

## Celebrating 30 Years: PBCC to Host 30th Anniversary Conference



**Y**ou're invited to the celebration of the year! The PA Breast Cancer Coalition will host its **30th Anniversary Conference** on **Tuesday, October 17** at the Hilton Harrisburg - back in person! The PBCC, founded in 1993 by survivor Pat Halpin-Murphy, marks 30 years of action on behalf of Pennsylvanians facing breast cancer.

The 30th Anniversary Conference will bring together breast cancer survivors and thrivers, caregivers, researchers, oncologists, lawmakers and community leaders - all in one place. We hope you will join us for inspiring discussions, educational workshops and opportunities to form lifelong connections. Nurses and social workers in attendance are eligible for FREE continuing education units. Register today at our special \$30 anniversary rate!

### 30<sup>th</sup> Anniversary Conference



**Tuesday, October 17**



**Hilton Harrisburg**

**Register today for \$30**  
@ [pbcc.me/register](https://pbcc.me/register)

### Meet our 2023 Awardees



**REP. JOANNA MCCLINTON**  
*Speaker*  
Pennsylvania House  
of Representatives



**CARA SAPIDA**  
*Breast Cancer Survivor*  
Reporter, WPXI-TV  
Author



**LORI PIERCE, MD, FASTRO**  
*Radiation Oncologist, Vice Provost*  
for Academic & Faculty Affairs  
University of Michigan



**RALLY FORE THE CURE**  
- **DEBORAH HODGES,**  
*Chairperson*  
Grassroots Partner

# First in the Nation: Reflections on 30 Years of Action and Impact in PA

by Pat Halpin-Murphy, *President and Founder*

**This year, the 30th year of the Coalition, was one for the history books.** The Pennsylvania legislature passed *unanimously* Senate President Pro Tempore Kim Ward's Senate Bill 8, which became Act 1 when Governor Josh Shapiro signed it into law. Act 1 covers all costs associated with breast MRI, ultrasound, genetic testing and genetic counseling for individuals at high risk, insured under Pennsylvania law.

First-in-the-nation. Groundbreaking. *Life-saving.*

As I reflect on the statewide impact the PBCC has had in our 30 years, I am indebted to the survivors, advocates, volunteers, grassroots partners and lawmakers who stood with us and said, "Take action. Save lives."

When I founded the Coalition on July 17, 1993, few women were talking publicly about their breast cancer. Many times, even members of their own families did not know about their diagnosis. We set out to change that and to be a voice for those women who felt they had none. Fast forward to 2023, the Coalition has championed over 10 legislative victories, including the Breast Cancer Reconstructive Surgery Act, the Breast Density Notification Act, and the Breast Cancer Early Screening Act starting at age 40. We were also first in the nation to require no-cost 3D mammograms for those insured under Pennsylvania law.

I want to share my deepest gratitude to those of you who were with us from the start, to Pennsylvania First Ladies for supporting our grassroots efforts, to the County Captains who called and visited their lawmakers and to every single one of you who hosted events and contributed to our mission. Our mission of "finding a cure now... so our daughters don't have to" continues, and we know you're *still* with us. We're not finished yet. **Learn more about Act 1** at [pbcc.me/act1](https://pbcc.me/act1)



Front row: Prime sponsor **Senate President Pro Tempore Kim Ward**, **First Lady and PBCC Honorary Chair Lori Shapiro**, **Governor Josh Shapiro**, **PBCC President Pat Halpin-Murphy**, and **Speaker of the House Joanna McClinton** celebrate the signing of Act 1 on May 1, 2023



## In Memoriam

**ELLEN CASEY** 1932-2023

As we look back on 30 years of the PA Breast Cancer Coalition, we remember former Pennsylvania First Lady **Ellen Casey** (in office 1987-1995), the PBCC's **first honorary chair**, who passed away on August 11. Mrs. Casey's kindness and guidance gave a small group of breast cancer survivors a voice that now reaches millions across Pennsylvania and beyond. She believed in our mission from the very beginning. Without Mrs. Casey and former Governor Robert P. Casey (1932-2000), the PA Breast Cancer Coalition would simply not exist. Governor and Mrs. Casey were the first two founding members of the PBCC. To honor their legacy, the Coalition will present its **first-ever Founders Award** to the entire Casey family at the 30th Anniversary Conference on Tuesday, October 17 in Harrisburg.



# CARA SAPIDA

## ALLEGHENY COUNTY

I was diagnosed with breast cancer at the height of the Covid-19 pandemic when most of the state was completely closed down. Not even churches were open. I had found a lump and just knew instantly that it would be cancer and I'd have a long road ahead of me. My initial pathology said I was stage 0, but that turned out to be incorrect. Eventually I'd learn I had stage II triple-negative breast cancer and the BRCA1 gene and would need chemo and a double mastectomy. I found all of this information out as I was also newly separated from my husband with two toddlers at home. It was slightly overwhelming!

### Finding strength

I'd just joined a boxing gym a couple weeks before finding my lump, and I'd read in one of the many books sent to my house that in order to undergo chemo you needed to be "fighting ready." I had no clue what that meant, but I was pretty desperate to feel some control while my world was in a downward spiral, so I started boxing every morning. I discovered that taking your anger out on a punching bag was very helpful. One day someone casually said a common phrase in the breast cancer community, "fight like a girl," and it wasn't resonating at all. All I could think about was my children, and my fears. I ended up at the boxing gym and while punching I thought to myself, "I'm going to fight like a MOTHER." Tears were streaming down my face, punches were landing on the bag and this single phrase gave me unexpected strength.

### "Not the Breast Year of My Life" (Cara's book!)

I shared my story on Instagram week by week, in hopes of reaching other women going through this lonely experience during the pandemic, and writing has always been therapeutic for me. After I finished active treatment I discovered there was still a lot of healing for me, and I realized there's a preconceived notion that we will get our hair back and just bounce back. And that was far from



Cara will receive the **2023 Pink Ribbon Award** at the 30th Anniversary PBCC Conference on October 17

reality. I was still in a very dark place, and felt like a deer on ice just trying to get on my feet. So, I started writing again and this time wrote in chapters, thinking it would help me through the healing process. I'm not sure I ever really expected to publish it! The support and reach the book has seen is something I never expected in my wildest dreams. It reaffirms the fact that there are so damn many of us out there - fighters, thrivers and survivors - across this country and the world, and our experience, our fight, fears and incredible resilience is similar.




..... “ .....  
*There are so many of us out there - fighters, thrivers, and survivors... and our experience, our fight, fears, and incredible resilience is similar.*

### Sharing On-air at WPXI-TV

It's been difficult for me to share my story so publically, even while knowing this is how I've reached so many people. I often say breast cancer is not pink ribbons, it is an ugly disease. I've done two stories with my station, one after chemo ended when I was bald and at my weakest. I hoped to share the reality of what this awful disease does to our bodies. A few months later, after I was back on-air, I decided to

take off my wig and report with just an inch of hair on my head. I fought like hell and showing off my scars and being authentic for women watching is important to me.

### Warrior wisdom

You are stronger than you know. You will have good days and bad days; fight to get through the difficult days knowing you'll be able to build back your strength again. It can feel incredibly lonely, but there is a network of the most incredible women who have crawled through it. If you can find the courage to reach out, do it - because you are not alone. 





# GRASSROOTS PARTNERS

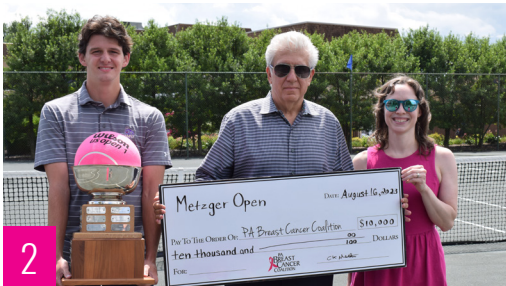
Toasting a Cure at the Vineyard



1

Cheers to 9 years! Organizers and participants of **Toasting a Cure at the Vineyard** raised an incredible \$26,000 this June for the PBCC! Special thanks to Bucks Valley Winery and Vineyard in Newport, PA, Helen Michener and Laraine Forry for coordinating this event.

Our PBCC family is mourning the loss of dedicated volunteer **Laraine Forry**, whose efforts with *Toasting a Cure at the Vineyard* and *Drive Out Breast Cancer* raised nearly half a million dollars for our cause. Laraine was one of a kind and will be dearly missed.



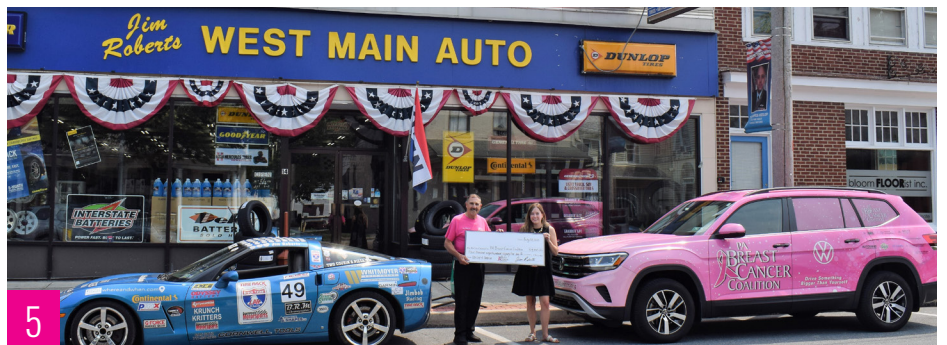
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- 1. Toasting a Cure at the Vineyard - \$26,000
- 2. Metzger Open - \$10,000
- 3. Tree Top Golf Tournament - \$6,000

- 4. Armitage Ladies Golf Association - \$3,156
  - 5. Jim Roberts One Lap of America - \$4,888
- For more GP photos, follow us on Facebook @PABreastCancer





6. Pucks with Pros - \$19,164

## Grassroots Partner **G-O-A-L-S!**



**Pucks with Pros** organizer Jon Jehrio started hosting hockey events for the PBCC nearly 20 years ago! Pucks with Pros welcomes NHL alums to central PA each year, offering local hockey lovers a chance to take the ice with professionals. Thank you to Jon and every participant who made this year's Pucks with Pros a success!

# Upcoming **EVENTS**

October is **Breast Cancer Awareness Month!**

ALL MONTH

October

**OCTOBER**

### Drive Out Breast Cancer

Dealerships across PA donate \$25 per vehicle sold to the PBCC

>> Find a dealership near you at [pbcc.me/driveout2023](http://pbcc.me/driveout2023)

TUESDAY

11:00am

**OCT. 3**

### State Capitol Fountain Goes **Pink!** (plus **FREE pink milkshakes!**)

State Capitol East Wing Fountain - Harrisburg, PA

>> Learn more at [pbcc.me/pinkfountain](http://pbcc.me/pinkfountain)

MONDAY

6:00 - 8:00pm

**OCT. 16**

### **PBCC Pink Party - FREE EVENT!**

Hilton Harrisburg - Harrisburg, PA

>> RSVP at [pbcc.me/pinkparty](http://pbcc.me/pinkparty)

TUESDAY

7:30am - 3:30pm

**OCT. 17**

### **30<sup>th</sup> Anniversary PA Breast Cancer Coalition Conference**

Hilton Harrisburg - Harrisburg, PA

>> Learn more and register at [pbcc.me/conference](http://pbcc.me/conference)

**BACK IN PERSON!**

## October Grassroots Partner Events



Want to host a Grassroots Partner event? Visit [pbcc.me/getinvolved](http://pbcc.me/getinvolved)

### **Westmoreland Walks** - October 7

Twin Lakes Park, Latrobe

### **"Miracle" Movie & Meet-and-Greet** - October 14

Allen Theatre, Annville

### **Kicks for a Cause** - October 14

Upland Park, Upland

### **Pink Out in the Park** - October 21

Valley Meadows Park, Carlisle

### **Dance for Life** - October 22

DoubleTree by Hilton Hotel Pittsburgh, Pittsburgh

### **Pink Party for Breast Cancer** - October 22

Woodcrest Retreat, Ephrata



## Individualizing Radiation Treatment in Early-Stage Breast Cancer: Choosing the Right Treatment for the Right Patient

**Lori Pierce, MD, FASTRO, FASCO**

*Professor of Radiation Oncology*

*Vice Provost for Academic and Faculty Affairs, University of Michigan*

*Past President, American Society of Clinical Oncology (ASCO)*



**M**ost women with early-stage breast cancer have a choice between breast conservation and mastectomy. The choice is a highly personal one, and when given the choice, many women choose breast conservation. Many scientific randomized clinical trials have been done which have compared outcomes following mastectomy to those following breast-conserving surgery with radiation. They have shown that women with an early-stage breast cancer that can be resected by the surgeon without cancer cells at the margins of the surgery and who don't have other areas of concern in the breast do equally well with breast conservation with radiation as they would with mastectomy. So, women do indeed have a choice.

For those who choose breast conservation, we have learned so much through the years for how best to tailor the radiation that is needed to treat the breast based on the patient and characteristics of the tumor. For some patients, whole breast radiation is the appropriate choice, while for others, partial breast radiation is a good choice. Trials have also been conducted that have proven the effectiveness of shortened courses of radiation, from 6 weeks to 3-4 weeks, and even

shorter timeframes so treatments are more convenient for patients. And for some patients with cancers that respond to endocrine (hormonal) therapies, omitting radiation altogether may result in good outcomes. These studies have been conducted around the world to help in deciding the best options of treatment; some studies are still ongoing. They all focus on finding the right treatment for patients with breast cancer and providing information that will facilitate shared decision-making.



Women do indeed have a *choice*. Clinical trials and clinical research have *changed* the landscape of radiation options.



In addition to clinical trials, work is ongoing to develop molecular gene profiles to further individualize radiation treatment for patients. Like successful molecular markers routinely used in deciding benefit or not from chemotherapy, markers are being developed to indicate tumor sensitivity to radiation and to identify those cancers that may not require radiation to be adequately treated.

Clinical trials and clinical research have changed the landscape of radiation options. We now have many tools in our toolbox to individualize radiation treatments following breast-conserving surgery to successfully treat early-stage breast cancer.



Ask Dr. Pierce your questions at the PBCC's **30<sup>th</sup> Anniversary Conference Opening Session!**



**Tuesday, October 17 • 8:30am**

**Reserve your spot! Register today >> [pbcc.me.register](https://pbcc.me/register)**



# You're Invited!

Tuesday, October 3  
at 11:00am

Kick off Breast Cancer Awareness Month with the PA Breast Cancer Coalition as we **turn the State Capitol East Wing Fountain Pink** to celebrate and honor breast cancer survivors and thrivers! Plus - **FREE Pink Milkshakes** from the PA Dairywomen's Association! See you there!



**Don't miss your mammogram.**

It could **save your life.**



When detected at its earliest stage, the 5-year survival rate for breast cancer is **99 percent**. Schedule your mammogram!

Uninsured or underinsured? Visit [pbcc.me/mammograms](http://pbcc.me/mammograms)





2397 Quentin Road, Suite B,  
Lebanon, PA 17042  
800-377-8828  
PABreastCancer.org

Don't forget  
to wear **pink!**



Join us for **PINK** Party!



**Free Event • Monday, October 16 • 6-8pm**

Hilton Harrisburg Pennsylvania Ballroom

**RSVP >> [pbcc.me/pinkparty](http://pbcc.me/pinkparty)**

**REGISTER TODAY *for* 30!**

PA BREAST CANCER COALITION  
**30<sup>TH</sup> ANNIVERSARY**  
**CONFERENCE**

**TUESDAY, OCTOBER 17**  
HILTON HARRISBURG



**SCAN TO REGISTER**

**FREE CONTINUING EDUCATION CREDITS!**

LEARN MORE AND REGISTER  
**>> [PBCC.ME/REGISTER](http://PBCC.ME/REGISTER)**