BREAST RECONSTRUCTION AND SURGICAL ADVOCACY

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Thank you to ASPSN

No Disclosures
Advocacy is a political process by an individual or group which aims to influence decisions within political, economic, and social systems and institutions.

Health advocacy supports and promotes patient's health care rights as well as enhance community health and policy initiatives that focus on the availability, safety and quality of care.
Describe **knowledge, skills and abilities** that specialist physicians need for better patient outcomes.

Based on the **seven roles** that all physicians need to have, to be better doctors: Medical Expert, Communicator, Collaborator, Manager, Health Advocate, Scholar, and Professional.
As Health Advocates, physicians responsibly use their expertise and influence to **advance the health and well-being** of individual patients, communities, and populations.

**CanMEDS 2015**

- Respond to individual patient health needs
- Respond to health needs of the community
- Identify population based determinants of health
- Promote health of individuals and communities
Pink Ribbon Story Foundation
Sharing, Learning, Healing

Partnership Exploration

PRSF Founders

Dr James Namnoum
“There is no medicine more powerful than sharing your own story.”
Pink Ribbon Story Foundation
1 in 9 women will be diagnosed with breast cancer

Over 20,000 mastectomies were performed in Canada annually

Breast reconstruction is an OPTION and is not for everyone

Post mastectomy breast reconstruction can improve quality of life, assist in the recovery from breast cancer, improve self confidence, help women restore their body image and self esteem
Evolution of Reconstruction

volume
Delayed Unilateral SP TRAM
Free TRAM Flap
Lat Dorsi with Round Gel Implant
Two Stage Implant Reconstruction
Shaped Implant and Nipple Reconstruction
Unilateral SSM, Single Stage

- 45 yo
- L Invasive CA
- Breast asymmetry with L breast lower than R
Surgical Plan

- Limited ellipse incision
- Oblique lift
- 115-401
Bilateral NSM, Single Stage

- 34 yo
- BRCA1
- Bilat NSM
- PA and Lateral incision
- MF420
BREAST RECONSTRUCTION 101

A crash course on Post Mastectomy Breast Reconstruction
GOALS

- Restore symmetry
- Ease of daily life
  - Clothing styles
  - No prosthesis
- Restore confidence
- Self image
- Sexuality
- Improve QOL

Rosalind Maingot 1935
Timing of Reconstruction

• **Immediate**
  - At same time as mastectomy
  - Ready to make a decision
  - Early stage or prophylactic
  - Unlikely to need adjuvant therapy

• **Delayed**
  - Any time after mastectomy
  - All options available
  - Can obtain excellent results
Reconstruction Options

- Autologous
  - Using your own tissue
  - Abdomen
    - TRAM flap
    - DIEP flap
  - Back
    - Latissimus flap
  - Buttock
    - SGAP flap

- Alloplastic
  - Using implants
  - Two stage with use of a tissue expander
  - Single stage direct to implant
A Paradigm Shift in U.S. Breast Reconstruction: Increasing Implant Rates

Claudia R. Albornoz, M.D., M.Sc.
Peter B. Bach, M.D., M.A.P.P.
Babak J. Mehrara, M.D.
Joseph J. Disa, M.D.
Andrea L. Pusic, M.D., M.H.S.
Colleen M. McCarthy, M.D., M.S.
Peter G. Cordeiro, M.D.
Evan Matros, M.D., M.M.Sc.

New York, N.Y.

Background: Despite its benefits in body image, self-esteem, sexuality, and quality of life, historically fewer than 25 percent of patients undergo immediate breast reconstruction. After passage of the Women Health and Cancer Rights Act, studies failed to demonstrate changes in reconstructive rates. A recent single-year report suggests significant shifts in U.S. breast reconstruction patterns. The authors’ goal was to assess long-term trends in rates and types of immediate reconstruction.

Methods: A serial cross-sectional study of immediate breast reconstruction trends was performed using the Nationwide Inpatient Sample database from 1998 to 2008. Data on mastectomies, reconstructive method (autologous/implant), and sociodemographic/hospital predictors were obtained.

Results: Immediate breast reconstruction rates increased on average 5 percent per year, from 20.8 percent to 37.8 percent ($p < 0.01$). Autologous reconstruction rates were unchanged. Implant use increased by an average of 11 percent per year ($p < 0.01$), surpassing autologous methods as the leading reconstructive...
Fig. 1. Immediate breast reconstruction rate and reconstructive method in the United States from 1998 to 2008.
Why an Increase in Implant Reconstruction?

Better devices

Internal support matrices

Morbidity of autologous reconstruction

Changing demographics

younger patients
earlier diagnosis
more prophylactic
more bilateral
Fig. 2. Implant reconstruction rates by unilateral and bilateral mastectomies in the United States from 1998 to 2008. IRR, incidence rate ratio.
Fig. 3. Unilateral and bilateral mastectomy rates in the United States from 1998 to 2008. 
*IRR*, incidence rate ratio.
TRAM and DIEP
1995

- TRAM Patient
- ICU 24 hrs
- Epidural
- Foley
- 3-5 day admission
- PCA pump
PROCESSES OF CARE IN AUTOGENOUS BREAST RECONSTRUCTION WITH PEDICLED TRAM FLAPS:
EXPEDITING POSTOPERATIVE DISCHARGE IN AN AMBULATORY SETTING

Kristen Davidge, MD MSc
Mitchell Brown, MD MEd FRCSC
John Semple, MD MSc FRCSC
Pam Morgan, MD FRCPC
Background

- Womens College Hospital
- Transition from inpatient to ambulatory facility
- Requirement to refine the care of the TRAM flap patient
Develop a protocol towards less than 24 hour stay following autogenous breast reconstruction.
Protocol

- Preadmission patient education

- Standardized peri operative protocol
  - Multimodal analgesia
  - Anti emetics
  - Thromboprophylaxis
  - Antibiotics

- Defined surgical protocol

- Post discharge phone follow up and information access
Mean discharge time = 38.7 ± 27.6 hours (range 18-189)

Discharge <24h = 36 (40%)
5/35 (14%)
7/19 (37%)
24/29 (83%)
Latissimus Flap
Implant Reconstruction
Options

Traditional Two Stage

Direct to Implant

Round

Contoured
Patients and surgeons would clearly prefer a single stage approach to breast reconstruction

BUT NOT

at the expense of inferior outcomes or unnecessary risks
Creates a Balance

**Direct to Implant**
- More difficult
- Less predictable
- Limited indications
- One shot only
- Size limitations

**Planned Two Stage**
- Delays final outcome
- Expansion period
- More surgery
- More recovery

Fewer procedures
- Fewer recoveries
- More rapid return to “life”

Get two chances
- Less risk of skin or nipple compromise
- Broader indications
SSM, Direct to Implant

• 37 yo, L Breast CA, BRCA1
• B Cup, no ptosis
Surgical Plan

- SSM
- Direct to Implant
  - MF295
- Alloderm
  - 6x16
  - thick
Alloderm

- Acellular Dermal Matrix
  - Skin substitute
  - Human cadaver
  - Porcine
- SSM
- NSM
Nipple Areola Reconstruction

- At final stage
- Variety of options
  - Areola
    - Tattoo
    - Skin graft
  - Nipple
    - Local flap
    - Graft
Nipple Share and Tattoo
Nipple Reconstruction – Areola Tattoo and Nipple Graft
Labial Graft and Tattoo
C-V Flap and Tattoo
In terms of artistry, beauty is in the eye of the beholder and there are many artists to choose from. Artist's work can be printed from the internet and held up against the breast for comparison.

3 Dimensional Tattoo

Vinnie Myers
Little Vinnies
Finksburg, Maryland

Teejay Dill
White Tiger
Tattoo
Rochester, NY

Art Godoy
Funhouse
Tattoo
Vancouver, BC

Kyla Gutsche
Cosmetic Transformations
Peterborough, ON
Nipple Sparing Mastectomy

- BRCA1
- SN-N 21R, 22L
- N-IMF 6.0 R, 7.0 L
- Bilat NSM
- IMF approach
- ADM
- Shaped gel implant
Bilat NSM, DTI, MF335, 3 Month
In Canada, less than 15% of women who undergo mastectomy receive reconstructive breast surgery.

Barriers to Access
Lack of Awareness
Failure to Adequately Educate

"I attended BRA Day last year and knew immediately afterwards exactly what to do. I chose to have a double mastectomy and reconstruction and never looked back. I made the right decision. I am healthy, I am happy and I am strong."

- Nadia
Women undergoing mastectomy are often not told of their breast reconstruction options. Many women don’t know reconstruction is covered by their provincial health insurance.
BREAST RECONSTRUCTION AWARENESS DAY OCT 15
Breast Reconstruction Awareness Day

BRA Day
Breast Reconstruction Awareness Day

- Began in Canada 2011
- International launch 2012
Breast Reconstruction Awareness Day
MISSION

Develop and advance an internationally recognized annual day that promotes awareness and access to reconstructive breast surgery.
Prior to undergoing breast cancer therapy, all women will be offered information about the options for reconstructive breast surgery and be provided access to breast reconstruction in a safe and timely manner.

- A.M.
Reconstructive breast surgery has a positive effect on quality of life for women requiring breast reconstruction

All women who are candidates for breast reconstruction should be made aware of the options available to them

All women who are candidates for breast reconstruction should be offered treatment in a safe and timely manner
Education and Awareness

- Patients and their families
- Plastic Surgeons
- Surgeons, Oncologists, Primary Care Physicians
- Allied Health Personnel
- Support Groups and Organizations
- Media
- Government and Health Policy
Within the past two years, the states of New York and Ohio have made it law that ALL WOMEN who are diagnosed with breast cancer or undergo a mastectomy MUST be offered information about their options for breast reconstruction.

More states to follow.

Breast Cancer Patient Education Act
Federal Law 2013
Access

• Skilled reconstructive surgeons in all communities across Canada
• Multidisciplinary teams to support the reconstructive process
• Insure continued medical coverage for breast reconstruction
• Resources to support the reconstructive need
  • Operating facilities, flexibility for coordinated surgical care, budgets for devices
Utilize BRA Day to deliver KEY MESSAGES
Key Messages

• Statistics
  • Incidence of breast cancer
  • Incidence of mastectomy
  • Incidence of breast reconstruction
    • Geographical differences
    • Rural vs Urban
    • Academic vs Community
  • Changing demographics dictate greater need and understanding of reconstruction options
    • Younger, BRCA, Prophylactic
    • Bilateral
Utilization

- Published rates of population based post mastectomy breast reconstruction
  - US - 12.5-16%
  - Ontario - 7.9%
  - Nova Scotia - 3.8%
- Recent trends show steady increase
- Shift from Delayed BR to Immediate BR
Barriers to Breast Reconstruction

• Patient awareness
• “Referral” awareness
  • Oncologists, surgeons, primary care physicians
• Reconstruction resources
  • Plastic surgeons (number and training)
  • OR facilities
  • Budgets for devices, ADM
• Ability to collaborate in complex health environment
  • Coordination of immediate BR
Key Messages

- Breast Reconstruction is Evolving
- Changing technology
  - Microsurgery
  - ADM
  - Perioperative management resulting in shorter stays and rapid recovery
  - Implants and expanders
  - Fat grafting, stem cells, tissue engineering
Bring LIFE through BRANDING AND MARKETING
BRA Day Logo

Utilizes concept of pink ribbon. Double meaning of inner loop: 1. Infinity sign 2. Closing the loop on breast cancer
BRA DAY CANADA FACEBOOK PAGE
@BRAwareness

BREAST RECONSTRUCTION AWARENESS DAY

OCT 15

16.5K Reached with Twitter

Twitter BRA Day Canada Page
BRA DAY CANADA WEBSITE

1,568 online registrants
13,712 visits to website
1,785 Unique Views on OCT 15, 2014
4,261 Page Views on OCT 15, 2014

www.bra-day.com

BRA Day is an initiative designed to promote education, awareness and access for women who may wish to consider post-mastectomy breast reconstruction.

right of care
Regional events

FIND AN EVENT IN YOUR AREA
I attend BRA Day because…

“I was recently diagnosed with the BRCA2 gene mutation and am hoping to increase my knowledge of breast reconstruction options and to connect with women who have been through it and can show me their results and share their experiences.”
Willow’s Show and Tell Lounge
I Volunteer because…

It is my great pleasure to be on this side of the breast cancer chapter and to reach back and help other women who are at the early stages of the journey. My hope for every woman there last night is that they all find themselves in a position, one day, to reach back and help another woman find courage and acceptance and wholeness.

Shelley
BRA Day helped me because...

Tonight offered me information in a concrete way that helped me understand the reconstruction process from beginning to end.

I found the most powerful and inspirational part of the night to be the lounge at the end. To meet and see people who have been in my place and stand on the other side to talk about their stories. To know that I will one day be in their shoes.

Tracy
BRA DAY MAKES A DIFFERENCE

BRA Day attendees...

96% found the breast reconstruction information useful
97% had a better understanding of breast reconstruction after visiting the Show & Tell Lounge
85% felt better about their options after the event
5000+ women have attended BRA Day events
13700+ visitors to BRA-Day.com annually

BURLINGTON:
Joseph Brant Hospital

CALGARY:
Cancer Control Alberta
Meadowlark Health Centre
Tom Baker Cancer Centre

HALIFAX:
Dalhousie University
Health Sciences Centre, Capital Health

LONDON:
St. Joseph’s Health Care London University Hospital
Victoria Hospital

MISSISSAUGA:
Credit Valley Hospital
Mississauga Hospital & Trillium Health Partners

MONTREAL:
William Osler Health Centre
Centre Hospitalier de l’Université de Montréal, Chirurgie Plastique
CHUM Hospital Notre-Dame
Clinique Agatha
Hospital Anna-LaBerge Chateauguay
Lady Davis Institute for Medical Research
McGill University
Jewish General Hospital

OTTAWA:
The Ottawa Hospital

ST. JOHN’S, NL:
Health Sciences Centre, Eastern Health

ST. JOHN, NB:
St. John Regional Hospital, Horizon Health Network

SUDBURY:
Health Sciences

TORONTO:
Cancer Care Ontario
North York General
St. Michael’s Hospital
Sunnybrook Health Sciences Centre
Toronto General Hospital,
University Health Network
Women’s College Hospital

VANCOUVER:
UBC & Vancouver General Hospital

WATERLOO:
Cambridge Memorial Hospital
Groves Memorial Community Hospital
Kingston General Hospital
Bus Banner – Okanagan, BC
Flash Mob – Kelowna, BC
When something bad happens, you have 3 choices: you can either let it define you, let it destroy you, or you can let it strengthen you.

National Breast Reconstruction Awareness Day

October 17, 2015
Partnership with Willow
BRA Day Brochure

Willow Breast Cancer Support Canada is a national non-profit organization that provides breast cancer help and practical information to all Canadians.

Willow gives you the information you need to understand your breast reconstruction options and navigate the health care system.

Some questions are best answered by a woman who has been there. When you call Willow you can speak with a woman who has experienced breast reconstruction and knows first-hand the challenges of living in a post-mastectomy body.

How Willow supports women facing mastectomy and breast reconstruction:

- Peer support "helpline" where callers can speak to a woman who has been through the breast reconstruction journey
- Canadian resource materials on mastectomy, breast reconstruction and breast cancer
- Information and support for high risk (BRCA) women considering prophylactic mastectomy and reconstruction

If you have questions about mastectomy and breast reconstruction or would like to talk to a woman who has been through it:

Call: 1-888-778-3100
Email: support@willow.org
Web: www.willow.org

Contact Us

To learn more about events, to donate or become a sponsor visit:

www.bra-day.com
email: bra-day@willow.org

To get connected visit:

@BRAwareness
#braday2013
#braday2014

Facebook.com/BreastReconAwareness

Sponsors

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BARC CANADA

October 16, 2013
October 15, 2014
(3rd Wednesday of October)
BRA DAY CANADA
Marketing & PR Toolkit
Breast Reconstruction Awareness Day
October 16, 2013

Closing the Loop on Breast Cancer

www.BRA-Day.com

BRA DAY CANADA
Starter Guide
Breast Reconstruction Awareness Day
October 16, 2013

Closing the Loop on Breast Cancer

www.BRA-Day.com
International Launch 2012

United States

- Extensive PR campaign
- Over 175 events
- Jewel
  - Charity concert
  - Song release “Flower”

Jewel
Celebrate the BRAve Faces of Breast Cancer!

It’s time to start planning your Breast Reconstruction Awareness (BRA) Day USA!

OCTOBER 15, 2014

Many women who have undergone mastectomy are not aware of the options available to them. BRA Day USA is an initiative to promote education, awareness and access regarding post-mastectomy breast reconstruction to complete the cycle of care.

Now in its third year, BRA Day USA raises awareness of the importance of educating women on reconstruction options through events and initiatives organized by BRA Day Affiliates throughout the country. You can be a part of this great cause!

Bring BRA Day to Your Community
Become a BRA Day USA affiliate and plan an event or initiative to help shed light on the importance of understanding post-mastectomy care choices.

Learn More
Visit BRAdayUSA.org for more information, photos and some great ideas for events to hold in your area!
Many women with breast cancer aren’t aware of their choices for reconstruction.

That’s why Allergan is proud to be a GOLD sponsor of BRA Day USA.
Buy Your Tickets Now!
Time and Tickets for this Incredible Event are Running Low.

Here's Jay Leno
LIVE!

Monday, October 19 @ 7:30 p.m.
The Westin Boston Waterfront
Over 30 Countries

- Australia
- New Zealand
- Taiwan
- Finland
- Spain
- Belgium
- Ireland
- Italy
- England
- Israel

Brazil    Argentina    New Zealand
Mexico    Sweden       Cayman Islands    BVI
England    South Korea    Germany
Poland    Switzerland    Bulgaria    Greece
Turkey    Kuwait
Public Lecture

to Celebrate
Breast Reconstruction Awareness (BRA) Day
Wednesday 17 October 2012

Interactive Lecture with
Ms Catriona Lawlor & Mr Colin Morrison
Consultant Plastic Surgeons

TAKING PLACE at 8.00 p.m.
Wednesday 17th October 2012
St Vincent’s Private Hospital
Merrion Road
Dublin 4

To book your free place please email: publiclectures@svph.ie
or leave your name and phone number on 087 7958723
Riveste il ruolo di Presidente della Scuola di Oncologia Chirurgica Ricostruttiva.
DOPO IL BRA DAY

In conclusione i temi cardine della campagna verteranno sulla qualità della vita delle donne che affronteranno il percorso del trattamento chirurgico del tumore al seno. Oggi più che mai le donne devono essere informate riguardo le migliori tipologie di trattamento, da pianificare fin dalla prima visita con un approccio oncoplatico.

Il BRA Day non terminerà il giorno dell’evento pubblico: il messaggio e le tematiche sottostanti la manifestazione verranno successivamente veicolate attraverso le strutture retail di case editrici. Verranno organizzati incontri e workshop aperti al pubblico, all’interno dei quali saranno ospitate testimonianze e momenti di confronto tra medici e pazienti. Una nuova occasione per attivare la vendita di gadget e delle opere realizzate durante i laboratori di arteterapia a favore del progetto iniziale.
All'interno degli eventi relativi al BRA Day il Comune e la Regione parteciperebbero offrendo patrocinio alla realizzazione di eventi di sensibilizzazione del pubblico: ad esempio marce di solidarietà sul circuito dei bastioni, flash mob dedicati alle tematiche del tumore al seno e della ricostruzione ecc.

Un'iniziativa da valutare per dare un risalto ancora maggiore ai temi del BRA Day potrebbe essere l'installazione di una parete di free climbing, brandizzata con i colori dell'evento e degli sponsor partecipanti, che andrà a rappresentare il correlativo oggetto della "scalata" verso il superamento delle problematiche relative al tumore al seno e la riscoperta della femminilità.

Non si esclude inoltre la presenza di testimonial del mondo dell'arte e dello spettacolo, che potrebbero allargare ulteriormente il bacino di utenza del BRA Day testimoniando a favore dell'iniziativa e reinterpretandone le tematiche.

In preparazione dell'evento ufficiale di Ottobre verrà attivato un percorso di arte terapia dedicato alle donne affette da tumore al seno nei diversi stadi di recupero della malattia. Le donne che partecipano a sessioni di arte terapia mostrano significativi miglioramenti nella qualità complessiva della loro vita, nella salute in generale, sia fisica che psicologica. Partecipare a questo tipo di attività pone in essere cambiamenti specifici nella percezione della propria immagine, nelle prospettive sul futuro aiutando le pazienti durante il percorso di cura.

Il risultato di queste attività sarà tangibile: le opere prodotte nel corso della terapia, infatti, saranno esposte durante il BRA Day con lo scopo di introdurre i temi a tutti i partecipanti.
Il simbolo del BRA Day Italy 2013 è una versione speciale del braccialetto Cruciani, una reinterpretazione del nastro rosa di consapevolezza a doppio nodo. Il suo nome è Brave: in italiano rappresenta un complimento collettivo fatto dalle donne alle donne, si concentra sulla vita che ricomincia con ottimismo. In inglese vuol dire coraggio, quello necessario per affrontare la neoplasia e decidere di ricostruire laddove tutto sembrava perduto: un legame prezioso rafforzato e mantenuto idealmente da tutte le donne coinvolte in questa sfida.

Sostieni il BRA Day Italy 2013 effettuando una donazione a favore di fondi per la ricerca, la sperimentazione e al bando di borse di studio destinate alla formazione specialistica di un gruppo di giovani chirurghi in ambito oncoplastico: riceverete in regalo il braccialetto Brave!

Brave è da oggi disponibile al prezzo di € 10,00 (+ € 5 di spese di spedizione con GLS) cadauno. Una volta terminato il pagamento con carta di credito completa il modulo con i tuoi dati e con il codice ordine esercente che riceverai tramite mail, provvederemo a spedirti il braccialetto entro 5 giorni lavorativi.
Εισαγωγή
Ημέρα Ενημέρωσης για την Αποκατάσταση Μαστού (Breast Reconstruction Awareness Day- BRA Day)
Τετάρτη, 22 Οκτωβρίου 2014, 19:00
Εμπορικός: 131

Ο κοράλλις του μαστού είναι πρώτης σε σημασία τούτης καρκίνης στις γυναίκες και ο δευτερόλεπτος συνήθως ανήκει δευτερεύοντα υγιείς στα κοράλλια. Μακριά από αυτές γυναίκες καθοδικεί να νιώσουν στο δίκαιο της ζωής τους. Οι διάφορες καρκινογραφικές θροπείς του κοράλλου του μαστού έχουν ενισχυτές, γιατί το κοράλλι είναι ένα από τα σεξανομίζοντα τούτο το μέταλλο της αυτοποιητικής της όσο και στη βιολογία της ψυχολογίας της μετα με το υγιολογικό κυκλώμα τον μαστού.

Η αιτιών, με καρδιακοδομικές οργάνωσες -κοράλη- είναι αλληλοκατάλογος την αναπτύξη και προάσπεια ημερήματος και προετοιμασία στον κυκλώματο. Αποτελείται από επιπτώσεις, που εγκαταστάσει σε όλο το φάσμα της ψυχολογίας έως και το δικό του κοράλλι του μαστού.

Η θέση του κοράλλις μετατρέπεται την 12 Οκτωβρίου 2014 και 19:00 στον Αυτόνομο Καθοδικές και ανήκει στην Ελλάδα. Στη νέα θέση του κοράλλις και τον κανονικό χρόνο της Ζωής της φυσικής και την τροφή της ψυχολογίας του κοράλλι του μαστού. Το κοράλλι του κοράλλις είναι αλληλοκατάλογος την αυτοποιητική ψυχολογία και τη βιολογία της ψυχολογίας της μετά τον κοράλλι του μαστού.

Η ημέρα του κοράλλις μετατρέπεται σε όλο τον Κόσμο και ανήκει στον Αυτόνομο Καθοδικές και το κανόνα της Ζωής της φυσικής και την τροφή της ψυχολογίας του κοράλλι του μαστού.

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Πρόσκληση στην ημέρα ημερήματος

Αποτελεσματικότητα & Ασφάλεια

Συνέδριο κ.λπ.

Προεδρία Ημερήματος

Πρόεδρος της αστικής, με καρδιακοδομικές οργάνωσες, ΑΣΘΕΣ

Πρόσκληση στην ημέρα ημερήματος

Εκδηλώσεις ανά κατεγραφή

Επικοινωνιακός Σεμινάριος

Συνέδριο

Όλα τα Κατηγορίες...
Israel
BRA Day October 21, 2015