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zero breast
cancer



On Thankfulness!

"Let us rise up and be thankful, for if we didn't learn a lot today, at least we learned a little, and if we didn't learn a little, at least we didn't get sick, and if we got sick, at least we didn't die; so, let us all be thankful." - Buddha

Two months ago I got especially mad! I sat down at 7 a.m on a Wednesday morning and poured out my heart with frustration into an email blast. Yet another young woman in her 40's, a dear friend at the peak of her career and with kids in high school, had received a breast cancer diagnosis. Fortunate to have access to a very experienced breast cancer team, her updates are heartening; her surgery is successfully behind her and a plan for next steps being developed. Thankfully she has a lot of community support. We wish her well during her radiation treatment and we are hopeful about her prognosis.

And then early last week ZBC received word that one of our Board Directors lost her mother who had been a long time breast cancer survivor but whose disease had metastasized and spread. We send our most heartfelt condolences to Laurie O'Hara on the loss of her mother Carolyn O'Hara. We are thankful that Laurie has her extended family, professional colleagues and ZBC community for support.

In this field we are often on an **emotional roller coaster** that reminds us that its three steps forward - and then at least one step backwards. We are thankful for all of you who understand and hold each other up.

If you are reading this you have a personal interest in the topic of breast cancer. You understand the importance of the ongoing research that seeks to understand, prevent,

detect and treat this group of diseases. Our commitment is to focus in particular on evidence based information that is relevant to breast-cancer risk reduction at key stages of life. **Reaching the next generation is crucial in order to increase the effectiveness of prevention efforts. Reaching breast cancer survivors with information on recurrence risk-reduction is imperative. In both demographics under-served populations are our priority.**

So much progress has been made over the last two decades by many fine organizations that now the conversation is turning to **ways to attain the best health possible for those living with or beyond breast cancer.**

However much remains to be done, especially in communities that have fewer resources, lack access to good information, may lack insurance, whose cancers get discovered later when they are much harder to treat successfully and whose mortality rates remain stubbornly higher than average.

If you are reading this we know you have supported Zero Breast Cancer and most likely other organizations doing vital work in this field. **We are in this together. You have made a difference and will continue to do so.**

Our vision remains zero breast cancer. We know it is yours too. We are thankful for the progress that has been made and to all the dedicated researchers, scientists and medical professionals for persisting in their work towards the same vision. We are equally thankful to our sponsors, donors and volunteers and all the members of the community that care!

We are thankful for you!

Rose Barlow

Executive Director
Zero Breast Cancer

Read More

Also in this edition:

- [ZBC at the Latino Health Conference](#)
- [ZBC and understanding the needs of breast cancer survivors](#)
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- [Support ZBC on Giving Tuesday, 11/29/2016!](#)

ZBC at the Latino Health Forum

Exploring Racism and Discrimination Impacts on Health.



This month, ZBC staff exhibited at the 24th Annual Latino Health Forum in Santa Rosa, CA, with the theme "Racism and Discrimination Impacts on Health." At our table, we had the opportunity to speak (in Spanish and English) with a wide variety of participants, including high school, college and medical students; representatives of community, academic, governmental and health care organizations; community health workers; and local activists. This was a particularly important event for us given a 2015 needs assessment found that

Sonoma County has a large gap in services for breast cancer patients. We are proud to have provided breast cancer risk reduction information to many of the >400 attendees. Keynote speakers Jann Murray-Garcia, MD, MPH (UC Davis), Edward E. Telles, PhD (UC Santa Barbara) and Carlos Molina III (The California Endowment) presented compelling histories and data about and contexts for the inequalities in our current health care system and made the case for renewed efforts for prevention. We were able to attend several break-out sessions, including "Empowering Youth to Identify Health Disparities, Recognize Privilege, and Make a Difference." It was an impressive event filled with current and future change agents for health—we hope to return and continue to spread risk reduction messages!

To learn more check out the event website [here!](#)

ZBC asks: what do survivors need?

About 3 million people currently alive in the United States have received a breast cancer diagnosis and most no longer receive active treatment. That doesn't mean they should be out of sight or out of mind!



Living with breast cancer

While there are disturbing differences in survival rates among different populations, on average only 20% of women diagnosed die from the disease. Because of the relatively high survival rate, breast cancer is increasingly seen as a chronic disease. From the time of diagnosis, it is common to say that person is a survivor. Some people in treatment, or who are dealing with recurrence, don't identify with the term survivor. Others prefer the term thriver - putting the focus on living as well as possible. Whichever term is used, one of the goals of Zero Breast Cancer (ZBC) is to translate new knowledge that comes from research into useful messages to help those who have or had breast cancer live the healthiest possible life and to reduce their chance of recurrence of the disease. We are delighted to share our work in this area.

The Pathways Survivorship Study

For more than 13 years, ZBC has had the honor of representing the community in a number of Kaiser Permanente of Northern California's Department of Research studies. One of these is the Pathways Survivorship Study. Since 2008, we have helped to shape their exploration of the factors that influence the length and quality of life of women after they are diagnosed with invasive breast cancer. In 2017, ZBC will facilitate the establishment of an advisory committee for members participating in the study (cohort members) to engage them more fully in the study.

The most obvious reason to involve participants is to solicit their ideas for research questions and priorities and to share study results. Engaging these women offers a great opportunity for ZBC to get input on which health promotion and risk reduction issues are most important, as well as when and how they want to receive information. This fits very nicely with our aim to translate evidence-based research results for breast cancer "survivors" thereby supporting them to become advocates for their own health. Together, we will use the findings from Pathways, as well as what we know from other experts, to reduce the chance that breast cancer could return and to improve health and wellness during and after treatment.

Patient Centered Outcomes Research Initiative (PCORI)

ZBC is leading a diverse group of partners in our second round of funding from the Patient Centered Outcomes Research Initiatives (PCORI) Pipeline to Proposal Program. Our

Steering Committee includes representatives of safety net and public hospitals; community-based organizations that serve Latina, African-American, Asian American/Pacific Islander, LGBTQ, young and linguistically diverse cancer patients; an alternative medicine program; post-cancer primary care; and survivorship research. Over the previous two years of exploring research ideas, we have decided to focus on community models for providing consistent support and care to women with limited resources (income and other access) as they transition out of breast cancer treatment. In 2017, we will apply for additional funding to continue this remarkable collaboration.

ZBC goes to school!

We have begun distributing Information & Activity Packs to high schools to encourage students to make healthy lifestyle choices that play a key role in breast cancer risk reduction.



These packages are complete with stress reducing activities including adult-style coloring books and squishy balls as well as ceramic mugs and non-toxic cleaners as real life examples of reducing environmental chemical exposures. At the heart of the packs are informational brochures and posters (for a closer look click [here](#))! Some schools that have recently requested our kits include:

- Redwood High School (pictured above)
- Drake High School
- Oakland School of the Arts
- Pearl City High School in Hawaii

We are also working with high school breast cancer clubs and support their activities in a variety of ways including providing specially prepared 'how to' materials.

Are you interested in seeing any of these materials in a high school near you? Please

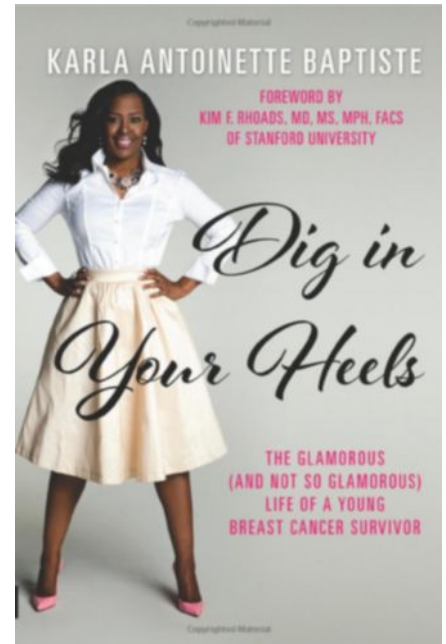
make an introduction between the school and ourselves [here!](#)

ZBC blogs about books - # 3

New Book Review on "Dig in Your Heels" by Karla Antoinette Baptiste

Karla Antoinette Baptiste, the author of "Dig In Your Heels," was diagnosed with stage 3 breast cancer at the age of 34. In this unabashedly candid memoir, she describes her life before diagnosis, during treatment, and the first several years after treatment. In a review written by Kathie Farrell, we explore the lessons of love, friendships, and spirituality during one woman's journey through breast cancer.

To check out the blog click [here!](#)



Support ZBC on 11.29.16!

ZBC is proud to be part of the [#givingtuesday](#) movement.

Join with friends, family and colleagues to support causes you care about. Please remember us when you decide to participate. Click on the image below to invest in our mission and support us online. Share with with people you know who share the vision of zero breast cancer.

#GIVING
TUESDAY

Zero Breast Cancer promotes breast cancer risk-reduction through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life.

We envision a world with zero breast cancer!

Visit Our Website

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