

REBUILDING AND RECLAIMING THE FUTURE

OCTOBER 2006

Nancy Brinker, Founder of Susan G Komen Foundation

In 1978, Susan G Komen was diagnosed with breast cancer. In the late seventies, breast cancer was a diseased whispered about. Discussions of breast cancer were even excluded from the original "Our Bodies, Our Selves". Three years after her diagnosis, Susan died at the age of 33. Crushed by the lost of her sister, Nancy Brinker vowed to fight breast cancer and increase awareness of treatment options and spur new research. Starting with just \$200 saved from grocery money, Nancy Brinker began the Susan G Komen Foundation. As she became more involved in



breast cancer activism, Nancy Brinker was stunned to discover that much of breast cancer research was conducted using male study subjects. Women were largely excluded from cancer trials. After being diagnosed with breast cancer herself, Nancy Brinker was shocked to see the bare bones waiting rooms and facilities used by most cancer treatment facilities. Women and their families were not encouraged to be a part of the cancer treatment decision making process. Little information was provided about screening and patients were isolated from one another. From its

humble beginnings, the Susan G Komen foundation now has a network of 75,000 volunteers and more than 100 affiliates nationwide. The Komen Foundation has funded \$360 million worth of research. Brinker is a self-taught activist. She committed herself to the study and understanding of the challenges facing women with breast cancer and undertook the task of organizing and mobilizing around breast cancer. Most importantly, the Komen Foundation has been instrumental in creating a community of breast cancer survivors to increase awareness about early detection and lobbying for greater funding and research.

Upcoming Events

- 10/16 Women of the Storm
- 10/26 How to Read and Effectively Utilize Scientific Literature

Did you know?

Not counting some kinds of skin cancer, breast cancer in the United States is

- The most common cancer in women, no matter your race or ethnicity.
- The most common cause of death from cancer among Hispanic women.
- The second most common cause of death from cancer among white, black, Asian/Pacific Islander, and American Indian/Alaska Native women.

Breast Cancer and Public Health: Areas for Leadership

What are the known risk factors for breast cancer?

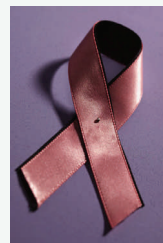
Factors that increase risk of breast cancer include

- Getting older
- Being younger when you first had your menstrual period.
- Starting menopause at a later age
- Being older at the birth of your first child.
- Never giving birth
- Not breastfeeding.
- Personal history of breast cancer or some non-cancerous breast diseases.
- Family history of breast cancer (mother, sister, daughter).

- Treatment with radiation therapy to the breast/chest.
- Being overweight (increases risk for breast cancer after menopause).
- Long-term use of hormone replacement therapy (estrogen and progesterone combined).
- Having changes in the breast cancer-related genes BRCA1 or BRCA2
- Using birth control pills, also called oral contraceptives.
- Drinking alcohol (more than one drink a day).
- Not getting regular exercise.

What is the role of public health in breast cancer prevention?

- Increase screening and early detection programs
- Educate the public about preventable risk factors for breast cancer
- Work to increase physical activity and to decrease alcohol consumption
- Encourage women with higher risks to work with their doctors and provide comprehensive accurate family medical histories
- Continue to research underlying causes of breast cancer and behavior change interventions to reduce risk.



TULANE UNIVERSITY SCHOOL OF PUBLIC HEALTH AND TROPICAL MEDICINE
MATERNAL AND CHILD PUBLIC HEALTH LEADERSHIP TRAINING PROGRAM (MCPHLT)

1440 Canal Street
STE 2301, TW-19
New Orleans, LA
70112—2824
Ph: 504-988-3539
Fax: 504-988-3540
E-mail: mch@tulane.edu

*We're on the
web!*

www.sph.tulane.edu/mch

Thank You

to our MCPHLT
Executive Committee
Members and staff for
your work and support!

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PhD

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Manna Patel
Jenn Price

Volunteer Opportunities

Susan G Komen Breast Cancer Foundation/Komen
4141 Veterans Memorial Blvd.
Metairie, LA 70002
Phone: 504-455-7310
Fax: 504-455-7311
Email Address:
volunteer@komenneworleans.com

www.komenneworleans.com

American Cancer Society
Breast Cancer Early Detection Programs, Comprehensive School Health Education, Legislative Advocacy, Patient Support, Special Events, For more information about volunteer opportunities or to sign-up, call us at (504) 469-0021 .
Audubon Park 5K Walk
October 21, 2006 10AM

Cancer Association of Greater New Orleans (CAGNO)

Got some free time on your hands? Want to make a difference in the Greater New Orleans community? Then, come join our force of volunteers! CAGNO would like to beef up our volunteer force and we'd love to have you be a part of it.

E-mail at director@cagno.org or via telephone at (504)733-5539 or (800)624-2039. 504/733.5539 or 1.800.624.2039.

<http://www.cagno.org/>



Women of the Storm

The mission of Women of the Storm is to “educate leaders and gain attention to the scale and breadth of devastation caused in the wake of Hurricanes Katrina and Rita by inviting all members of Congress to visit New Orleans and coastal Louisiana to see the extent of the damage first-hand.”

Members are comprised of a socially, culturally, and economically diverse group of women united in their passion for rebuilding their communities. The group provides educational tours, data and personal stories to paint a picture of the plight of families whose lives were forever changed as a result of the 2005 hurricane season.

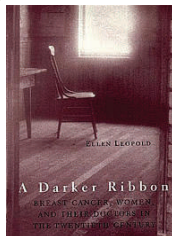
Women of the Storm believe that in order to understand the conditions of New Orleans and the Gulf Coast, you must “see it for yourself”. The group received media coverage after 130 members “stormed” Capital Hill, held a news conference while symbolically raising blue-tarp umbrellas (now the organization’s logo). Several members went two-by-two to office visits with Senators, Representatives and Congressmen to personally invite them to visit and tour New Orleans and the Gulf Coast. So far, 55 Senators and 100 Representatives have accepted the invitation.

In addition, Women of the Storm supports the concept of sharing revenue received by the federal government from oil and gas production off the Outer Continental Shelf – dollars that would be dedicated to coastal restoration and flood protection for Louisiana.

For more information of Women of the Storm, please see their website: <http://www.womenofthestorm.net/index.php>

**October 16th, 12:20PM
Tidewater 1210**

A Darker Ribbon—Twentieth-Century Story of Breast Cancer Women and Their Doctors



A Darker Ribbon Chronicles the social, political and economic underpinnings of the struggle to increase research and recognition of breast cancer as a major women’s health issue. Predominantly a social history, a Darker Ribbon provides current public health practitioners with the history behind the breast cancer activism movement. Leopold traces the change from a disease hidden from public discussion to a rallying cry for health activist. Framed largely around the radical mastectomy developed by William Halstead, A Darker Ribbon traces the rise and fall of treatment methods and details the increasing involvement of women in their own cancer treatment decisions. The breast cancer experiences of famous women including Betty Ford and Rachael

Carson are highlighted as examples of the different phases of treatment and the differing outcomes as the understanding of breast cancer changed. Leopold also highlights a number of public health campaigns that formed the “cancer-controlling campaigns” of the mid twentieth century. She details the early detection campaigns of the 1930’s that were the early forefathers of the modern day self-exam campaigns. Though A Darker Ribbon largely neglects underlying environmental causes and directions for future activism aimed at prevention, not early detection, A Darker Ribbon provides an excellent history of an area of health activism and is an excellent complement to exploring the social and historical reality behind clinical statistics. For an annotated readers guide and more articles about breast cancer please see

www.sph.tulane.edu/mch