



BREAST CANCER RESEARCH TRUST

# BrEaST *Bulletin*

October 2024

October is here, and it's time to **paint Waikato pink** for breast cancer awareness! Awareness includes promoting the importance of self-checking and regular mammograms. October is also about taking action to improve outcomes for the women in our community through research.

Breast cancer is the most common cancer among New Zealand women, with over 3,500 new cases diagnosed each year. In the Waikato, more than 400 women and a few men are diagnosed annually. Sadly, we lose 600-700 Kiwis to this disease every year—more than the annual road toll. The impact touches every corner of our country, from whānau to workplaces.

Our local Breast Cancer Research Trust is at the forefront of helping change these outcomes through research and clinical trials that make a real difference. This Waikato-based Trust helps fund clinical trials and other research for better outcomes, personalising of breast cancer treatment, improvement of quality of life and for cure.



Help us improve care and treatment for those diagnosed with breast cancer by painting Waikato pink! Participate in the Pink Walk & Run, support Hamilton restaurants and cafés supporting the 'Paint Waikato Pink Campaign' or get involved in other pink-themed events.

Ngā mihi nui

**Jenni Scarlet**

**BCRT Secretary & Breast Cancer Research Nurse**

**On behalf of the BCRT team**

**[Life changing anti-HER2 treatment closer to being funded](#)**

Women diagnosed with HER2-positive advanced breast cancer (also known as metastatic, secondary, incurable or Stage 4) have been given “life-changing” hope. Pharmac have announced they will fund Trastuzumab deruxtecan, more commonly known as Enhertu.

Clinical trials of Enhertu show it has extended patients’ life expectancies and reduced the risk of death by 27% (almost one-third) and achieved 29 months where their cancer didn’t get worse, compared with 7.2 months on the current “second-line” treatment drug Kadcyca.

Enhertu is safe and effective and is already used widely overseas. From 1 January 2025, Enhertu will be funded for eligible people with HER2-positive advanced breast cancer which has progressed after prior trastuzumab treatment (Herceptin or Herzuma) for their advanced disease. Enhertu will give New Zealand women more options and more time with loved ones.



Join the Breast Cancer Research Trust in turning Waikato **pink** this October for Breast Cancer Awareness Month!

**Why Pink?** Pink symbolises hope, strength, and the fight against breast cancer. By painting Waikato pink, we’re showing our solidarity with those affected by breast cancer and raising crucial funds for research for better outcomes.

**How you can get involved:**

1. **Go Pink:** Show your support by wearing or decorating your workplace pink for a day in October. Share your Go Pink photos on social media with the hashtags [#BreastCancerResearchTrust](#) [#PaintWaikatoPink](#)
2. **Donate:** Every dollar counts! Your donations will directly fund breast cancer research to improve outcomes for breast cancer patients.
3. **Host a pink event:** Organise a pink-themed fundraising event at your workplace, school, or community. Whether it’s a bake sale, a fun run, or a pink dress-up day, every event helps spread awareness and raise funds.

4. **Spread the word:** Share our posts, tell your friends and family, and help us reach as many people as possible.

5. **Support local cafes and restaurants:** Enjoy a meal or a drink at cafes and restaurants participating in the "Paint Waikato Pink" campaign throughout the Waikato. Each week, we'll send out communications highlighting the venues taking part.

6. **Register for the Pink Walk & Run:** Join us for the Pink Walk & Run at Innes Common, Hamilton Lake, 31 October. Register now <https://wbcrct.infoodle.com/f/2024PinkWalkAndRun> to participate and show your support for breast cancer research and awareness.

Together, we can make a difference. Let's unite to support those affected by breast cancer and work towards a future free from this disease.

[Click here to SIGN UP NOW!](#)

### **Early Detection and Effective Treatment: Our Commitment to Reducing Breast Cancer Deaths**

At the Breast Cancer Research Trust, we believe that early detection and effective treatment are critical for saving lives. To achieve this, it is important to:

- **Know your risks:** Understanding your personal risk factors can help you take proactive steps in managing your health.
- **Get screened:** Regular screening mammograms are essential for early detection, which significantly improves treatment outcomes.
- **Know your normal:** Being familiar with the normal look and feel of your breasts can help you notice any changes early.
- **Make healthy lifestyle choices:** Maintaining a healthy diet, exercising regularly, and avoiding harmful habits can reduce your risk of breast cancer.
- **Take action:** If you notice any changes or have concerns, see a doctor for advice promptly.

Our vision is to gain knowledge and save lives. Our mission is to improve breast cancer outcomes through research.

By staying informed and proactive, we can make a significant impact in the fight against breast cancer.



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# **PINKWALK & RUN**

**31 OCTOBER 2024**

**HAMILTON LAKE, INNES COMMON**

Entertainment from 4.30pm | Walk/Run from 5.45pm


Walk distance: 3.8km | Run distance: 5km


Wear your pink finery for breast cancer awareness or yellow in support of local breast cancer research. Even better, mix pink and yellow together. Prizes for BEST dressed individuals, BEST dressed group & BEST dressed pooch.


[Click here to ENTER NOW!](#)




**BREAST CANCER  
RESEARCH TRUST**  
**PINK WALK**  
**PUTARURU**

 **Date:** 18 October 2024


 **Location:** Garden of Memories, Putaruru


 **Start Time:** Registration from 5pm, warm up at 5.15pm, Walk starts at 5.30pm

 **Entry:** Gold coin donation




**BREAST CANCER  
RESEARCH TRUST**  
**PINK WALK**  
**HUNTLY**

 **Date:** 4 November 2024

 **Location:** Hakanoa Lake, Huntly

 **Start Time:** 5:30 PM

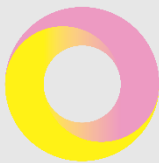
 **Entry:** Gold coin donation

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Join our vibrant community on Facebook, Instagram and LinkedIn!

It's the perfect place to stay updated with our latest news, engage in discussions, and be part of our growing family.

Follow us now and let's make our online space a hub of inspiration and interaction. Don't miss out on exclusive content and exciting updates. See you there!



**Breast Cancer  
Research Trust**

*Gaining Knowledge. Saving Lives.*

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