



B2B Research Program Newsletter

Issue #1
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A few notes from our team...

The B2B Research Program is progressing well, and we have received baseline questionnaire packages from nearly 100 women! If you have not yet returned your baseline package or have any questions about how to complete any of the questionnaires, we encourage you to contact us and would be happy to help you in any way possible. In addition, if you have not yet completed your in-person interview, please contact us and we can arrange a time that fits your schedule and a meeting place in which you feel comfortable.

Once again, we thank you for your participation. In doing so, you are contributing to valuable research, the benefits of which will extend to fellow women for generations to come!



Dr. Nigel Brockton

Dr. Christine Friedenreich

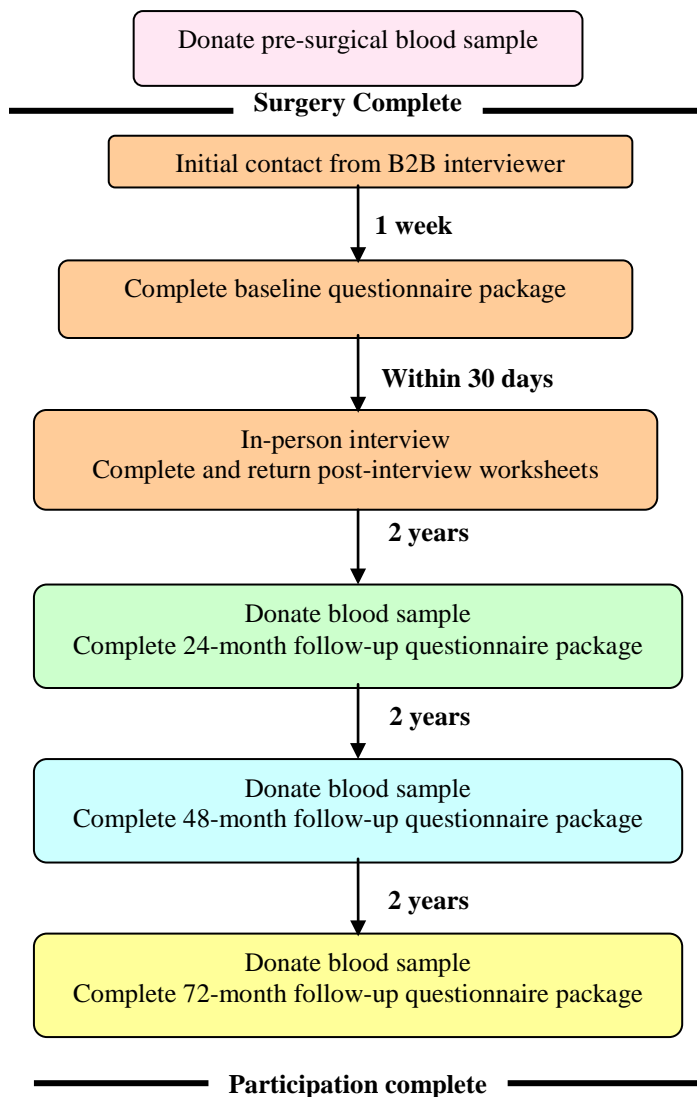
Important Change in Timeline

During your initial phone call with the B2B Interviewer, and during the interview process, it was explained that part of your participation in the B2B Research Program would involve filling out yearly follow-up questionnaires.

We have recently made a change to the program, such that we will now be sending out follow-up packages every *two* years instead of yearly.

If it has been close to two years since your 'reference date' (the date you were first investigated for breast cancer), you can expect to be contacted by a member of our team shortly.

Participation Timeline



Did you know??

The B2B Research Program is funded by the Alberta Cancer Foundation, through monies raised by events such as the Weekend to End Women's Cancers! To participant in this empowering event, visit www.endcancer.ca





Frequently Asked Questions



In this section you will find a number of questions that our team is frequently asked, along with some information we hope you will find helpful in answering them. If you have additional questions you do not see here, please contact us by either phone or email and we will include your questions in the next issue.

Q. How long will the B2B Research Study run?

A. Researchers hope to collect data on our B2B cohort for a period of six years. During this time, we require your active participation to complete the baseline questionnaires and in-person interview, as well as three shorter questionnaire packages which you will receive and return by mail once every two years.

Q. What do you hope to find with this research?

A. In a small percentage of women with breast cancer, cancer cells spread to the bone and develop new tumors. Researchers are investigating *why* this spread happens, and what can be done to prevent it from happening in the future.

Q. Who will benefit from this research?

A. While it is unlikely that you will personally benefit from the results of this current research study, your participation may contribute to our knowledge of cancer and help scientists learn more about how to prevent and treat cancer in future generations.



There is now very solid scientific evidence that physical activity reduces the risk of developing breast cancer and emerging evidence that activity may also improve survival after breast cancer. Women who are active reduce their risk of developing breast cancer by about 25%. Likewise, staying physically active after breast cancer has also been shown to improve coping with treatment, to help with rehabilitation after treatment and improve long-term survival by about 30%.

Several research studies have been conducted in Alberta that have examined various aspects of physical activity and its relation to breast cancer prevention and survival. A new study is now starting that is called the Alberta Moving Beyond Breast Cancer (AMBER) Cohort study. The AMBER cohort study will enroll 1500 women with newly diagnosed breast cancer who live either in Edmonton or Calgary. We will be measuring their physical activity and fitness as well as several other aspects of their lives and following them up for 10 years to determine how physical activity and fitness are related to recurrence and survival after breast cancer. These data will be very useful for developing better recommendations regarding how activity and fitness are related to outcomes after breast cancer.

The AMBER cohort study is led by Dr. Kerry Courneya of the University of Alberta and Dr. Christine Friedenreich of Alberta Health Services/University of Calgary. Dr. Friedenreich is also involved as one of the lead scientists in the B2B Research Program. For new participants being enrolled into breast cancer research studies in 2012 who are residents of Calgary, we will be offering them an opportunity to participate in both the AMBER and B2B studies.

For more information on the AMBER cohort study, please visit our website at: www.amberstudy.com.



B2B Research Program contact information

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