

# DELAWARE BREAST CANCER COALITION

• MAY IS MAMMOGRAPHY MONTH •



**TOGETHER, WE FACE  
BREAST CANCER**

**DBCC is fortunate to have these dedicated  
local community leaders and many more join  
in the fight against breast cancer.**





Victoria Cooke (left) and Linda Powell

## Dear Friends,

Our breast cancer journeys brought us together and those experiences brought us to the Delaware Breast Cancer Coalition where we work together to address the often overwhelming challenges of breast cancer.

Breast cancer is not just a challenge for those newly diagnosed—it is a challenge for all of us. DBCC is honored to be Delaware’s most trusted breast cancer resource, but our staff and board members cannot meet these challenges without each of you.

DBCC is very fortunate to have dedicated leaders in our community who volunteer and raise awareness and funds. This year’s cover shows just a few of those dedicated leaders—representing survivors, doctors, advocates, volunteers, board members and partners.

DBCC is a statewide organization with offices in New Castle, Kent and Sussex counties. Our outreach and programs also serve our neighbors in Pennsylvania, Maryland and New Jersey.

DBCC helps those who need our help the most. Our staff is there to help, on a personal level, those going through a breast cancer journey. They are highly trained in the science of breast cancer and work closely with doctors and medical researchers.

They are advocates and an effective voice for all those in Delaware who are impacted by breast cancer.

DBCC doesn’t receive any funds from any national breast cancer organization. We are funded by community partnerships, grants and individual donations from people like you. We are proud to be an organization supported by the local community that we serve. All the money that we raise stays in the community.

Please contact us if we can be of help to you. Let others know that we are right here to help. And please join us in the fight against breast cancer.

Warm regards,

Victoria G. Cooke  
Executive Director  
*Delaware Breast  
Cancer Coalition*

Linda Powell  
President  
*Delaware Breast Cancer  
Coalition Board of Trustees*

Supplement by Theresa Gawlas Medoff Large photographs by Jared Castaldi

Want to know who’s on our cover? Go to [delawaretoday.com](http://delawaretoday.com) to find out.





Delaware's first lady, Carla Markell, shops at Great Stuff.

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## GREAT STUFF STORE DOING GREAT THINGS

Rosanne Cox began volunteering for DBCC's resale shop, Great Stuff, simply because she supported the cause, but when she was diagnosed with breast cancer six months later, it was she who found support.

"I felt so fortunate to have this group of women around me. They are the most caring bunch," Cox says. "I don't have any sisters of my own, but this group feels like they're my sisters."

The Great Stuff resale shop was envisioned as a way to raise funds for DBCC, and it has—\$40,000 in profit in the first eight months—but as Cox can attest, it has done so much more.

"We've had women who've had a recurrence of breast cancer come in asking for advice, and we've been able to connect them with DBCC for peer mentoring or for help in finding financial assistance to pay for medical care," says shop manager Dale Maahs.

Other customers want to talk about how they have been affected by breast cancer through a mother, sister or friend. For others, donating to or shopping at Great Stuff is a gratifying way to recycle good-quality clothing.

The store, which is located in the Talleyville Shopping Center in North Wilmington, opened its doors in October 2010. Maahs and

a part-time assistant are the only paid staff at the store. All the other "employees" are volunteers.

The resale shop was started under the leadership of DBCC board member Stacey

Bacchieri, who serves as president of the Great Stuff board. Bacchieri and her husband, Gregg, donated the funds to revamp the retail space and Stacey volunteers weekly at the store.

During the planning stages, Maahs says, it was thought that Great Stuff would be a small store operating two or three days a week. No one realized then how enthusiastically the community would embrace the concept. With 1,700 square feet of space, the store is larger than originally planned, and it's open five days a week.

Women can find a variety of clothing at the store, including evening wear, suits, jeans and separates in sizes petite to 2X with brand names like Chico's, Anne Klein and St. John. Great Stuff also offers jewelry, accessories, footwear and home furnishings. Donors (and shoppers) include some of Delaware's most prominent women.

## 15TH BREAST CANCER UPDATE HELD

Much has changed in the world of oncology care since DBCC held its first Breast Cancer Update 15 years ago, and the Update has changed along with it.

Consider that the first Update was geared almost exclusively to medical doctors and was viewed as a way to sensitize them to the needs and concerns of their patients. Cancer care has evolved since then to include a whole spectrum of services, with the patient much more in control of her care. So the audience for today's Update includes not only doctors, but also nurses, social workers and breast cancer survivors. The size of the audience has grown commensurately, with the free, day-long conference now regularly attracting 300 to 400 people.

"The Breast Cancer Update does a really good job of reaching both professionals and laypeople, and there's ample time for mingling at breaks and lunch, which allows professionals to get a better understanding of the patient's mindset," says DBCC board member Dennis Witmer, M.D., who has been a part of the Update planning for many years.

This year's Update, held April 18, was themed "Bridging the Gap—From Surviving to Thriving." That theme, too, reflects changes that have taken place in the past decade and a half. Nationally the breast cancer mortality rate dropped 20.5 percent between 1992-1996 and 2002-2006. In Delaware the news was even better—the breast cancer mortality rate here dropped 30.1 percent during that same period.

As its name implies, each year the Update covers the latest advances in medical treatments for breast cancer. This year, for example, nationally >



Sue Ryan

### *Volunteers Make Outreach Possible*

Sue Ryan didn't have a mentor to help her through breast cancer treatment 28 years ago. "Back then it was a disease no one talked about," she says. "There were no outreach programs." Ryan wants to do her part to make sure that women today have someone to turn to, so she became a DBCC peer mentor. In the past six years she has mentored more than 20 women.

"Their eyes light up when they hear how long I've been a survivor," Ryan says. "If I can support someone with breast cancer and help her get through it, make her see that it's not all gloom and doom, then that's what I want to do."

"One of the things that sets Sue apart is her passion to help survivors and to help in the fight against breast cancer," says Cheryl Doucette, a DBCC program manager in Sussex County. "I can always count on her to help out."

In addition to mentoring, Ryan helps breast cancer survivors through a new DBCC program she developed, called Bosom Buddies. She collects prostheses, bras, bathing suits, wigs and hats donated by Yellow Daffodils, a store in West Chester, and supplies them to uninsured and underinsured women. Ryan does many other tasks, including chairing this year's Silent Auction Committee for Southern Lights of Life. >





THIRD ANNUAL  
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➤ prominent guest speakers discussed the evolution from broader spectrum radiation and chemotherapy to targeted therapies such as brachytherapy that can attack the cancer but cause fewer side effects for the patient.

"Targeted therapies are a giant step forward in the treatment of breast cancer," Witmer says. "People who specialize in oncology know about it, but it's not common for laypeople to be aware of it."

Because women are living longer and in many cases beating the cancer altogether, this year's conference also included sessions on survivorship plans. "There has been a disconnect between the oncologist and the primary care physician," says Nanci Mayer-Mihalski, co-chair of the Update planning committee. "There needs to be a survivorship plan for the five-year mark, after the full treatment is done. We need to get the patient to start thinking and asking about the issue."

Among those attending the Update every year are students in Karen Potts' Practical Nursing course at the Delaware Skills Center, which is part of New Castle County Vo-Tech's adult education program. "The class is predominantly female, and many will go on to become RNs," Potts says. "They need to know about breast cancer prevention, detection and treatment for themselves, their families and their patients."

That's exactly the role that the Update is designed to play, Witmer says. "Knowledge is power, and the more knowledge we can disseminate to people, the better. We want breast cancer survivors to be involved in their own care and to be a breast cancer evangelist—to get out there and tell their own story, to help others diagnosed with breast cancer, and to encourage women to get mammograms."

› Carol Knotts and her sister, Bev Michel, have other talents to share. A one-time DuPont Co. executive, Knotts garners sponsors, advertising and donations each year for the Northern Lights of Life fundraiser. She has raised an average of \$100,000 annually for the past 10 years. Michel is a professional photographer, and each year she photographs the breast cancer survivors who model at both the

PHOTOGRAPH BY BEV MICHEL PHOTOGRAPHY



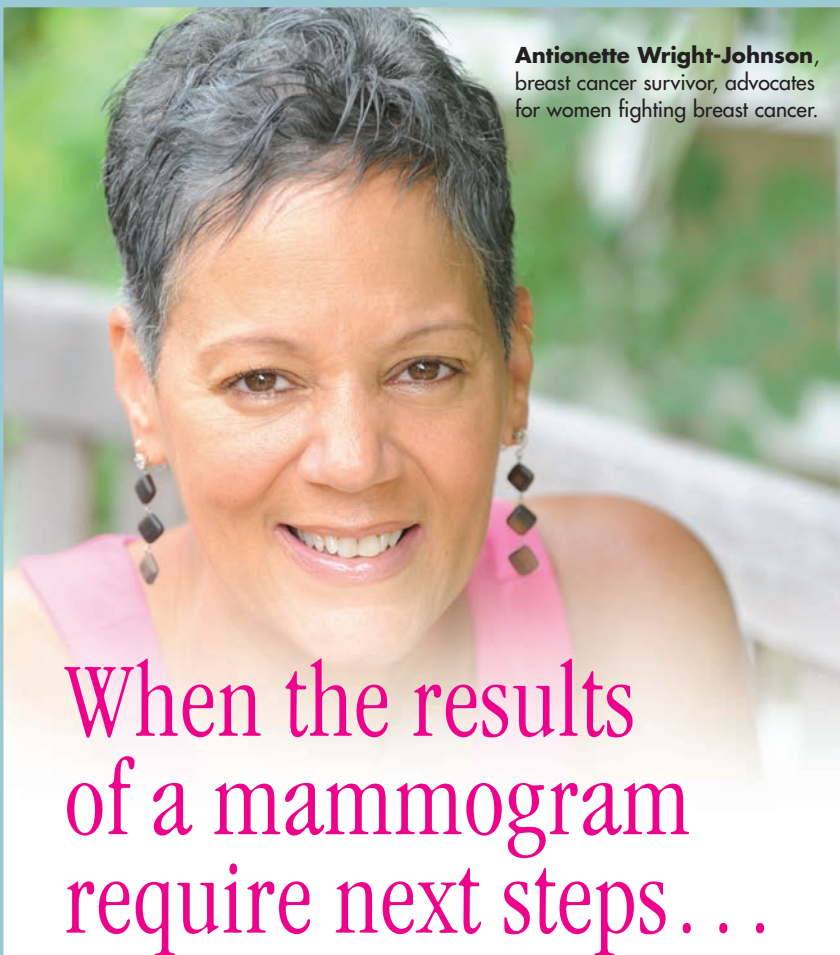
Bev Michel (left) and Carol Knotts

Northern and Southern Lights of Life and gives each one a portrait as a gift.

“I started volunteering after my mother died from breast cancer,” Knotts says. “I wanted to help others and create more survivors. I chose DBCC as the organization I wanted to support because I was so impressed with DBCC’s focus on helping people and with the impact they have locally. The money raised here in Delaware and the surrounding area stays here in the local community.”

Volunteers like Ryan, Knotts and Michel make it possible for DBCC to engage in a tremendous amount and variety of outreach efforts. They staff the DBCC table at health fairs, give talks to community organizations, act as peer and clinical trial mentors, help plan and publicize events, advocate with legislators, raise funds, stuff envelopes, staff the Great Stuff resale shop and perform many other tasks.

“We have a tremendous army of volunteers in this state who support DBCC in any way they can, and it’s because of them that DBCC is able to accomplish as much as it does,” says DBCC executive director Victoria Cooke.



**Antionette Wright-Johnson**, breast cancer survivor, advocates for women fighting breast cancer.

# When the results of a mammogram require next steps...

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EXCELLENT CARE.**



## Mammography Van Reaches the Underserved

The Women's Mobile Health Screening van is all about removing barriers to detection, whether that barrier is a lack of insurance, awareness, time or all three. Back on the road since July 2010 after a 17-month hiatus needed for equipment upgrades, the van is now reaching more than 750 women annually, and many of them would not be getting mammograms if not for the mobile service.

"The van is so very important. We get right out there all over the state. We've built up a trust with health centers, churches and communities," says Melany Sammons, the van's program manager.

The van, which is operated by DBCC through a contract with the state Division of Public Health's Screening for Life program, targets the uninsured and underinsured, but it doesn't turn away any woman. "We go to businesses, too, where we're finding that some of the women have gone five to 10 years without a mammogram. They've got full-time jobs, they're raising kids and taking care of so many other people. They don't put themselves first," Sammons says.

One of the van's newer partnerships is with Perdue. Fourteen women were screened on a one-day visit to



the company's Milford site in October 2011, including several who required further testing. Perdue educates women about the value of breast self-examinations through its own



Your pursuit of good health **is a personal journey.**

Bayhealth and the Delaware Breast Cancer Coalition remind you that May is Mammography Month.

KENT GENERAL | MILFORD MEMORIAL | [www.bayhealth.org](http://www.bayhealth.org)





The Women's Mobile Health Screening Van

cess to mammography screening and they can do this without losing time away from work,” says Roger Merrill, M.D., medical officer at Perdue. The company gave a grant to DBCC in support of the van.

DBCC’s Sonia “Sunny” Villafaña has made extensive outreach efforts to the state’s Spanish-speaking population to increase awareness of breast cancer prevention, detection and treatment. As a result, the van experienced a 9 percent increase in one year in the number of Hispanic women screened.

The van is a retrofitted RV the size of a Greyhound bus. It is outfitted with chairs and a changing area and has a private feeling far from the typical clinic setting. Most importantly, it has a state-of-the-art Hologic Selena digital mammography machine.

“It’s the best equipment out

there,” says radiologist Jacqueline Napoletano, M.D., head of the mammography mobile unit advisory board. Digital mammography first came into use five years ago and was added to the van two years ago. “It has numerous advantages over the older film mammography method, including sharper images with fewer artifacts like dust and chemicals that can affect the picture quality,” Napoletano says. It also has an improved visualization of cancers, especially in premenopausal and perimenopausal women, who tend to have denser breast tissue that is harder to read. The mammograms are performed and processed by Beebe Medical Imaging.

*To find out more, contact DBCC’s Melany Sammons at 672-6435, or [msammons@debreastcancer.org](mailto:msammons@debreastcancer.org).*

health-care system, and a visit from the mammography van was a natural supplement to that education.

“Having the mobile unit on-site gives our associates convenient ac-



## How did I react to my diagnosis? Complete shock.

But I got stronger along the way. I felt what didn’t kill me was going to make me stronger. The first place I turned to for information and help was the American Cancer Society.

My true goal is to help others beat this disease – to knock it out and make more birthdays possible for others. - Brenda Signorino



Visit [cancer.org](http://cancer.org) or call 1-800-227-2345 to make strides to end breast cancer. Together, we’ll stay well, get well, find cures, and fight back.

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## ADVOCATING FOR BREAST CANCER SURVIVORS

In late January, when U.S. Rep. John Carney announced a bill he had authored to address the shortage of drugs used to treat breast cancer, the Delaware Breast Cancer Coalition was on hand. DBCC was there, too, in February when State Rep. Deborah Hudson unveiled the Delaware Cancer Treatment Access Act, which requires insurance companies to make equal reimbursements for oral and intravenous anti-cancer medications. Since then, DBCC volunteers and staff have worked with both legislators on passage of these laws.

Many people associate DBCC with providing services for individuals with breast cancer, and while helping survivors will always be a primary focus for the organization, it is essential in

the battle against breast cancer that DBCC's staff and volunteers engage in advocacy.

"It's important for women to have a voice in decisions not only about their own treatment, but also about the future of cancer prevention and treatment," says Victoria Cooke, DBCC executive director.

From serving on medical review boards to assisting the media with story research to influencing legislation, DBCC works at the local, state and national levels to advance the cause of breast cancer research and treatment.

Cooke, for example, has just begun her third term on the board of the National Breast Cancer Coalition, a position that gives DBCC national ex-



From left: Volunteer Lorna Petchey and DBCC program managers Cheryl Doucette and Connie Holdridge visit the nation's capital.

posure and respect and provides Delawareans with a say in the national agenda.

To help prepare them for their ad-

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One of the original 14 cancer centers in the nation selected for the National Cancer Institute Community Cancer Centers Program.



**CHRISTIANA CARE HEALTH SYSTEM**

**Breast Center**



had advanced LEAD training in the science of clinical trials. “The training we have received makes it easier for us to share the message and to lobby on behalf of NBCC and DBCC priorities,” says DBCC program director Cathy Holloway.

Holloway, for example, has brought her advanced knowledge to bear in her role as a community member of the Christiana Care Institutional Review Board, which reviews the clinical trials to be offered at Christiana Care. Several DBCC staff members are also active members of the Delaware Cancer Consortium.

This month a group of DBCC staff and volunteers will again attend the NBCC Advocate Summit in Washington, D.C., to learn more about breast cancer and its treatment and to receive further advocacy training.

This year’s conference focuses on

NBCC’s breast cancer deadline—the effort to eliminate breast cancer by Jan. 1, 2020. “At this point, there is a tremendous amount of awareness about breast cancer, and that’s great, but there needs to be more than awareness,” Cooke says. “NBCC has put a goal out there and is making people responsible for making things happen.”

DBCC volunteer Gail Lanouette attended the NBCC conference in 2011, and she plans to be there again this year. She was also on hand for both Carney’s and Hudson’s announcements. “I am passionate about learning what I can do to educate others,” says the three-year breast cancer survivor. “The more we learn, the more we can change the conversation about breast cancer, so that we’re not just talking about treating it, but about ending it.”

vocacy role, every DBCC staff member has completed Project LEAD, NBCC’s intensive science training for activists. Several staff members have also

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## DBCC Partners with Cancer Centers

For those diagnosed with breast cancer, the first weeks and months can be a tumult of questions and emotions. While some questions can be addressed by an oncologist or nurse navigator, others can only be answered by someone who has been there. That's why oncology professionals refer patients to the DBCC and its Peer Mentor Support program.

"It's a wonderful, wonderful program. Our patients benefit from the mentors tremendously," says Nancy Lambert, breast cancer nurse navigator at Christiana Care's Helen F. Graham Cancer Center in Newark. Lambert refers every new patient to DBCC for peer mentoring.

Peer mentors are breast cancer survivors who have been trained to offer support and compassion to the

newly diagnosed, and they provide one of the most vital services offered by DBCC. So helpful are the mentors that a few years ago DBCC began a second, specialized peer-mentoring program for those who are considering participating in a clinical trial. In this case, the mentors have all participated in a clinical trial, so they can speak from experience. They also have advanced training in the medical and procedural aspects of clinical trials.

DBCC collaborates in several additional ways with local cancer centers. DBCC staff members, for instance, are part of the team of professionals who facilitate the monthly statewide programs for newly diagnosed women. Beginning Your Breast Cancer Journey (called Beginning Your Pink Ribbon Journey in

Kent and Sussex counties) is a several-hour program designed to address women's concerns and answer some of their questions on a range of issues—from chemotherapy to personal relationships to finances.

"We want women to know that they are not alone, that there are resources out there and people who want to help them," says Connie Holdridge, program manager of education and survivorship in Sussex County.

The Graham Cancer Center also has a monthly program, called Nurture Yourself, for those with advanced breast cancer. DBCC's Cathy Holloway is one of the team of professionals who hosts that program.

DBCC and local cancer centers support each other's outreach programs as well. Every year DBCC's Sussex staff participates in Nanti-

## "TOP PAIN DOCTOR" — U.S. News & World Report

**Frank Falco, M.D.** of Mid Atlantic Spine and Pain Physicians has recently been recognized as "Top Doctor" by *U.S. News & World Report*. His achievements include:

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- Only pain doctor listed as one of 12 Delaware physicians from all specialties ranked in the top 1% nationwide.

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coke Cancer Care Center's National Cancer Survivors Day and its Pink Ribbon Tea for breast cancer survivors. DBCC participates in Bayhealth's annual Health Fair. Every October, Bayhealth sells Go Pink T-shirts and gives 50 percent of sales to DBCC. Bayhealth also partners with DBCC with Pink Ribbon Teas for survivors every October in Milford and Dover.

"We have a great rapport with Bayhealth. They are open to us in so many ways, including referrals and fundraising," says Lois Wilkinson, program manager of education and survivorship in Kent County. At Bayhealth's invitation, Wilkinson sits on both the Bayhealth Cancer Committee and the Breast Cancer Tumor Committee, where she learns about the latest advances in breast cancer care.

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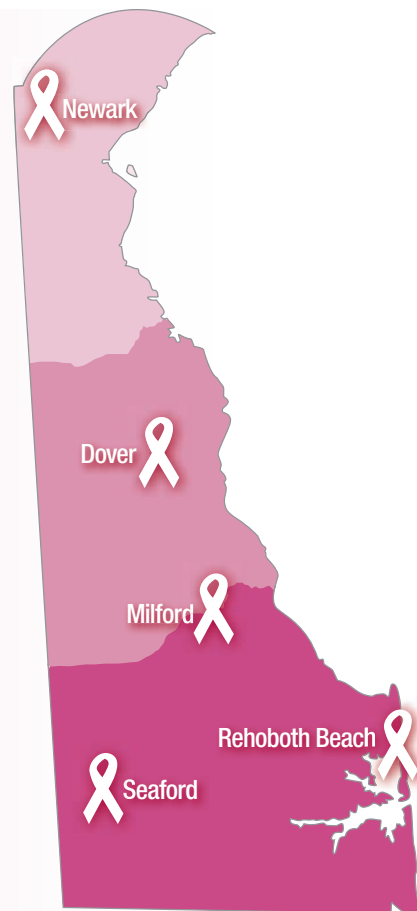
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- *What if I don't have health insurance?*
- *I'm newly diagnosed. Where can I get support?*
- *Is a clinical trial right for me?*
- *What do I need to know about breast cancer?*

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with breast cancer, call us.**

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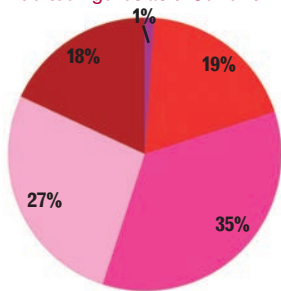
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**INCOME**

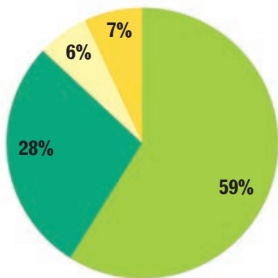
Audited figures as of June 2011



- GRANTS
- PARTNERSHIPS-CONTRIBUTIONS
- CONTRACT FEES
- SPECIAL EVENTS (NET)
- INVESTMENTS-INTEREST-RESALE SHOP

**EXPENSES**

Audited figures as of June 2011



- EDUCATIONAL & SUPPORT PROGRAMS
- WOMEN'S MOBILE HEALTH SCREENING LLC
- FUNDRAISING
- MANAGEMENT

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**New Castle County**

111 W. 11th St., Suite 3  
Wilmington, DE 19801  
Phone: (302) 778-1102  
Toll-free: (866) 312-DBCC

**Kent County**

165 Commerce Way, Suite 2  
Dover, DE 19904  
Phone: (302) 672-6435  
Toll-free: (866) 672-9647

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**The Delaware Breast Cancer Coalition**

