

# MEMBERS NEWSLETTER

March 2012



## NEWS IN BRIEF

- > A supporter donated £1500 after holding a ball and quiz night in memory of her mother.
- > BUST is appealing for volunteers to carry collection buckets at the Bristol 10K race in May
- > A 90 year old supporter raised £200 by requesting donations to BUST in place of birthday presents

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## THANKS A MILLION!

BUST is now about £7000 short of £1million in total fundraising over 20 years as a charity. But founder member and Trustee Mrs Pam Corrigan is confident the marvellous milestone can be reached before its 21<sup>st</sup> anniversary this June. "We are so very close. It is almost incredible that we have gathered nearly £1m. overall," says Pam, 74, the sole surviving founder. "I am sure we can achieve our target total fairly soon. All we need is that final push from our supporters."

Fellow breast-cancer patients Margaret Twiggs, from Frampton Cotterell, Carol Thomas, from Downend, and Pam, from Fishponds, met in ward 12 at Frenchay Hospital in 1991. The trio (pictured L to R in 1996) wanted to thank the medical team for their treatment. They asked surgeon Simon Cawthorn how they could help and he suggested fundraising for new technology to boost patient care. And so the charity was born with its launch event in June ... a raffle.

Family, friends and supporters rallied round and the charity continued with the usual patchwork of fundraising activities, ranging from donation boxes and car boot sales to

marathons and mountain climbs. Memorable moments included an inaugural walk over the New Severn Bridge, a walk through a sewer tunnel from Redfield to Portway, a Jazz Night on the SS Great Britain opened by Bristol's Lord Mayor and a Three Peaks Challenge which alone raised a staggering £75,000.

Now 99 supporters are preparing to run for BUST in the Bristol 10k Race in May. "I believe their efforts could get us beyond our £1m target before we celebrate our 21st birthday" adds Pam. "But the celebrations will be about the people and not the money. The fact is that over the years our supporters have raised money as a thank-you for the treatment and support given to patients and their families. They owe a tremendous debt of gratitude to the Breast Care Unit. I believe that our fundraising efforts have significantly improved the management of breast cancer in the South West. That could not have been achieved without the dedicated hard work of our supporters."



## Body Water–Jet System



Breast reconstruction treatments for cancer patients have been given a major boost thanks to novel technology bought by BUST supporters.

The £38,000 Body Jet Liposuction machine is proving a major asset to breast surgeons, giving better, faster and less expensive treatment, according to plastic surgeon Mr Robert Warr (pictured). Nearly 100

patients at Southmead and Frenchay Hospitals have benefitted from the equipment bought a year ago by the charity, he told a recent Members meeting. The consultant surgeon has been working alongside Mr Simon Cawthorn who heads the Breast Unit team.

The water-jet system harvests and preserves the patients' own fat cells for injection into breast tissue to repair defects caused by surgery or radiotherapy. Treatments can range from wrinkles and indentations to partial or total reconstruction, with or without implants and tissue supports.

Mr Warr stressed that fat transfer techniques have been practised widely for decades but not in high volumes. Traditionally surgeons used small syringes for small volume transfers. Now the Body-Jet system allowed larger volumes – up to 30 times more, depending on the procedure – to be collected and injected. The patient's fat was generally harvested from the back, stomach, hips or legs through the low-pressure water system. Large volume transfer is uncommon in Britain, although more widely practised in America, France, Italy and Germany. He maintained that the benefits included quicker treatments with less pain, bruising and bloating, faster recovery times and better outcomes. As a result, the Southmead and Frenchay surgeons' busy operating schedules were becoming even more busy!

Mr Warr added: "Fat transfer is already a standard procedure. What we are doing is taking it just one step further. I think this will be the future as a standard procedure."

## Jan Pioneers the eBay Way

Committee member Jan Biagioli is leading BUST along the eBay pathway in selling goods on-line to aid the charity's funds. Jan, who also handles the charity's web-site, operates on eBay for Charity for the pioneering selling venture ...with her own home site and BUST's charity site.

After a year's selling on the web she has raised more than £1600 and hopes to encourage others to follow the click-on trail and boost BUST's funds even further.

She launched her efforts with the help of daughters Sophie and Elena and son Tom at the family home in Wickwar. They gathered a variety of goods ranging from DVD collection sets and children's toys to clothes and household items. And aided by their friends and supporters they have continued that task since. The largest sales so far ... on the BUST site ....were a display cabinet and dining table which together raised £460.

Jan (pictured below) says: "Selling on eBay means that you can set your own timetable and decide on auction dates. The system also helps with banking, postage and labelling. And it means you do not have to attend village hall venues or pay table fees to sell your items."

The on-line charity items are all marked with an eye-catching ribbon in blue and yellow and the sites also detail the work of BUST. The seller has to pledge a minimum 10% of the final sale price to the charity, but can offer up to 100%. E-bay reduce their fee in line with the pledged percentage. And the home site sellers can also claim 20% Gift Aid on their donations.

"We are hoping that on-line sellers will join us in using eBay for Charity", says Jan. "We would very much welcome additional help on the web which is an excellent way of boosting our much-needed funds during the economic downturn."



## Southmead Radar Device Leads the World

Researchers at Southmead Hospital have attracted international attention after their successful trials with a radar screening device which images breast cancer in seconds.

Information requests have come in from Europe and from as far afield as Russia, and Australia after a screening study of 300 patients at Southmead and Frenchay Hospitals. The device, called MARIA, derives from land-mine search technology. It scored an 80% diagnosis success rate in the trials --- the same standard as traditional mammogram procedures.

Now the Southmead team are stepping up their efforts to improve the screening tool with colleagues at the Department of Electrical Engineering, Bristol University, where it was initially invented as a land-mine detector. They are hoping to improve the quality of the 3D images it produces and raise the detection success level to 90% to be on a par with that of the more costly MRI scanners. And they are also striving to pinpoint better the target area for the biopsy surgeon to make his best-option incision.

MARIA , or Multistatic Array Processing for Radio-wave Image Acquisition, produces 3D pictures of the entire breast area through more than 60 aerials enclosed in a bell-shaped cover. The patient lies face down on a special couch which has a circular hole through which the breast protrudes. The scanner is gently eased up to the breast and a multi-colour picture is produced within seconds as the radio signals react to areas of high blood and water content ... telltale signs of cancer.

Leading researcher Dr Mike Shere, a breast cancer specialist, maintains: "It is safer, cheaper, more portable and easier to use. Our small hospital Breast Unit is undertaking world-leading research into a system we hope to prove can better current technologies."

Mammograms procedures are disadvantaged, he says, by involving costly equipment and buildings, giving stressful and sometimes painful procedures

and using ionising radiation. Ultrasound is relatively expensive, does not "see" the whole of the breast and only gives a single picture. MRI scans are very expensive and time-consuming.

Dr Shere adds: "Our device uses radio waves operating on the same high frequency as a mobile phone.... but at one-tenth of the power. It is completely safe. We believe that it will work particularly well for young women who tend to have denser breast tissue and are more sensitive to radiation technologies which they can now avoid."

"We now have more funding for further studies and we are pushing ahead with our research."

Dr Shere (below) will speak about the ground-breaking research at BUST's next Members Meeting at Southmead Hospital on April 17.



## ARE YOU FUNDRAISING FOR BUST?

LET US KNOW!

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something featured in  
the next newsletter?

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interesting articles  
features and photos

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## 99 READY TO RUN

Ninety nine supporters are preparing to run for BUST in the Bristol 10K Race in May. And already it looks as if their efforts will take the charity beyond its fundraising target of £1m as each entrant has pledged a £50 minimum donation. Trustee Jenny Wookey says: "I believe that we can do it as the race should give us our biggest single funds boost this year." Among those taking part are teams from the Great Western Ambulance Service, with 19 runners, the Nuffield Health Hospital Bristol (17), and accountants Dunkley & Co. from Bradley Stoke (11).

## JENNY STEPS DOWN

BUST's Chairwoman Jenny Wookey has stepped down from the post after eight years at the helm. Mrs Wookey, who joined the charity only a year before taking up the key role, says: "I enjoyed the challenge of the job and heading up various fundraising activities but it is time for a new face with new ideas." The new Chairwoman, Mrs. Lesley Hawkins, from Downend, was formally appointed at BUST's recent AGM. Mrs Wookey, also from Downend, will continue as a Trustee and will also chair the Members Meetings.

## SWEET AND LOVELY

While the economy faces tough times BUST is always looking for bright ideas from supporters to improve depleted funds. A current welcome boost has come from the sale of novel animal toys hand-knitted by a Southmead patient. The colourful animals ... mostly chickens and ducks... are on offer at the Breast Care Unit for a minimum donation of £1 to the collection box at the reception desk. The toys ... measuring between 4 and 6 inches in height... contain a chocolate cream egg or biscuit – just in time for Easter. A staff member says: "They bring a smile to your face as they are so sweet. The patients seem to like them a lot and we have certainly noticed an increase in donations." The Unit collection box this year brought in £358 --- nearly £300 short of the previous year. Staff are convinced the donations could have been much worse but for the boost from the toys.



Another sparkling fund-raising idea comes from supporter Mrs Julie Ann Hills, of Emersons Green, who makes hand-made earrings for sale at £2 to £5 a pair. The all-profits donations from her handicraft hobby have brought in £550 for BUST, including Gift Aid.



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