



KEY TO LIFE

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A Publication of the AMERICAN BREAST CANCER FOUNDATION®

The American Breast Cancer Foundation Joins Forces with Area Providers to Bring Breast Cancer Early Detection Assistance Back to New Orleans

As I witnessed the devastation caused in New Orleans by Hurricane Katrina, I naturally became concerned about how the situation would affect the lives of those delayed in the detection or treatment of breast cancer. I began to anticipate that even those who could qualify for the existing assistance programs might not be able to have the help they would normally receive. I realized this community needed our support now more than ever.

As you can only imagine, it took us weeks to locate and contact the folks at the Louisiana Breast and Cervical Health Program (LBCHP) office in New Orleans. The Director, Donna Williams, explained that they had lost their office and had borrowed space an hour away in Baton Rouge to reorganize. During the day they are working to reconnect with the clients who need them and on the weekends cleaning up the damage to their homes.

Charity Hospital, also known as the Medical Center of Louisiana at New Orleans, which had provided the majority of care to the uninsured in New Orleans since the 1930's, has sadly been condemned. Some doctors are returning to the area and beginning to reopen services, but unfortunately it does not appear to Donna that any mammography sites will be operational any time soon.

ABCF's goals quickly became clear, help provide mammogram services in New Orleans until permanent services become available and reach out to and assist those displaced by the storm and in need of additional testing or treatment.



As we discussed possible solutions Donna further explained that New Orleans did not have an operational mammography van. I shared how ABCF had contracted with vans over a hundred miles away to serve folks at our RAM Events in the Appalachian Mountains. ABCF understood that the travel for this van would not be covered by the grants under which their programs normally functioned, and we committed to provide the means to get a van to New Orleans if one could be found.

The American Breast Cancer Foundation is pleased to announce that we are providing a grant for over \$11,000 to bring a mammography van, the Early Bird, from the Mary Bird Perkins Cancer Center C.A.R.E.

Network to New Orleans twice a month from January through June. Through the combined efforts of the American Breast Cancer Foundation, the Mary Bird Perkins Cancer Center's C.A.R.E Network and Woman's Hospital, and the Louisiana Breast and Cervical Health Program (LBCHP) New Orleans will have mammography assistance for anyone in need. Each program which existed prior to the hurricane will continue to accept clients and ABCF will enroll all those who cannot qualify for these programs into our Key to Life Breast Cancer Screening Assistance Program.

If you are in need of testing for breast cancer, please call the Key to Life Breast Cancer Screening Assistance Program at toll-free 877-539-2543. Appointments are filling quickly. Call today for assistance.

Tammy Wagner, Director of Program Services

HURRICANE KATRINA EVACUEES

The Louisiana Breast and Cervical Health Program (LBCHP) is very concerned about the New Orleans area participants who were in the diagnostic process when the hurricane hit. Please call them at 225-215-0772 for assistance if you were scheduled for follow-up.

The Medical Center of Louisiana at New Orleans (CHARITY HOSPITAL) is looking for patients who were being seen in its clinics and the Breast Center for the diagnosis or treatment of cancer before Hurricane Katrina. Please call 1-888-616-4687, or e-mail hmcml1@lsuhsc.edu for assistance.

Our Mission

To ensure all women and men regardless of age, race, or financial status have access to all preventative measures concerning breast cancer. This includes access to early detection screening, the search for a cure, and support services for patients and their families after diagnosis.



Because Everyone Deserves a Fighting Chance

Key to Life

Breast Cancer Screening Assistance Program

We Can Help



Financial assistance grants are available to eligible women and men to assist with the following diagnostic tools:

- ANNUAL SCREENINGS
- DIAGNOSTIC MAMMOGRAMS
- ULTRASOUNDS
- SURGICAL CONSULTATIONS
- BIOPSIES

Eligibility

The American Breast Cancer Foundation provides financial assistance to uninsured and underinsured women and men of all ages for breast cancer screening tests. This includes routine annual screenings for women over 40.

Applicants who are fortunate enough to qualify for the National Breast and Cervical Cancer Early Detection Program funded through the Center for Disease Control and Prevention and state cancer programs are referred to their local provider.

Women and men of all ages, with a family income 300% or less of the HHS poverty guidelines, may qualify for the Key to Life Breast Cancer Screening Assistance Program.

Assistance is also available to breast cancer patients for:

- Wigs During Chemotherapy Treatment
- Emergency Medication Assistance
- Lymphedema Bandages and Support Garments
- Breast Prosthesis and Specialized Bras

This program is funded through the generous contributions of many caring individuals like you.

To Enroll:

Call toll free for a confidential interview.

Key to Life

Breast Cancer Screening Assistance Program
877-Key-2-Life (877-539-2543)

*Ask for your free
Guide to Breast Health Care
and Breast Self-Exam Shower Card.*

First Call Resource Guide

When a lump is found we need help to understand what is happening and the help that may be available to us. Begin by keeping a journal. This will keep together the details you'll need to remember, information the doctor has given you, questions for your doctor, who you have talked to for help, and contact information for all those involved with your diagnosis and treatment.

Secondly, find folks who can support you, who will be able to accompany you to doctors appointments, help keep track of details, deal with insurance issues, and offer emotional support.

American Breast Cancer Foundation

1-877-Key-2-Life (877-539-2543)

Key-2-Life Breast Cancer Screening Assistance Program, Breast Health Package, Newly Diagnosed Support Package, Chemo Wig Program, Lymphedema Garment Assistance Program.

American Cancer Society

1-800-ACS-2345

Cancer Care Counseling Line

1-800-813-HOPE

Hill Burton Program

1-800-638-0742

Mautner Project for Lesbians with Cancer

202-332-5536

National Alliance of Breast Cancer Organizations

1-888-806-2226 Support Group Information

National Asian Women's Health Organization

415-989-9747

National Breast and Cervical Cancer Program

1-888-842-6355

NCI Cancer Information Service

1-800-4-CANCER

Information on breast cancer and clinical trials sponsored by the National Cancer Institute

National Coalition for Cancer Survivorship

1-877-Tools-4-U (877-866-5748) "Cancer Survival Toolbox"

An audio program to help cancer patients, their families, and caregivers meet the challenges of their illness.

National Latina Health Organization

510-534-1362

National Women's Health Network

202-347-1140

Patient Advocate Foundation

1-800-532-5274

Y-Me, 24 Hour Toll-Free Hotline

Talk with a survivor anytime day or night.

1-800-221-2141 (English) 1-800-986-9505 (Spanish)



Are You Underestimating Your Risk?

Over 70% of breast cancer cases occur in those who have no identifiable risk factors. Everyone is at risk for breast cancer!



“At first you don’t know where to begin. I am glad the (Key to Life) program exists; they really helped. They could not pay all my medical bills because I had a lot. They did help me with my tests to get diagnosed, and that is the most important part. You have to fight it - life is too short and is more important than debt. Now all I want is another day with my children, my family.”

-Alicia Dryden Age 33

Breast Cancer in Men?

Although it is rare, 1,690 men will be diagnosed with breast cancer this year according to the American Cancer Society. Men are often diagnosed with more advanced breast cancer because they fail to act quickly when noticing changes to their breast tissue.

What to look for:

It tends to occur more in the nipple area.

A hard, painless lump.

Changes in the nipple or skin around the nipple.

The nipple may become inverted.

Discharge or bleeding from the nipple.

Although breast cancer is rare in men, if you notice any symptoms see your health care provider.



Too Young to Have Breast Cancer?



Don't accept "you are too young" for the final answer!!

Every woman is at risk for breast cancer, and young women do get breast cancer. Breast Cancer is the leading cause of cancer death in young women ages 15-54. 4,500 women under age 40 will be diagnosed with breast cancer this year. There are over 11,500 breast cancer patients and survivors under age 40.

The good news is with early detection the 5-year survival rate (studies track patients for 5 years after diagnosis) for young women with early detection and treatment is over 82%.

Because breast cancer in younger patients is less common, many of these women face delayed diagnosis. Often she is told by her health care provider that she is “too young” to have breast cancer and is not recommended for diagnostic tests as quickly as older patients. 80% of younger women find the breast cancer themselves. Armed with basic knowledge of breast cancer, how to examine her own breasts, along with the awareness of what is normal for her body, a young woman can intelligently advocate for the testing she needs.

**Call 877-539-2543
today and request a Free
Breast Health Guide**

Did You Know...

- 1 million women do not know they have breast cancer.
- Every 13 minutes a woman in the U.S. dies from breast cancer.
- 1 out of 8 American women will get breast cancer, and 40% of them will die from it within ten years.
- 80 to 95 percent of women who develop breast cancer have no family history of the disease.
- Mammography can detect breast cancer when it is in its earliest, most treatable stages, up to two years before you or your doctor.
- Not finding breast cancer is far more dangerous than the exposure to the very low dose of radiation from a mammogram.
- Women, age 40 and over, should request a mammogram every year.
- Having lumpy or fibrocystic breasts does not increase your chances of developing breast cancer. If you know what is normal for your breasts through self-exam, the chances of detecting cancer are better than for women who do not follow a breast health program.
- Women whose breasts were exposed to high dose radiation therapy before age 30, especially those treated for Hodgkin's disease, are at an increased risk for developing breast cancer.

Empower Yourself:

- **Learn Breast Self Exam and practice it each month.**
- **Know the warning signs for breast cancer.**
- **Know what is normal for your breasts.**
- **If you notice any changes, see your health care provider.**
- **Ask for a clinical breast exam.**
- **Ask for diagnostic testing to be certain that the change is not breast cancer.**

Together we are touching more lives than ever!

Last year, I was so pleased when we nearly doubled the number of folks we had helped compared to the previous year, and now as I prepare our third quarter results, I see we are gaining momentum.

In the first three quarters of this fiscal year, the Key to Life Program has counseled 112% more clients and provided 161% additional grant dollars compared to last year. As a result, this year we have assisted many more clients to become diagnosed with breast cancer and start their fight for life. We have provided a record number of treatment and support grants and surpassed the entire annual forecast for these grants in first half of this year alone.

The most exciting news of all is that we have been able to answer all of these additional calls for help. We have steadily matched the increasing requests for help with caring folks like you who join ABCF to make this all possible. Thank you for your generosity. To date we have not needed to turn away one request for help.

I also extend a special thank you to Dollar General, for their generous, sincere and unprecedented support. Dollar General has

partnered with ABCF to help us prepare our Key to Life Program for growth. As a result, this past fall the Key to Life Program was able to hire an additional assistance provider who is fluent in Spanish and to transfer our staff support administrator into the Key to Life program full time.

In November, we moved our offices into a larger space which enabled us to centralize our Key to Life record keeping and grant processing areas to better serve our clients. These changes allow our Key to Life Assistance Providers the time to continue to give the same individual attention they always have to those calling for help, and prepare for future growth.

Again, I want to thank you for your personal support. Together we are saving lives, mending hearts, and helping families.

Tammy Wagner, Director of Program Services



Become a Community Hope Volunteer

What makes ABCF unique is that we help individual women across the nation. From anywhere in the nation a woman or man can call a single toll free hotline number, 877-Key-2-Life, to ask for help. Through our Key to Life Breast Cancer Screening Assistance Program they will have a fighting chance for life. A chance made possible by the generous contributions of individual caring folks doing what they can.

All of us who share the vision and support the mission of ABCF, believe that everyone deserves a fighting chance including those living in the busiest of cities or the quietest of towns, in the highest mountains or lowest valleys. We need to educate our communities about the importance of regular breast exams and annual mammography after age 40. We need to reach out to women who fear they have breast cancer and believe they are alone and let them know we are here to help.

Imagine if we work together all the lives we could touch! If each one of us asks our

mammography provider to contact ABCF to ask how they can participate, or sends a card to a friend who might need help. Each new path we create becomes the road to hope which provides another chance at life for a woman who may not even know she needs us yet.

If you are able to become a Key to Life Community Hope Volunteer, your effort of even just an hour or two could create another point of contact where a woman can find our help. Or you might play a major part in creating a path for ABCF that will bring hope to the women of your community.

To volunteer, call 877-539-2543 and request your Community Hope Volunteer Package which will contain suggestions on how you can make a difference in your community and provide tools to help you succeed.

Together in 2006, we can make a real difference in your community and reach more women than ever before. Thank you for your support. We are honored to partner with the compassionate folks who support the American Breast Cancer Foundation.



Making a Difference in Your Community One Person at a Time

Early Detection is the Key to Life...

If you don't find it, you can't fight it...and if you don't fight it, you can't beat it!

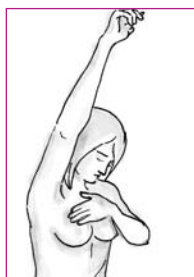
Breast Self-Exam

Each time you do a breast self-exam (BSE) you become more proficient at it, and you learn how your breasts normally feel. Monthly exams will help you quickly identify any changes. The best time to do a BSE is seven to ten days after your menstrual cycle begins, when the breasts are not as swollen, and changes are easier to notice. Or on the same day of the month if you are no longer menstruating.



HOW TO DO A BREAST SELF-EXAM

1. Stand in front of a mirror and inspect both breasts for anything unusual, such as any discharge from the nipples, puckering, dimpling, or scaling of the skin.



Step 2 emphasizes any changes in the shape or contour of your breasts. As you do this you should be able to feel your chest muscles tighten.

2. Watching your breasts closely, clasp your hands behind your head and press your hands forward. Next, press your hands firmly on your hips and bow slightly forward as you pull your shoulders and elbows forward.

The next part of the exam can be done in the shower. Fingers glide over soapy skin, making it easy to determine the texture underneath.

3. Raise your left arm and use the pads of three or four fingers of your right hand to explore your left breast, firmly, carefully and thoroughly. Beginning at the outer edges of your chest, press the flat part of your fingers in a circle, moving in circles slowly around the breast. Pay special attention to the area between the breast and armpit, including the armpit itself. Feel for any unusual lump or mass under the skin. Gently squeeze the nipple and look for any discharge.

4. Now repeat exactly the same procedure on your right breast.

Do step 5 lying down. This position flattens the breast and makes it easier to examine.



5. Lie flat on your back, with left arm over your head and a pillow or folded towel under your left shoulder. Use the same circular motion as in step 3. Repeat on your right breast.

CALL 877-539-2543 to
ask for your free Guide to Breast Health Care and Breast Self-Exam Shower Card.

Know the warning signs for breast cancer...

Changes in color or feel of the skin of the breast, areola, or nipple (dimpled, puckered, scaly, or an orange-peel appearance). Discharge from nipple or nipple inverting. Changes in size or shape of breast, sudden swelling. Lump, bulge, or thickening in or near the breast or under arm.

If you find any of these changes, see your doctor immediately.

Keys to Early Detection

BREAST SELF-EXAMS

Monthly for all women, starting during breast development.

A monthly breast self-exam will help you to become familiar with what is normal for your body and make it easier to realize any changes that occur. Monthly breast self-exams are not a replacement for a mammogram.

CLINICAL BREAST EXAMS

Women age 20–39, no less than every 3 years, annually for women over age 40.

Similar to a breast self-exam, it is performed by a doctor or nurse.

MAMMOGRAMS

First mammogram between age 35 and 40, annually for all women over 40.

A mammogram is the best tool available today to assist you and your health care team in diagnosing breast cancer at its earliest stage. A mammogram can detect breast cancer up to two years before you or your doctor can feel a lump.

Trial Results Announced – Film vs. Digital

Digital mammography was **significantly better for:** women who fit **ANY** of these three categories:

- under age 50 (no matter what breast density)
- of any age with very or extremely dense breasts
- pre- or perimenopausal women of any age (last menstrual period within 12 months)

Digital mammography had **no apparent benefit for:** women who fit **ALL** three of these categories:

- over age 50
- do not have dense or very dense breast tissue
- are not still menstruating

There was no significant difference in the accuracy by machine type, race, or breast cancer risk. The rates of false positives for digital mammography and traditional mammography were the same.

For more information call NCI's Cancer Information Service at 1-800-4 CANCER (1-800-422-6237).

Today is a good day to schedule your mammogram!

Giving My Way

There are many ways to support the mission of the American Breast Cancer Foundation and support the Key to Life Breast Cancer Screening Assistance Program. We hope this will help you find a way that best suits you. We gratefully thank you for your support.

Cash Donations. If you would like to make an annual, quarterly or monthly donation to the Foundation, just let us know and we'll take care of the rest by sending you reminder statements.



Memorial or Honor Gifts. Make a gift in honor or in memory of a loved one who has battled breast cancer.

Celebrate a Special Occasion. Make a gift in honor of a loved one's birthday or anniversary. Make a donation in the name of the guests at your next party. Ask your guests to make a donation rather than bringing a gift.

(Be sure to include who the gift is in honor or memory of, and include the name and address of the individual you would like the gift to be announced to.)

Make More of Your Gift. Ask if there is a matching gift or corporate giving program at work and ask how ABCF can participate.

Donate Your Vehicle. Call toll free 877-539-2543 today to set an appointment. Your operable vehicle will be picked up at no cost to you.

Gift of Stock and Real Estate. You can receive a deduction for a charitable contribution and avoid paying capital gains tax on your appreciated stock or real estate.

Hold a Fundraising Event. Incorporate a fundraising idea into any event. Hold a silent auction. Donate a percentage of an event's proceeds. Hold an event in honor or memory of one who has battled breast cancer.

In-Kind Gifts. You may make a gift of usable items, such as office supplies or equipment. Please contact us to hear about our current needs.

Planned Giving. Make a gift through your estate plan. Charitable remainder trusts are an effective way to make a charitable gift while continuing to realize income from your investments while you are living and to receive a tax deduction. Upon your death, your gift becomes the property of the Foundation.

Volunteer. Become a Community Hope Volunteer; see last page for more details.

ABCF does not establish the value of any donation. The value is to be determined by the donor and their tax advisor.

If you are not sure of your ability to deduct donations, contact your tax advisor.

Dollar General Provides \$800,000 Grant

Dollar General Corporation officially kicked off its campaign to help support early detection and treatment of breast cancer among low-income women with over an \$800,000 grant to the American Breast Cancer Foundation.

Dollar General stores across the country also started selling pink bracelets and magnetic pink ribbons in October, National Breast Cancer Awareness month. Each item is priced at \$1. The net proceeds from the sale of these items is included in the grant to benefit ABCF's programs for low-income women.

"Breast cancer touches one in seven women, and studies have shown that early detection improves the odds of survival. That is why Dollar General believes strongly in making early detection more accessible in communities that have the greatest need," said Kathleen Guion, division president of store operations and store development. "Our support of the American Breast Cancer Foundation reinforces our longstanding commitment to meeting the needs of under-served communities."

Dollar General is a Fortune 500(R) discount retailer with 7,928 neighborhood stores as of December 30th, 2005. The company store support center is located in Goodlettsville, Tennessee. Dollar General's Web site can be reached at www.dollargeneral.com.

"I had a mammogram and needed more tests; this is when I found out that having this mammogram disqualified me for state help. I was so upset. I felt like no one cared. Then I found the Key to Life Program. I can't say enough about the concern and help I received from these ladies. I have never been treated better; everyone was so kind. When you are diagnosed it's easy to feel depressed. Thank you for the concern and resources".

Martha Rhodes



AMERICAN BREAST CANCER FOUNDATION

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1220 East Joppa Road
Baltimore, MD 21286

Ph. 410-825-9388
Fax: 410-825-4395
Toll Free Assistance Hotline
877-KEY-2-LIFE
(877-539-2543)

Visit Our Web Site at
www.abcf.org

Email: Contact@abcf.org

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