

BODY POSITION IN BREAST CANCER THERAPY MATTERS



Women who get radiation therapy on stomachs rather than backs, show benefits

Suggested Date of Use: ** Tie in: October is National Breast Cancer Awareness Month **

*The Ohio State University Comprehensive Cancer Center - James Cancer Hospital & Solove Research Institute
October 2014*

Produced by: MediaSource www.mediasourcetv.com	To download broadcast-quality video and other multimedia elements: bit.ly/1CGIILJ
Package Length: 1:41	Content provided by: The Ohio State Comprehensive Cancer Center - James Cancer Hospital & Solove Research Institute

SUGGESTED TEASE	STILL TO COME, HOW SIMPLY CHANGING POSITIONS DURING RADIATION TREATMENTS ... CAN CHANGE THE OUTCOME FOR SOME BREAST CANCER PATIENTS. DETAILS NEXT IN HEALTH NEWS.
ANCHOR LEAD	DURING NATIONAL BREAST CANCER AWARENESS MONTH WE OFTEN SHARE STORIES OF BREAKTHROUGH THERAPIES THAT IMPACT THE LIVES OF MILLIONS OF WOMEN. BUT SOMETIMES EVEN SUBTLE CHANGES IN CARE CAN MAKE A BIG DIFFERENCE. CLARK POWELL SHOWS US HOW DOCTORS ARE GETTING BETTER RESULTS, SIMPLY BY TURNING PATIENTS OVER DURING RADIATION TREATMENTS.
	(Nats - rooster crows as Kim walks into chicken coop) :02
CG: Courtesy: James Cancer Hospital & Solove Research Institute Shots of Kim walking into coop to gather eggs	WHEN DECIDING ON A COURSE OF TREATMENT FOR HER BREAST CANCER, KIM DORAN HAD A LOT TO CONSIDER. SHE WANTED TO CONTINUE TO RUN THE FAMILY FARM AS MUCH AS POSSIBLE - BUT HAD TO KEEP HER FAMILY HISTORY IN MIND AS WELL. :10
CG: Kim Doran Treated for breast cancer :10 - :22	"Both my parents, they passed with heart attacks. So, having that history of heart disease, my main concern was the radiation affecting my heart." :12
Shots of surgery Shots of Kim gathering eggs Shots of radiation therapy Photo of woman on her stomach	OPTING FOR SURGERY TO REMOVE ONLY HER TUMOR MEANT KIM COULD RECOVER FASTER, BUT IT ALSO MEANT SHE WOULD NEED RADIATION THERAPY TO KILL ANY CANCER CELLS THAT MIGHT REMAIN. THAT'S WHERE TREATMENT CAN GET TRICKY. TRADITIONALLY, WOMEN LIE ON THEIR BACKS FOR RADIATION THERAPY AND EXPERTS SAY THERE IS A SLIGHT RISK THAT THE TREATMENT CAN DAMAGE HEART AND LUNG TISSUE. BUT LYING ON THE STOMACH ELIMINATES THAT RISK :21

<p>CG: Dr. Julia White James Cancer Hospital & Solove Research Institute :43 - :56</p>	<p>“It allows the breast to make a solid form, so it’s an even shape, we can distribute dose through it evenly, and we can stay in front of the ribs, usually, so we don’t even need to go into the thoracic cavity and even skim the lung and heart.” :13</p>
<p>Shots of Dr. White looking at images</p> <p>Photo of woman on stomach</p> <p>Pan / low angle of laser moving into place</p>	<p>DOCTOR JULIA WHITE OF THE OHIO STATE UNIVERSITY’S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE HELPED DEVELOP A SPECIAL PRONE THERAPY BOARD.</p> <p>WOMEN LIE COMFORTABLY ON THEIR STOMACHS WHILE THE BREAST TISSUE FALLS AWAY FROM THE CHEST WALL, ALLOWING THE RADIATION TO TARGET THE CANCER.</p> <p>WHITE SAYS THIS REDUCES THE RISK TO HEALTHY TISSUE AND PRESERVES THE SHAPE OF THE BREAST. :20</p>
<p>Dr. White (CG’d earlier)</p>	<p>“What we found was that we were able to have a really good rate of a good cosmetic outcome in 80-90 percent of the women who go through this treatment.” :08</p>
<p>Shot of Kim / dissolve to photo of woman on stomach in treatment</p>	<p>INCLUDING KIM - WHO HAD NO IDEA HOW ONE LITTLE CHANGE COULD CHANGE SO MUCH. :05</p>
<p>Kim (CG’d earlier) 1.37.21 - 1.37.27</p>	<p>“It made me feel a hundred percent better know that that’s the procedure I needed to have.” :07</p>
<p>Wide shot walking from coop with basket of eggs</p>	<p>AT OHIO STATE’S JAMES CANCER HOSPITAL AND SOLOVE RESEARCH INSTITUTE, THIS IS CLARK POWELL REPORTING. :05</p>
<p>ANCHOR TAG</p>	<p>DOCTORS SAY THIS APPROACH IS PRIMARILY FOR WOMEN WHO CATCH THEIR CANCER EARLY - USUALLY IN STAGE ONE OR TWO.</p> <p>RECENT STUDIES PRONE THERAPY DRAMATICALLY CUTS THE AMOUNT OF LUNG AND HEART TISSUE AFFECTED BY THE RADIATION THERAPY.. BY 90-PERCENT.¹</p>
<p> Share it! Suggested tweet:</p>	<p>Simply changing position for treatment is improving outcomes for breast cancer patients @OSUCCC_James. Details: bit.ly/1CGIILJ</p>
<p> Suggested post:</p>	<p>It sounds like such a simple idea, but the results are profound. Doctors have some breast cancer patients simply lie in a different position during radiation therapy to dramatically improve outcomes. Meet one doctor at Ohio State’s James Cancer Hospital and Solove Research Institute who says the approach is not only safer for some patients, it can preserve the shape of the breast as well. Details: bit.ly/1CGIILJ</p>
<p>References -</p>	<p>¹<i>Prone vs Supine Positioning for Breast Cancer Radiotherapy, Journal of the American Medical Association, Volume 308, Number 9, September 2012. Online: http://jama.jamanetwork.com/article.aspx?articleid=1356348</i></p>
	<p>Extra Bites</p>

<p>CG: Dr. Julia White James Cancer Hospital & Solove Research Institute</p>	<p><i>Dr. White talks about the prone position approach -</i> “We want the dose to just go around the breast we don’t want to treat with such a large radiation field that we’re also treating lung and heart and all other normal tissues.” :11</p> <p><i>Dr. White talks about the challenges of therapy while lying face up -</i> “The way the breast shapes when a woman lies down, actually were more likely to have a breast that the breast appearance deteriorate with time after the treatment.” :10</p> <p><i>Dr. White talks about frustration with irregular breast shape after treatment-</i> “You can imagine how frustrating that would be to have your cancer cured and then to be left with something that you’re unhappy with.” :06</p> <p><i>Dr. White talks about the goals of therapy on a woman’s stomach -</i> “I want them to remain as intact and normal-looking and as happy and satisfied with their appearance, 10-15-20 years later. And so that’s really the goal of this board.” :09</p>
<p>CG: Kim Doran Treated for breast cancer</p>	<p><i>Kim talks about the prone-therapy approach -</i> “Instead of laying on my back, I would be laying on my stomach for the procedure. Which would not even - the radiation would not affect my heart or any of my vital organs.” :11</p> <p><i>Kim talks about the desire to keep working through treatment -</i> “The farm, of course is a lot of work. It’s slowing down now with the fall and the winter coming on, but I was able to keep up. I was very blessed to be able to do that.” :14</p> <p><i>Kim talks about the option that spared her breast & help maintain its shape -</i> - “If, God forbid the cancer comes back, then I know that I’ll have to have a mastectomy. But until then, you know, I would like to continue to be a whole woman and not have my breast removed.” :13</p>
<p>Producers & Reporters:</p>	<p>To download scripts, video and photos go to: http://www.multimedianewsroom.tv</p>

For viewer information on this story contact:

The Ohio State Comprehensive Cancer Center - James Cancer Hospital & Solove Research Institute The James Line: 1-800-293-5066

Log onto <http://www.cancer.osu.edu> - click on “Media Room”

Produced by:



1800 West 5th Ave.

Columbus, Ohio 43212

Phone: (614) 932-9950 Fax: (614) 932-9920

www.mediasourcetv.com

Video content provided by:

The Ohio State Comprehensive Cancer Center - James Cancer Hospital & Solove Research Institute

Media Relations Department: (614) 293-3737