,000 females |
| #25 | Japan .....         | 8.6  | per 100,000 females |

Washington State has the highest incidence of breast cancer, with 147.8 cases per 100,000 females, compared with the national average of 124.9 cases. Massachusetts comes in a close second. New York is number six.

Maine has the highest incidence of all cancers combined, with Massachusetts, again, coming in a close second. New York is number seven.

What are some of the nongenetic reasons individuals develop cancer? They are myriad but

researchers are taking closer looks at:

- Childlessness and hormone replacement
- Vitamin D and sunshine deficiency
- Alcohol consumption
- Household toxins
- Circadian disruption.

*Resources: US Cancer Statistics Working Group, United States Cancer Statistics Report Available online at [www.cdc.gov/cancer/npcr/uscs](http://www.cdc.gov/cancer/npcr/uscs)*

## VITAMIN D: DOES IT PREVENT CANCER?

Some very prominent Vitamin D researchers throughout the United States and Canada are calling for individuals to increase their Vitamin D3 levels to prevent breast, colon, ovarian, bladder and other cancers.

On July 17th, the BBCC hosted a presentation by Carole Baggerley, director of [grassrootshealth.org](http://grassrootshealth.org). Carole and her husband, Leo, have been crisscrossing the country by RV

this past year presenting a fascinating road show about how Vitamin D3 can prevent cancer as well as Type I diabetes, hypertension and falls. The evidence is compelling.

The Babylon Breast Cancer Coalition urges you to visit Carole's Web site, [grassrootshealth.org](http://grassrootshealth.org) to learn more. Please read the "Scientists' Call to Action" and seriously think about asking your physician to check your Vitamin D levels.

# LONG ISLAND 2 DAY BREAST CANCER WALK

The Babylon Breast Cancer Coalition had, once again, the privilege of being part of the 5th Annual Long Island 2 Day Breast Cancer Walk.

We are so proud of our BBCC team "We Ain't Just Boobs": Ellen Deister, Sue Grimm + her three daughters Shannon, Amy and Kelly, Steve & Patty Fellman, Keely & Markee Harris, raising over \$14,000. Our team from this year will be walking again next year (they had a great experience) plus many more. FYI – you can sign up at any time – participation will be limited – [www.li2day-walk.org](http://www.li2day-walk.org)

As a beneficiary, we experienced being part of this collaborative effort and it was a labor of love and an experience that we will never forget.

The walkers...what can we say? Their determination and dedication can be a model for us all. Bravo!

As a 2-Day Walk beneficiary we are proud to direct the funding to our free Gift of Health and Inspiration tote bag. The bags are distributed to those newly diagnosed with breast cancer, no matter where they live, before having their initial surgery. Distributed by the Good Samaritan Breast Health Center and Memorial Sloan Kettering Cancer Center in Commack, the bag includes a mastectomy pillow, books, a spa gift certificate for a facial or reflexology session, United Artists movie tickets, thank you note cards, journal, pen, bracelet, chapstick, mints and more. Recipients of the Gift of Health and Inspiration repeatedly report the bag is very

comforting during a scary time in their lives and makes them feel supported and positive.

The BBCC is always looking for new ways to better serve the Long Island breast cancer community. Our newest endeavor is the expansion of our Lend a Helping Hand program, which has been providing house-



cleaning, childcare, transportation and much more to those diagnosed with breast cancer. Now, Lend a Helping Hand will provide these same services to women undergoing treatment for all forms of gynecological cancers.

Many thanks to our 2 Day Walk volunteers: Beth & Emily Anderson, Catherine Bracco, Debbie Basile, Donna Jurasits, Jon Mason, Nina Von Deesten, Eileen Molloy, Linda Posillico, Barbara Flett, Meghan Fowler and Chelsea Mann.

Please check out our event photos on our Web site, [www.babylonbreastcancer.org](http://www.babylonbreastcancer.org). Click on the photo gallery link.



# COOL TREATMENT FOR HOT FLASHES

An anesthetic injection into a collection of nerves in the neck of breast cancer survivors may reduce the severity and frequency of debilitating hot flashes and night awakenings associated with breast cancer treatment, according to a new study published in *The Lancet Oncology*.

Hot flashes and sleep dysfunctions often plague breast cancer survivors, especially those who take anti-estrogen medications. Conventional treatments have been only partially effective and may carry serious risks. Previous research has shown that hot flashes experienced by breast cancer survivors are significantly more frequent, severe and of greater duration than those in menopausal women.

Eugene G. Lipov, M.D. and Jaydeep R. Joshi, M.D. of Advanced Pain Centers, Hoffman Estates (Chicago), Illinois, and co-authors, conducted a pilot study of the safety and efficacy of the stellate ganglion block in 13 breast cancer survivors. It is called a "stellate" block as it describes the star-shaped collection of nerves in the neck which regulates body temperature and therefore may affect quality of sleep. The block, used by practitioners for over 60 years, is an injection of a numbing solution near the C6 vertebrae that can be performed under either local anesthesia or with "twilight" sedation. The injection is given with the aid of fluoroscopy (guided X-ray) to ensure correct and safe placement of the needle. The procedure takes approximately 10 minutes to perform in an outpatient setting.

"Estrogen-depleting drugs used in the fight against breast cancer often leave women's bodies defenseless

against debilitating hot flashes and the sleep disturbances they cause," says Lipov. "This small pilot study conducted in breast cancer survivors confirms our earlier research on healthy menopausal women that the stellate ganglion block can effectively "shut off" those troubling symptoms. Since these symptoms are generally more severe in women who have undergone breast cancer treatment, the block is a significant arsenal in helping estrogen-depleted women feel better with few or no side effects."

Women on hormone replacement therapy were excluded from the study. The 13 study patients were 30 to 70 years of age (mean age, 53 years). Four of the 13 patients had been diagnosed with Stage 0 breast cancer (or infiltrating ductal carcinoma in situ, the earliest, and noninvasive, cancer stage), four had Stage 1, four had Stage 2 and one had Stage 3. Using two standardized measures, each patient recorded the severity and intensity of her hot flashes and the number of night awakenings for one week before the procedure and weekly for 12 weeks post-procedure. The investigators applied a statistically-sound estimating equation to analyze the number of hot flashes and night awakenings over time.

If the effect of the stellate ganglion block on hot flashes and night awakenings did not last throughout the 12-week study period, the block was repeated. The decision to repeat the block was made by the patient if she felt her symptoms were returning. (Multiple blocks have been used for decades without increased risk.) Of the 13 women, five had only one

stellate ganglion block and 8 women had two blocks. Women who had two blocks generally reported more lasting relief of symptoms than after the first procedure.

The total number of hot flashes decreased from a mean of 79.4 week before the procedure to a mean of 49.9 per week during the first two weeks after the treatment. After two weeks, the total number of hot flashes continued to decline and stabilized at 8.1 per week from weeks three through 12. The severity of the hot flashes similarly decreased, with the most dramatic drop-off in severity occurring within 1 day to 1 week after treatment; the rate of "very severe" flashes remained near zero for the remainder of the follow-up period. The total number of night awakenings decreased by about two-thirds within two weeks after treatment, from 19.5 per week before the block to 7.3 per week afterwards. This number continued to decline throughout the follow-up period and stabilized at 1.4 per week. All results were highly statistically significant.

"Hot flashes are a frequent and serious side effect of pharmacological treatments for breast cancer. They may even contribute to cancer recurrence by discouraging compliance with treatment regimens, as 50 percent of these patients may become noncompliant after 6 months," Joshi explains. "Long-term relief of symptoms has the potential to improve overall quality of life and increase compliance with anti-estrogen medications for breast cancer."

*Source: The Lancet Oncology, June 2008*

# THE EMOTIONAL WORK OF DISCLOSING A BREAST CANCER DIAGNOSIS

**Medical News Today, August 4th, 2008**

Women diagnosed with breast cancer shoulder the emotional burden of disclosing their diagnosis to loved ones, managing the feelings of others at precisely the time when they need support themselves, according to research to be presented at the annual meeting of the American Sociological Association (ASA).

The research is the first study to comparatively and qualitatively examine how breast cancer survivors from different racial and ethnic backgrounds share the news of their illness with family, friends and acquaintances. The researchers interviewed 164 breast cancer survivors to examine the

“emotion work” involved in disclosing a breast cancer diagnosis. These survivors included a mix of racially diverse women born in the United States and immigrants, and they were recruited throughout the San Francisco Bay area.

“Women diagnosed with breast cancer face an uphill emotional battle,” said Grace J. Yoo, a sociologist at San Francisco State University and the study’s primary investigator. “At a time when they are forced to deal with their own vulnerabilities, women with breast cancer must also navigate the vulnerabilities of loved ones as they react to the news.”

For women – typically perceived as caregivers and expected to put the

emotions of others above their own – a breast cancer diagnosis presents a paradox, according to Yoo. Women must face the challenge of determining how to ask for help from other when they are typically seen as the caregiver.

According to interviews with breast cancer survivors, different strategies were employed in conversations with close family members compared to those outside the family. Survivors viewed informing their family of the diagnosis as their most difficult task following a diagnosis. Most respondents felt the need to strategically manage the way family members were told in order to protect their loved ones and to provide comfort and reassurance.

Contrary to the approach they used with their families, women often related their diagnosis to peers spontaneously. Most respondents were surprised by the extent of the support they received as a result of these unplanned conversations and by the depth and breadth of their own social networks.

“Women who limit their emotions in discussing their breast cancer diagnosis often limit the possibilities for support they can receive,” said Yoo. “Involving and including others in an illness increases intimacy among friends and family and opens the door to additional support.”

Yoo co-authored the study with researchers Caryn Aviv from the University of Denver; Ellen G. Levine of San Francisco State University; and Cheryl Ewing and Alfred Au, both of the UCSF Comprehensive Cancer Center.

## FITZHARRIS & COMPANY SUPPORT THE BBCC



Many thanks to Farmingdale insurance firm Fitzharris & Company, which donated \$1,000 to the BBCC in support of its many community programs. The donation was part of the proceeds of a company-sponsored walk/run. Pictured are Executive Vice President Dennis J. Fitzharris, III, Executive Director Donna Jurasits and BBCC President Debbie Basile.

# CIRCLE OF HOPE BRACELETS A TERRIFIC SYMBOL OF SUPPORT

Circle of Hope is a nonprofit organization based in St. Louis, Mo., that supports a myriad of cancer-related agencies, programs and projects. They have created a line of beautiful bracelets designed to show support for individuals battling all types of cancers.

These unique bracelets are each hand-crafted by volunteers, and many are one-of-a-kind pieces designed in memory of an individual who has lost his or her cancer battle. Since 2001, Circle of Hope has donated more than \$2 million to cancer research, educa-

tion, treatment and care, in memory of its founder, Fran Lefrak-Brown.

The BBCC is proud to partner with Circle of Hope by offering its gorgeous bracelets. Thirty percent of each one sold is donated to the Coalition with Circle of Hope donating the remaining 70 percent to cancer research. It's an absolute win for all involved!

You can purchase a bracelet at the BBCC office or through our Web site at [www.babylonbreastcancer.org](http://www.babylonbreastcancer.org) and click on "Let's Go Shopping," or call the office for a brochure, 631.893.4110.



They range in price from \$20 - \$80 and guaranteed there is one you simply must have! They make great gifts and are a wonderful way of showing support to anyone battling cancer.

**Like to host a Circle of Hope bracelet party to benefit the BBCC? Think they'd be a hit with your co-workers and friends? We'll come to your workplace! Let's talk!**

## THANKS, CURVES OF BABYLON!

Many thanks to Tara Alt, owner of Curves of Babylon, located at 344 Little East Neck Road in West Babylon. She celebrated the Fifth anniversary of her fitness center by making a donation to the Babylon

Breast Cancer Coalition. For everyone who test-drove the workout on August 20th, Curves donated \$2 to the Coalition; a \$5 donation was made for each person who actually joined. The day yielded \$600 in total

for the Babylon Breast Cancer Coalition. We deeply appreciate the steady support Curves has shown us through the years. Here's to another successful 5 years!

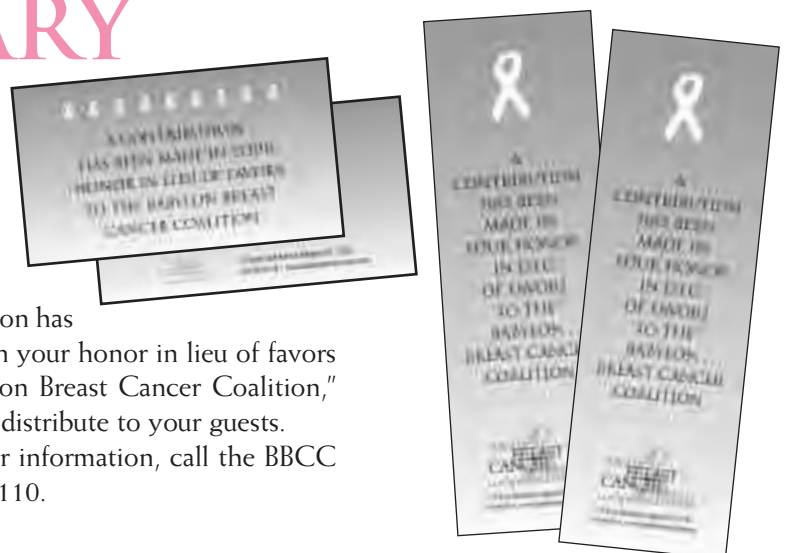
## MAKE YOUR SPECIAL EVENT EXTRAORDINARY

Make a donation to the Babylon Breast Cancer Coalition in lieu of favors at your next special event, i.e., wedding, anniversary, birthday or retirement party, bar/bas mitzvah, etc.

Let your guests know that you've made a contribution to an exceptional organization that annually "lends a helping hand" to hundreds of women and their families during a time of crisis. That's a real party "favor" that everyone will feel good about taking home.

Choose from a special note card or bookmark that states, "A contribution has been made in your honor in lieu of favors to the Babylon Breast Cancer Coalition," which you'll distribute to your guests.

For further information, call the BBCC at 631.893.4110.



A large sunburst graphic with many thin lines radiating from a central point, set against a dark background.

# SHOP for CHARITY

My Cause. My Fortunoff.

Join us for a storewide shopping event to benefit local charities from **Friday, November 7th to Tuesday, November 11th.** Show your support for the area's arts, education and community service organizations!

Get into the holiday spirit with 5 days of demonstrations, tastings and great extra savings... all for a great cause!

It's easy to make a difference!

**Purchase a \$10 ticket worth**

**15% off**

**most purchases storewide\*  
and the entire amount of the  
ticket sales goes to charity!**

**PLEASE HELP SUPPORT THE  
BABYLON BREAST CANCER COALITION**

For more information, please visit [fortunoff.com](http://fortunoff.com)

**fortunoff**<sup>®</sup>  
THE SOURCE

# DEDICATE A BRICK

Our Vision of Hope Garden, besides the beautiful plantings, has a walkway created with bricks in the shape of the breast cancer awareness ribbon. BBCC is offering for purchase an engraved brick, either in memory of or in honor of a loved one who's been diagnosed with breast cancer, for \$35 each. After engraving, these bricks will be positioned throughout the walkway, weather permitting.

We extend our thanks to **Anthony Spadolini** of **Wellwood Memorials** for donating the engraving charges on all of the bricks and to **Jon Mason** for installing the bricks at the garden.

Here are the specifics: three lines with no more than 10 characters on each line. You can choose whatever you'd like on those lines as long as the sentiments don't exceed the 10 characters. If you have an extremely long first or middle name, consider using an initial.

**Examples:**

**VIRGINIA A.  
MASON  
1943-1994**

**HONORING  
EILEEN P.  
MOLLOY**

## DEDICATE A BRICK

I would like \_\_\_\_\_ bricks at \$35 each. Total check \$ \_\_\_\_\_

In Memory \_\_\_\_\_ NAME

In Honor \_\_\_\_\_ NAME

Please make checks payable to: Babylon Breast Cancer Coalition  
15 South Carl Avenue  
Babylon, NY 11702

### TEN CHARACTERS PER LINE INCLUDING SPACES

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

Line 3 \_\_\_\_\_ (Please print clearly)

Please send acknowledgement of the brick(s) purchase to:

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Please notify the following when the brick has been installed

Please notify the family of the person for whom the brick was purchased:

**IN MEMORY OF:**

**HONOR OF:**

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

# ABOUT OUR NEWSLETTER...

Thanks to our newly updated Web site, BBCC can enjoy their quarterly newsletter online or by direct e-mail. If you currently receive your newsletter in the mail, but would prefer the online version, please contact the BBCC so we can take you off the newsletter mailing list.

We completely understand this is a personal preference, and any way you choose to receive our newsletter is just fine with us. Some folks want to cut back on paper clutter, and some of us just need to have that hard copy in hand. Again, it's a personal choice. Just make sure you read it, no matter what the format! Check it out at [www.babylonbreastcancer.org](http://www.babylonbreastcancer.org)



# MANY THANKS

Fortunoff

## Wings of Hope

Cheryl Scalice, Anna  
Rosamilia, Diane McCarrick,  
Joanne Panetta, Fran Kistler

## Newsletter

Catherine Bracco, Eileen  
Molloy, Donald Flaherty, Katie  
Gundersen, Kathleen Condi

Rothco Military Surplus

Katherine Clancy

Hassell Auto Body for  
participating in our  
"Donation Jar" Fundraiser

Catholic Daughters

Dynasty Limousine

Joan Proper

Kathleen Christ

Claire Meirowitz

# IN HONOR OF

Terry Toto by Bill Toto

# IN LOVING MEMORY

Rosa Motti by Chiara DiGeronimo

Karen Marie Hart by Jean and Matthew Vanek

Susan Tschan by Joanne and Cameo Beauty Friends

Susan Tschan by Joanne Proulx

Rosa Motti by Annita Flacomio

Marie Raio by Joan and Arsenio Mangieri

Barbara Muney by:

Diane Beecher

James Coppola

Keith Wilkinson

Beth Marten and Carol DeVictoria

The Levine's

Charles Capelli

Robert and Marcella Gordon

Michael Boruch

Donald and Joyce Ervolino

Lisa Smith

Bradley C. Shaw

Benjamin J. Heitner

Dynasty Limousine

Richard and Elizabeth Sullivan

Jacquelyn Maher-Brucia

Paul Barbara

Danval Inc.

Dolores and Waldfried Kelm

Elizabeth O'Leary by Noreen O'Connell

Kay Sullo by Lynn and Joseph Stankowitz

Marie Raio by Geraldine Moscatiello

Daniel Rean by Lucille and Alexander Leschik

Elizabeth O'Leary by Maureen Donegan

Joanne Motisi by:

Joan Kalman

Les and Joan Goldman

Joanne Vetrano

Angelina Pecora

The Bianco Family

Anthony and Marion DeGaetano

Jeanette Gasparino

## DATES TO REMEMBER:

SUNDAY, NOVEMBER 9TH, 2008 - CAFE IL VILLAGGIO, BABYLON -  
ANNUAL SPAGHETTI DINNER, \$20

*Knowledge is POWER*

BABYLON BREAST CANCER COALITION:  
631.893.4110

ADELPHI HOTLINE & SUPPORT PROGRAM:  
1.800.877.8077

AMERICAN CANCER SOCIETY: 1.800.ACS.2345

HUNTINGTON BREAST CANCER ACTION  
COALITION: 631.547.1518

CANCER INFORMATION SERVICE:  
1.800.4CANCER

CURE MOMMY'S BREAST CANCER:  
516.967.1148

BRENTWOOD/BAY SHORE BREAST CANCER  
COALITION: 631.273.4074

WEST ISLIP BREAST CANCER COALITION:  
631-669-7770

NORTH SHORE NEIGHBORS BREAST CANCER  
COALITION: 631.255.2401

ISLIP BREAST CANCER COALITION: 631.968.7424

LONG ISLAND LESBIAN CANCER INITIATIVE:  
516.641.8776

MAURER FOUNDATION FOR BREAST HEALTH  
EDUCATION: 516.883.6304

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CANCER  
COALITION

FOR LIFE • FOR HOPE • FOR CHANGE • FOR THE FUTURE

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