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MEDIA RELEASE – for immediate use

### **Breast Cancer - Reducing the Risk Seminar to be held in Auckland 30 August**

“The global battle against cancer won’t be won with treatment alone. Effective prevention measures are urgently needed to prevent cancer crisis”. These are the opening statements in a press release issued by the International Agency for Research on Cancer in February this year.

Breast Cancer Network (BCN) spokesperson Heather Moore, says that BCN’s sole focus is to make prevention information available to the public. This is done through regular seminars and through their bi-monthly magazine Upfront U-Kaiaora. While emphasis is given to risk reduction factors with a high level of evidence such as alcohol, exercise and obesity, BCN also arranges expert speakers on risk factors with substantial evidence. These might include low levels of vitamin D, iodine or selenium; the effects of chronic stress; exposure to xeno-oestrogens, pesticides and food additives; and aspects of diet which are helpful or unhelpful.

The next seminar will take place over a full day at Kings School in Remuera, Auckland on August 30, 9 a.m. – 5 p.m

As we begin to understand the causes of cancer, including breast cancer- it is becoming clear that there are a number of risk factors; the more of these risk factors you are exposed to the greater the risk of cancer. Ian Shaw, Professor of Toxicology in the department of Chemistry at the University of Canterbury, will focus on environmental and food contaminant risk factors and show how they might affect gene expression in a breast cancer context.

Dr Peter Tunbridge, an Adelaide medical doctor whose special interest area is disease caused by defects in oestrogen metabolism (including breast cancer), thyroid disease and metabolic disorders relating to insulin and diet. His presentation will look at the current model of cancer and its shortcomings and the role of sugar in the development of inflammation (the precursor to cancer). It will look at environmental and nutritional factors and how stress causes the biochemistry of the body to change.

Dr Tunbridge will also discuss how the MTHFR gene mutation, which affects a third of the population in some form, affects the risk of breast cancer.

Auckland GP, Dr Helen Smith is an integrative medicine doctor. This means that she is just as likely to give advice on nutrition and supplements as she is to prescribe pharmaceutical drugs. She will describe her approach to building strong immune systems and reducing inflammation in breast cancer patients.

With growing awareness of the role of chronic stress in cancer, BCN has asked Sue Dykes and Liz Hart to talk about and demonstrate two quite different approaches to dealing with chronic stress. Sue Dykes teaches mindfulness meditation and Liz Hart teaches a simple tapping technique, Emotional Freedom Technique. Both approaches promise to help deal with emotional distress, physical pain and fear.

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