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## Our Community's Breast Health Needs

Every two years, in conjunction with key community partners, Komen Central Virginia undertakes an assessment of the state of breast cancer in our [service area](#). The resulting Community Profile describes the breast health needs of our community and an action plan to ensure our grant funding, advocacy, and educational efforts will make **the biggest impact possible on breast cancer in Central Virginia**.

### Why is this important?

With an accurate picture of the breast cancer statistics, the available breast health resources, and the voice of our community, Komen Central Virginia will use the Community Profile to:

- Align our strategic plan, critical alliances and multi-year goals to make the biggest impact on breast cancer.
- Establish direction for marketing and outreach efforts by focusing on the areas with the greatest need.
- Drive public policy efforts showing gaps and needs that can be supported by changes in state and federal programs.

### How did we compile the Community Profile?

This year our Community Profile team looked at data organized by the 14 health districts in our [service area](#) to find:

- The highest death rates from breast cancer
- The highest rates of late stage diagnosis
- The lowest rates of mammography
- An inventory of breast cancer programs and services

The gaps, needs, and barriers to breast health screening and care were identified by interviewing or surveying health care providers, key informants, women in the community, and members of the Central Virginia Breast Cancer Coalition.

### What we found

The statistics for the Crater Health District (Petersburg, Emporia), the Piedmont Health District (Farmville and

surrounding rural counties) and the Richmond Metro area were the most compelling. These three areas were characterized by high rates of late stage diagnosis and death, low rates of mammography utilization and large populations of low income, uninsured women.

**The data reinforced our belief that early detection of breast cancer is the key to survival.** Health care providers and members of each community indicated that there is a lack of awareness of breast cancer and breast health resources in these areas. Additional barriers that prevent people in these communities from getting the health care they need included a lack of transportation, the burden of health care costs, and limited clinic hours of operation. Building relationships with health care providers and the members of these target communities will allow us to enhance screening services for everyone.

## What we will do

Over the next two years our grants program, educational efforts, public policy initiatives and strategic partnerships will focus on:

- Working with health care providers to promote screening guidelines and direct underserved women to local breast health resources.
- Ensuring women are aware of the importance of early detection of breast cancer and of available local breast health services.
- Ensuring women have access to quality breast cancer screenings and care.
- Ensuring women, especially African American women, are diagnosed with breast cancer at an early stage.
- Providing Latinas with information they can read and understand, as well as access to quality breast health care.

## How you can help

Our grants program is only possible through the donations and fundraising you provide us! Your support truly impacts women and men in our local community. Seventy-five percent of the funds that we raise stay here in Central Virginia to support the programs listed above. The remaining 25 percent is invested in innovative breast cancer research on the national level to ultimately find a cure for this disease. [Click here to learn more about fundraising for Komen.](#)



The 2011 Community Profile is dedicated to the memory of Rebecca G. Morris, 2009 Community Profile Chair and Komen Board member. To download and read the full Community Profile, [please click here.](#)

## Upcoming Events

### Survivor Celebration

**Friday, September 30, 2011**

**12:00 - 1:30 p.m.**

**The Jefferson Hotel**

Join us for the 6th Annual Survivor Celebration to honor breast cancer survivors and co-survivors!

Mingle with amazing women and men who have been touched by breast cancer and hear the story of how one promise between sisters changed the face of breast cancer forever. We are proud to welcome Katrina McGhee, Executive Vice President and Chief Marketing Officer at Susan G. Komen for the Cure, as the keynote speaker.

**All attendees will receive a copy of Nancy G. Brinker's book *Promise Me* as our gift.**

[Click here to purchase your tickets today!](#)

### Virginia Hornets Pink Party Game

**Saturday, July 30, 2011**

**7:00 p.m.**

**Richmond City Stadium**

Join the Virginia Hornets football team as they honor breast cancer survivors at their game against the Stallions. Visit [www.vahornets.com](http://www.vahornets.com) for more information.

**Ride for the Cure Virginia 2011**  
**Saturday, October 1, 2011**  
**Locust Hill Preserve, Culpeper, VA**

The Susan G. Komen Ride for the Cure® is a trail ride where the greater community of horse enthusiasts work to help us achieve our promise - to save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.

Ride participants raise funds and awareness for the fight against breast cancer, celebrate breast cancer survivorship, and honor those who have lost their battle with the disease. This year is the 3rd Annual Central Virginia Ride for the Cure®.

[Click here to learn more!](#)

**Wool2Dye4 - The Honeysuckle Project**  
**2011 Promotion**

Wool2Dye4 started The Honeysuckle Project to generate creative energy by turning Honeysuckle colored yarn into items that can be donated to individuals, charities, or auctions to support breast cancer patients and awareness. The project was inspired by the 2011 Pantone Color of the Year: Honeysuckle. For every kilo sold of this yarn, \$5 will be donated to Komen Central Virginia. For more information go to [wool2dye4.com](http://wool2dye4.com) and search 'honeysuckle'.

**Giving Hope Lawn Management**  
**2011 Promotion**

Giving Hope Lawn Management will donate 30% of its profits from services in 2011 to the Central Virginia Affiliate. For more information, contact them at 804-855-7856 or visit [www.givinghopelawn.com](http://www.givinghopelawn.com).

**CSI Ventures, Inc of Glen Allen - Fall Winterizing Irrigation Systems Promotion**

CSI Ventures, Inc of Glen Allen will conduct a Fall Promotion for Winterizing Irrigation Systems. They will donate a minimum of \$1000 to the Komen Central Virginia Affiliate. For more information: [www.csishortpump.com](http://www.csishortpump.com).

**Mike's Way to a Cure**  
**May 1 - October 31, 2011**  
**Any Jersey Mike's Location**



Beginning May 1, 2011 and ending October 31, 2011, Mike's Way to a Cure will raise a minimum of \$350,000 for Komen for the Cure through the sales of pink souvenir cups, t-shirts, and the Pink Ribbon Combo. Jersey Mike's will also host Mike's Day for the Cure on October 5th.

For more information about Jersey Mike's Subs, visit [www.jerseymikes.com](http://www.jerseymikes.com).

**Volunteer Spotlight: Zoe Williams**

Zoe Williams, a Mass Communications student at VCU, was our very first Race for the Cure Intern this past spring. Zoe helped us write e-mail blasts and our monthly e-newsletter, as well as promote the Race for the Cure through various outlets. Zoe worked closely with the Komen Central Virginia staff and the Race for the Cure committee from February through Race day on May 7, providing support in a variety of areas. Zoe says that, "my favorite part of the internship was seeing everyone's hard work come together on Race day as well as the wonderful people I met along the way and got to share the experience with."

We'd like to thank Zoe for her hard work and help making the 2011 Race for the Cure an amazing event!

**Grantee Spotlight: Sisters Network Central Virginia, Inc.**



Sisters Network, Inc. is a national organization committed to increasing attention to the devastating impact that breast cancer has in the African American community. "Stop the Silence" is a Sisters Network Central Virginia Chapter program of breast health education, outreach and engagement of African American women in the Richmond metropolitan area. Targeting those who are uninsured or underinsured and low literacy, the project is expected to reach 10,500 women through community health events, faith-based settings, and monthly support groups.

In June, the Sisters Network Central Virginia hosted "Walking in the Steps of a Survivor," an informative breast cancer conference that included a panel of well-known local physicians. On September 24, Sisters Network Central Virginia will conduct its annual Gift for Life Block Walk in the Broad Rock neighborhood of Richmond. Susan G. Komen for the Cure is proud to partner with the Sisters Network on both the local and national level.

For more information about Sisters Network Central Virginia, please visit their web site at [www.sistersnetworkcentralva.org](http://www.sistersnetworkcentralva.org).

## Internal Fireworks

By Chelsey Kidd

Just recently, I was sitting outside on my parents' deck. It was a warm night, but all of a sudden, I was so hot that I couldn't concentrate on the conversation and had to quickly find a napkin to wipe the sweat that popped up on my lip, and forehead, and chest. I look over to my husband who was grilling, and yes, he's wiping his brow also. But he is standing over a 350 degree grill! What in the world? It wasn't until I cooled down that I realized that I had experienced a hot flash.

This is not my first mind you. In April 2008, I surgically threw myself from pre-menopause to post-menopause, following a second PR+ diagnosis of breast cancer. However, I find that when the weather is hot, I have a harder time identifying a hot flash until it passes. Although the frequency and intensity of my hot flashes have improved over the last three years, it has been interesting to observe the different phases of them. Sometimes it's just my face that feels hot, other times, my chest glistens, and I even experienced a period when it felt like my knees were sweating. I used to be able to set a clock by my 9:00 AM and 9:00 PM hot flashes and often stand over the AC vent in the bathroom so that my make-up doesn't slide off faster than I can put it on. A flash inevitably happens during yoga; while everyone else is holding Warrior I, I'm wiping my face on my shirt, and it isn't easy to subtly wipe the sweat from one's face when everyone is standing still in the same position.

### So what causes a hot flash?

A diminished level of estrogen has a direct effect on the hypothalamus, the part of the brain responsible for controlling your appetite, sleep cycles, sex hormones, and body temperature. Makes sense that all of these are side effects of menopause. Somehow the drop in estrogen confuses the hypothalamus — which is sometimes referred to as the body's "thermostat" — and makes it read "too hot."

### What can be done about them?

Although postmenopausal hormone use is approved for the short-term relief of menopausal symptoms, the U.S. Food and Drug Administration (FDA) recommends that women use only the lowest dose that eases symptoms for the shortest time needed. The use of postmenopausal hormone increases the risk of breast cancer. So, for breast cancer survivors, who have an increased risk of getting a second breast cancer, avoiding postmenopausal hormones may be even more important than for other women.

For those who do not wish to take hormone replacement therapy, there are other options, including anti-depressants, vitamin supplements, acupuncture, and bio-identical hormones. [Start your research for hot flash relief options here](#), then talk to your doctor before beginning any treatment to discover what might be the best, safest choice for you.

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