



Newsletter Volume IV - April 2021

Mammograms Matter New Mexico!

On Thursday, March 25, 2021 PINK "ME"® hosted an on-site mobile mammogram screening event for the community, as part of their breast cancer awareness and prevention initiative. This was an amazing partnership with three other local sponsors: KWL Law, the Office of African American Affairs, and The African American Performing Arts Center. Twenty women participated in the event by completing their annual mammograms. For those that did not have insurance, PINK ME covered the cost of the exam.

Tables were setup outside of the bus so that the women could fill out the required paperwork for Assured Imaging, swag bags were given to each woman, and a raffle took place for some amazing items from PINK "ME." There was breakfast burritos donated and sandwiches donated for lunch. There were also many volunteers from the other organizations that were there to greet the women as they arrived. Congratulations to our raffle items winners, which included a PINK "ME" tumbler, coffee mug, and \$50 spa gift certificate to Ojo Caliente!

PINK "ME" Board Member, Sherrie Webb shared, "being that I was volunteering to make the experience pleasurable for others, I decided to get my first exam! I am so happy to have been able to because I know the importance of women's health and early detection."

Sherrie Webb featured in photo with PINK "ME" Founder and President, Dr. Michelle Bean.



PINK "ME" Partnership with Xray Associates of New Mexico



We are proud to announce our partnership with Xray Associates of New Mexico! This is part of our Mammogram in-Memory initiative. Our goal is to encourage women to schedule and fulfill their annual mammogram screenings. For those needing financial assistance, PINK "ME" will sponsor and cover the cost for 10 women for their 3D Mammogram Screenings. The average cost of 3D Mammograms are regularly \$664.00 and for self-pay, at-time of service is a 50% discount of \$332.00.

Early detection saves lives and partnering with Xray Associates of New Mexico will help create a pathway towards fulfilling our mission, as their mission is to provide patient quality imaging with exceptional customer service through a diverse setting. This partnership will help support those in the community with additional resource options, and financial support, which significantly impacts the toll on those diagnosed with breast cancer and their families.

We are glad to be helping one family at a time!

To learn more or to sign-up for the Mammogram in-Memory, click on the following link below:

<https://www.pink-me.org/mammogram-in-memory>

Donations received, will continue to help support our mission, programs, and initiatives.

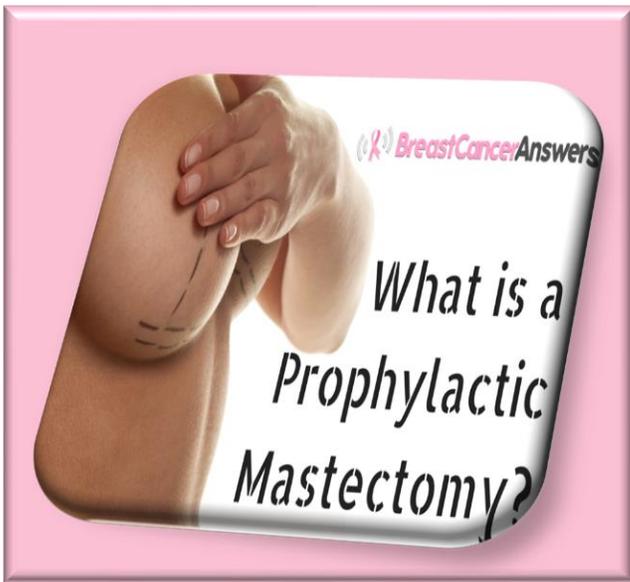
BREAST HEALTH EDUCATION

Prophylactic Mastectomy

A prophylactic mastectomy is a major surgery. It is designed to decrease the risk of breast cancer, however, even with this surgery, cancer can happen. A preventative mastectomy is most performed in patients with a mutation in BRCA 1 or 2. It is sometimes done in patients at high risk of cancer and can be done with or without reconstruction. If the surgery is done with reconstruction, sometimes the nipple can be saved. Regular evaluation is still required due to the presence of breast tissue. Again, post-operative monitoring is important, and cancer can still occur. The surgery likely does not decrease the risk of death, except in BRCA1 patients. Contralateral breast cancer rates are plummeting. Talk to your provider to determine if this surgery is in your best interest. Complication rates of the surgery can be as high as 25%. Choose carefully (Summary provided by: Dr. Linda A. Smith, MD, FACS of X ray Associates).

A prophylactic mastectomy will have one of the following procedures:

- **Simple or total mastectomy:** During simple or total mastectomy, the nipple, areola, and all the breast tissue are removed. Axillary lymph node dissection (removal of the underarm lymph nodes) is not performed, and no muscles are removed.
- **Skin-sparing mastectomy:** The surgeon removes only the skin of the nipple, areola, and the original biopsy scar. Then the surgeon removes the breast tissue through the small opening that is created. The remaining pouch of skin provides the best shape and form to accommodate an implant or a reconstruction using your own tissue. Skin-sparing mastectomy can be performed as a simple or total mastectomy to provide the skin needed for immediate reconstruction.
- **Nipple-sparing mastectomy:** During nipple-sparing mastectomy, all the breast tissue is removed, but the nipple is left alone.



Are you looking for ways to support breast cancer awareness for 2021?

Help PINK "ME" reach its goal by purchasing our PARTNER'S CARD. Our PINK "ME" breast cancer financial assistance program supports 8 women per year. Help us double the women in our program so we can support 8 additional women and families. Help us raise \$12,000 by October 31st for Breast Cancer Awareness Month!

If interested email us at info@pink-me.org



Breast Cancer Survivor Month! Send us your survivor month to be featured in our newsletter!

We celebrate with you, Michelle!



UPCOMING EVENTS

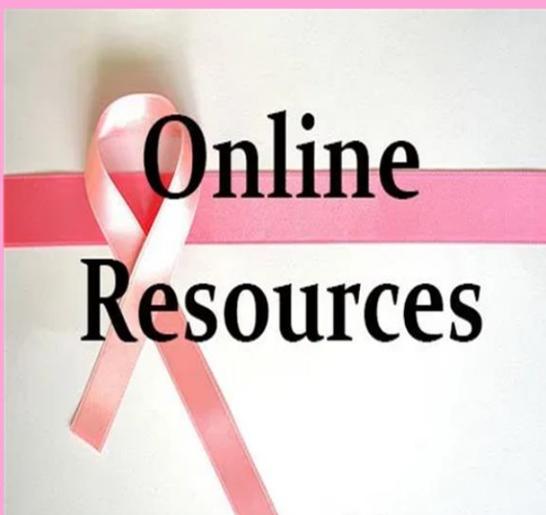
PINK "ME" Care Jars

May~

Mother's Day Fundraiser!

**Purchase today! \$39.99 plus
\$5.00 shipping**

Celebrating mothers, those on their journeys, survivors, and keeping those in our memories.



Additional Breast Cancer Support and Resources~ New Mexico

American Cancer Society

"Road to Recovery"

Ambulatory patients only. Cancer related appointments only.

10501 Montgomery NE, Ste. 300

Albuquerque, NM 87111

505-262-6010

<http://www.cancer.org>

Anita Salas Fund- Breast & Cervical Cancer

Gas reimbursement or other related services for cancer treatment such as childcare, medications and lodging for women in rural areas who require travel for treatment.

Please call our case manager at **505-841-5896**.

Comadre a Comadre

UNM Main Campus, Manzanita Hall, Suite 117, Albuquerque, NM 87131

Phone: 505-277-2398 • Fax: 505-277-2352 • <http://comadre.unm.edu>

Comadre a Comadre is a peer-led and community-based program designed to improve breast health and breast cancer outcomes among Hispanic/Latina women. The program provides free education, resources and support to women and their loved ones.

New Mexico Department of Health

Breast and Cervical Cancer Early Detection Program

5301 Central Ave. NE, Suite 800, Albuquerque, NM 87108

Phone: 505-841-5860 • Toll-Free & Bilingual Number: 877-852-2585 • Fax: 505-222-8602

www.cancernm.org/bcc

Pink Warrior House Foundation

www.pinkwarriorhouse.org

The Mission of Pink Warrior House Foundation is to create a community which supports that battling breast cancer, and their caregiver(s), with emotional and social service to foster hope and positive outcomes.

PINK "ME" ®

www.pink-me.org

505-933-9232

7820 Enchanted Hills Blvd STE A 252, Rio Rancho NM, 87144

Mission: To compassionately support women during and after their breast cancer journey through inspiration, education, and advocacy so they can lead healthy fulfilled lives within a supportive community.

Community Spotlight:

Learning that I had cancer impacted my life in a major way. I am the mother of 3 children, and I have 1 grandson. I have been separated for about 6 years; I was the head of my family. And in an instant, everything fell apart. I had always worked hard to try to give my children a good start in life, and I was overcome with fear that I might die and leave my children all alone.

Many years ago, I lost my father to cancer, so I had already experienced how difficult it is for your whole family to go through this - and now it was happening again with me.

My oldest daughter came with me to all my appointments, chemotherapies, surgeries, etc. She was the only one who was working since my other children are in school. She supported me both financially and emotionally.

These times have been very difficult; the treatments are very hard. The chemotherapy I have had has been devastating, it has had a heavy impact on both my body and mind. I was not motivated or energy to do much of anything; I just focused on praying to God to heal me. I went through chemotherapy, had an operation, did radiation, took more chemotherapy, and finally had another operation.

And what a shock it was when they did a genetic test and I came out positive for a gene called BRCA-1, which causes breast, womb, and ovarian cancer, among other things. So now I must undergo even more operations, one to take out my ovaries (I already had my uterus removed 5 years ago) and then 3 operations to remove my breasts and reconstruct them.

I have gone through a lot of hard times because of all this. It has been tough both psychologically and economically, since it's all very expensive and in the early months I didn't have medical insurance; they did about 5 MRIs, several CT scans, installed a port in my body for chemo - and I had to pay for all that, on top of all the co-payments for doctor visits, studies, chemotherapy, radiation, operations, drugs, gasoline, etc. Not to mention all the expenses I had to pay for my house: water, electricity, gas, insurance (health insurance, home insurance, car insurance, etc.), school for my son and daughter, food, clothing, etc.

Cancer does not just affect the person who has it; it impacts the whole family. And it is a matter of life and death.

Getting cancer is the most awful thing that can happen to you in life; you really feel like the world is closing in on you.

You have no control over what is happening to you; I lost a lot of weight, I lost all my hair, I could not eat anything, or hardly at all, I was not motivated or energy to do anything, my whole body ached, my hands and legs fell asleep, my hands got so dry that I was almost bleeding - my toes still go numb sometimes and I cannot feel them.

I have had a lot of anxiety, depression, and panic attacks. I have had to attend classes to try to control the panic attacks. I have had to see a therapist for my depression and anxiety.

I still have a lot of sequelae from all the treatments.

I am going to have another surgery on February 1 to remove my ovaries because of the BRCA-1 gene they found.

Later they will do a mastectomy and remove both of my breasts. They still have not given me a date for the 3 operations I will need to remove and reconstruct them.

And then, when I had already been going through hard times, Covid-19 happened and kind of put our lives on hold, since now I cannot go to work because of my high-risk condition.

Covid has already hit my family; my 2 daughters and my grandson caught it in November of last year. It's made everything even more difficult, because my daughter has been out of a job for a long time; she works in a restaurant and they have shut it down several times.

Thank God they are all fine and have recovered from Covid.

I thank God that we are still alive, and I am thankful that there are places where we can get help, where people provide support of various kinds, like economic assistance, help with food, resources, etc.

I am grateful to you for your beautiful work, which is so important to people who in situations that are hard to overcome.

May God bless you for your kindness and help.

Thank you,

Submitted 02/18/2021

Would you like to be in our community spotlight? Send us your story today! Feel free to remain anonymous!

A Special Thank You to Our Donors!



Christus St. Vincent Regional
Medical Center
Presbyterian Health Services
New Mexico Gas Company



PINK "ME" CONNECTED BY CELLS PROGRAM

WE CONNECT WITH TEXTS AND PHONE CALLS



EMAIL US, TEXT US, CALL US, WE'RE HERE FOR YOU!

We are all connected by cells. But not body cells - by cell phones. Cell phones offer us the ease of readily having information available to us in the palm of our hands, with the simplicity of a swipe or a click. Join us and receive support that is instant, fruitful, and reliable.
All from the comfort of your home.

PINK "ME" Breast Cancer Assistance Program

2021 Quarter One

We are pleased to announce that we were able to assist two women in our first quarter for our Breast Cancer Treatment Financial Assistance Program January 5th thru March 31, 2021. Both of our PINK "ME" friends were thankful for the financial assistance that our program offered, and one shared a beautiful message: "Thank you, a million times, for making the payment to the hospital. PINK "ME" has been a life saver for me and a friend. When I have been at my lowest, you have been there. I will never forget that".

2021 Quarter Two

Applications have been accepted and with the donations of our many supporters and donors, we are able to assist two women in the second quarter of our Breast Cancer Assistance Program starting April 5th through June 3rd. This program provides resources and financial support to those that are going through their breast cancer journey and to help women understand their health information/medical records accessibility for their health and treatment outcomes. Financial award is granted based on the application of the individual and the amount determined is based on the individual need. The amount of financial assistance is a maximum of \$1,500.

Our Registered Trademark

We are pleased to announce that we are an official registered trademark with the United States patent and trademark office!

February Valentines' Day Community Give Back!



PINK "ME" Board Members Christiann and Sherrie.

Special delivery of 49 beautiful bouquets to CSV Cancer Center!



We appreciate all our followers, and we post frequently. Please share and tap that like button!

Thank you for subscribing to our newsletter, we appreciate you!

~Best

PINK "ME"