



# NEWS FROM SHARSHERET

BREAST CANCER AWARENESS MONTH UPDATE  
OCTOBER 2023



## SURVIVOR SPOTLIGHT JOELLE KAUFMAN

[READ MORE](#)

"You made it through the night. Perhaps you couldn't sleep, but I hope you did. This is a long roller coaster ride and you'll need your rest and strength." [Read more](#) in Joelle Kaufman's Letter to the Newly Diagnosed and the People Who Love You...Putting Together the Team.

### BREAST CANCER SIGNS & SYMPTOMS



SWELLING/LUMP\*



UNDERARM  
LUMP\*



NIPPLE TURNING  
INWARD



REDNESS



SKIN  
IRRITATION



NIPPLE  
DISCHARGE



DIMPLING



BREAST  
PAIN



NIPPLE  
PAIN

\*PLEASE NOTE: A palpable (usually painless) lump in the breast or armpit is by far the most common symptom presentation for breast cancer.

### Breast Cancer Signs and Symptoms

One in 40 people of Ashkenazi Jewish descent, both women and men, carries a BRCA gene mutation, more than 10 times the rate of the general population, making Jewish families significantly more susceptible to hereditary breast and ovarian cancer. Whether or not you have a family history of breast cancer or a BRCA mutation, know the signs and symptoms of breast cancer. Have questions about your risk? [Contact Sharsheret's genetic counselor here.](#)

[Download Signs and  
Symptoms Resource](#)

**Order Your Free Survivorship Kit and Exercise Bands Today!**



Sharsheret's **FREE** survivorship kit helps breast cancer survivors thrive. It comes with exercise bands to jumpstart a workout routine, a healthy living cookbook and a variety of resources that you can personalize to your needs and interests.

**New this year:** an add-on spirituality and cancer resource. If you've already received a kit, we'd be happy to send you this resource to add to your kit.

[Order Your Kit](#)

[Order Your Spirituality Resource](#)

This kit is made available with support from:  
[Daiichi Sankyo](#), [Exact Sciences](#), Jewish Women's Foundation of NJ, [Lilly](#), [MacroGenics](#), [Novartis](#), [Pfizer](#) and [Seagen](#).

**New York City Breast Cancer Walk**



Join  
Team  
Sharsheret

Meet us in  
Central Park,  
NYC!

ACS MAKING  
STRIDES AGAINST

# BREAST CANCER WALK

Sunday,  
October 15

Meet-up: 8:00AM  
Team picture: 8:20AM  
Step-off: 8:30AM

LOCATION: Central Park at 69th  
Street and 5th Avenue Entrance



**MEET-UP: 8:00 am**  
**TEAM PICTURE: 8:20 am**  
**STEP-OFF: 8:30 am**

**MEETING LOCATION: Central Park at 69th Street and 5th Avenue Entrance**

Friends in the Tri-State area, join us on Sunday, October 15th as Sharsheret joins thousands of women and men gathering in Central Park to participate in the ACS Making Strides Against Breast Cancer 5-mile walk. Hundreds of Sharsheret volunteers, friends and family members will come together to form Team Sharsheret for this breast cancer fundraising and awareness event.

Contact Sarah Eagle at [seagle@sharsheret.org](mailto:seagle@sharsheret.org) for more information.

Register Here

Purchase T-  
shirts

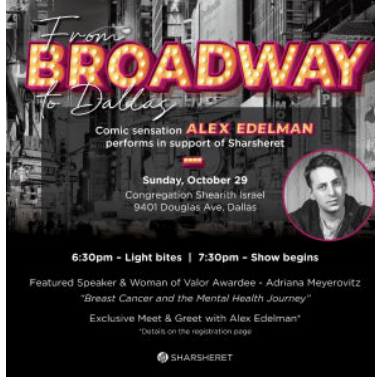
Set Up  
Fundraising

**Thank you to our sponsors (in formation):**

Team Benefactor: [Bernstein Leibhard, LLP](#)

Team Supporters: Lisa Altman Foundation, Campmor, Creative Image Productions, Glatt Express, Papaya Events and Print Solutions.

**Celebrity Galas Across The Country**



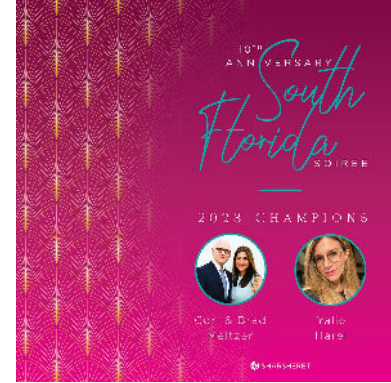
Dallas  
Registration

Thank you to our sponsor:  
[McKesson](#)



New York City  
Registration

Thank you to our  
sponsors: Barbara and Fred  
Kort Foundation, [Daiichi  
Sankyo](#), [Merck](#), [Bloomberg  
Philanthropies](#), [Tishman  
Speyer](#), [Pfizer](#), [ImmunoGen](#)  
and [GE HealthCare](#).



Hollywood  
Registration

Thank you to our  
sponsors: Barbara and Fred  
Kort Foundation, [Daiichi  
Sankyo](#), [Merck](#), [Pfizer](#),  
[ImmunoGen](#) and [GE  
HealthCare](#).



Visit Summit Website to Register

Join tens of thousands of people nationwide, virtually and in person, for Sharsheret's Summit taking place from October 13-31. Let us help your organization develop and implement programs specifically for your community or participate in our national virtual offerings.

Contact [Yael Gevertzman](#) to plan a program.

Hear from top experts on our national virtual programs



**FACING SCANXIETY**

SPEAKER

**Lidia Schapira, MD, FASCO**  
 Director of the Cancer Survivorship Program at Stanford Cancer Institute and Comprehensive Cancer Center



MONDAY,  
 OCTOBER 16

8:00 PM EDT  
 5:00 PM PDT





[Register Here](#)

Thank you to our generous webinar sponsor: [Gilead](#)

**PREIMPLANTATION GENETIC TESTING:**  
 HOW MIGHT THE NEW FERTILITY-RELATED TECHNOLOGY SUPPORT YOU AND YOUR FAMILY?

SPEAKERS






**Sehar Wertheimer, MD**  
 Reproductive Endocrinologist and Infertility Specialist

**Erin Weinreich, LMSW**  
 Sharsheret Support Program Coordinator

**Peggy Cottrell, MS, CGC**  
 Sharsheret Genetics Program Manager

MONDAY,  
 OCTOBER 23

8:00 PM EDT  
 5:00 PM PDT



[Register Here](#)

Thank you to our generous webinar sponsors: [Sherry Helfand Wiener](#), [Baby Quest](#), [Jewish Fertility Foundation](#), [PUAH](#) and [Yesh Tikva](#)



Supported by Cedars Sinai

FREE VIRTUAL HEALTHY COOKING CLASS



**FALL FAVORITES WITH KIM KUSHNER**  
 @kimkushnercuisina

THURSDAY, OCTOBER 26  
 8PM EDT / 5PM PDT






[Register Here](#)

Thank you to our generous webinar sponsors and partner: [Cedars-Sinai](#), the Cooperative Agreement DP19-1906 from the Centers for Disease Control and Prevention and [Woman to Woman](#)

**ARTIFICIAL INTELLIGENCE AND BREAST CANCER:**  
 WHAT DOES THE FUTURE HOLD?

FEATURING EXPERTS FROM THE DEPARTMENT OF RADIOLOGY, DAVID GEFFEN SCHOOL OF MEDICINE, UCLA


**Jonathan G. Goldin, MD, PhD**  
 Executive Associate Chair and Director of Genomic Vision and Imaging, Radiation Program

**Charyca P. Fischer, MD**  
 Section Chief of Breast Imaging

**Henna S. Milch, MD**  
 Assistant Professor of Breast Imaging

MONDAY,  
 OCTOBER 30

8:00 PM EDT  
 5:00 PM PDT



[Register Here](#)

Thank you to our generous Sharsheret Summit Sponsors: [Daiichi Sankyo](#), [GSK](#), [Merck](#), [AstraZeneca](#), [Pfizer](#), [Seagen](#), [Lilly](#), [Natera](#), [Eisai](#), [GE HealthCare](#) and [Northwell Health Cancer Institute](#)

[Summit Sponsors](#)

TAKE  
ACTION  
THIS  
MOVEMBER

# LET'S TALK ABOUT MEN:

ESSENTIAL SCREENING  
GUIDELINES EVERY MAN  
SHOULD KNOW



**DR. JEFFREY PEARL**

UROLOGIST  
UROPARTNERS



**DR. ARIN NEWMAN**

GASTROENTEROLOGIST PHYSICIANS  
GROUP OF SOUTH FLORIDA  
AVENTURA HOSPITAL, BAPTIST HEALTH SOUTH  
FLORIDA, MOUNT SINAI MEDICAL CENTER

**GUEST SPEAKER**

DOUG BANK, SHARSHERET VOLUNTEER

NOVEMBER 13

8:30 PM EST  
5:30 PM PST



Join Sharsheret for our annual Let's Talk Men, with a discussion about the essential screening guidelines every man should know, the increased risks if you carry a genetic mutation and recommended screenings to be proactive about your health and your family's health.

With **Dr. Jeffrey Pearl**, Urologist, Uropartners, Chicago, IL  
and **Dr. Arin Newman**, Gastroenterologist, Physicians Group of South Florida

This webinar is open to all men and women. Breakout rooms will be available after the program. Please note the slightly later start time.

Questions? Contact [Melissa Rosen](#).

Register Today

Thank you to our generous sponsors:

AstraZeneca; The Max & Anna, Ben & Sarah Baran and Milton Baran Endowment Fund of the Jewish Community Foundation of Los Angeles; Daiichi Sankyo; Gilead; GSK and MBC Global Alliance

**Metastatic Breast Cancer Campaign Launch**



mBC is...

chronic, but treatable.



SHARSHERET®  
The Jewish Breast & Ovarian Cancer Community

This campaign is supported by



GILEAD | Oncology

With thanks to Gilead Oncology, Sharsheret is working to bring awareness to Metastatic Breast Cancer (mBC). This campaign will educate and empower patients as well as their family and friends. Though mBC is chronic, there are treatments and resources to help mBC patients manage their symptoms and maintain their quality of life. Follow along on [Facebook](#) and [Instagram](#) to learn more about mBC and the resources Sharsheret provides to guide patients throughout their diagnosis.

Learn More

Thank you to our sponsor: [Gilead](#)

**Bring A Sharsheret Bake Sale To Your Community!**





### Love to bake? Looking to make a difference?

Sharsheret's pre-Thanksgiving bake sale was launched by sisters Adeena Sussman and Sharon Wieder in 2008 in memory of their mother and grandmother, both of whom they lost to ovarian cancer. Pies for Prevention proceeds support Sharsheret's ovarian cancer initiative and takes place in cities across the country.

Want to coordinate a local sale? Contact [Yael Gevertzman](#) to get started.

Pies for Prevention is supported in part by [Merck](#).

*Sharsheret is a national not-for-profit cancer support and education organization and does not provide any medical advice or perform any medical procedures. Sharsheret does not endorse or promote any specific medication, treatment, product or service, and makes no guarantees regarding the effectiveness of the product discussed herein. The information provided herein is not a substitute for professional medical advice or treatment. You should always seek the advice of your physician or other qualified health provider.*

#### SPONSORED CONTENT

### #StrongBetweenScans: Monitor Your Breast Cancer With Signatera™

The Signatera™ Residual Disease Test is a personalized blood test from Natera that can help people with breast cancer find answers to important questions.



Designed using a piece of your tumor tissue, Signatera™ works by testing your blood for circulating tumor DNA (ctDNA) to detect traces of cancer ahead of other tools like imaging or tumor markers. Monitoring your breast cancer over time with Signatera™ can help you and your doctor understand if cancer is remaining in your body, if it is responding to treatment or if it is likely to come back, which may reduce “scanxiety” and help you stay #strongbetweenscans.

Learn more at [www.natera.com/signatera-breastcancer](http://www.natera.com/signatera-breastcancer).

## SPONSORED CONTENT

### Post-mastectomy Numbness Can Be A Problem

Resensation is a surgical procedure that offers women the potential to feel like themselves again after a mastectomy. Learn more by visiting [Resensation.com](http://Resensation.com) and check out [Sharsheret's educational webinar](#) on this innovative technique.

When numbness is the norm, you can miss so much.

relief from a warm shower

comforts of intimacy

hugs from a little one

warmth from a hot stove

resensation  
get back the feeling

Resensation has the potential to **restore the feeling lost** due to mastectomy

The graphic features a dark blue background with white text and four circular illustrations of women. The first illustration shows a woman touching her face, labeled 'relief from a warm shower'. The second shows a woman hugging a child, labeled 'comforts of intimacy'. The third shows a woman hugging a child, labeled 'hugs from a little one'. The fourth shows a woman holding a mug, labeled 'warmth from a hot stove'. At the bottom left is a QR code and the Resensation logo. At the bottom right is a white box with the text 'Resensation has the potential to restore the feeling lost due to mastectomy'.

## SPONSORED CONTENT

### Are You Diagnosed With Metastatic Breast Cancer And Considering Enrolling In A Clinical Trial?

GE HealthCare has started a Phase IV trial to evaluate any changes in patients' therapeutic management plan by healthcare providers when using Fluoroestradiol (FES) F18 injection with positron emission tomography (PET) imaging. FDA-approved in 2020, Cerianna™ is used for the detection of estrogen receptor (ER)-positive lesions as an adjunct to biopsy in patients with recurrent or metastatic breast cancer. You may be eligible to participate if you have ER-positive, HER2-negative/low metastatic breast cancer that has progressed while on first line of hormonal therapy.

For more information on this study, including full eligibility criteria and specific study locations, visit [ClinicalTrials.gov: NCT05068726](https://ClinicalTrials.gov/NCT05068726)

Full prescribing information can be found here: [CERIANNA](#)



**HELP US REACH  
7,000  
FOLLOWERS!**

**FOLLOW US  
ON SOCIAL MEDIA**

Stay up to date with the latest Sharsheret happenings, breaking news in the breast cancer and ovarian cancer fields, tips from experts and stories from women and families in the Sharsheret community. Check out some of our recent educational content on Instagram by clicking the links below.

Preimplantation  
Genetic Testing  
Story

Top 10 Things  
To Know

What is Dense  
Breast Tissue?

**CLICK HERE TO DONATE NOW**

October 2023 | Sharsheret | 866 474 2774 | info@sharsheret.org | www.sharsheret.org

STAY CONNECTED



Sharsheret | 10 East 40th Street, 28th Floor, New York, NY 10016

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