

Good News! Breast Cancer Incidence Rates Trending Downward

For the first time since Zero Breast Cancer has been tracking and communicating Marin County's invasive breast cancer incidence rates—there is good news! The new statewide comparative breast cancer rates, released in September 2013 by the California Cancer Registry (CCR), show a drop in Marin County's breast cancer incidence rates. While still 10% higher than California's invasive breast cancer rates, the latest available statistics for all ethnicities living in Marin show rates headed downward, beginning in 2006 through 2010 (graph 1). We will not know whether or not decreasing breast cancer incidence rates is a continuing trend here in Marin until the 2011 figures are released next year.

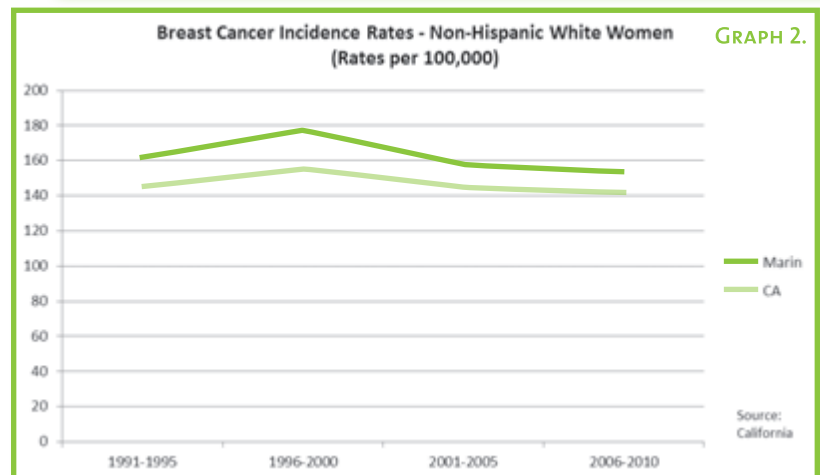
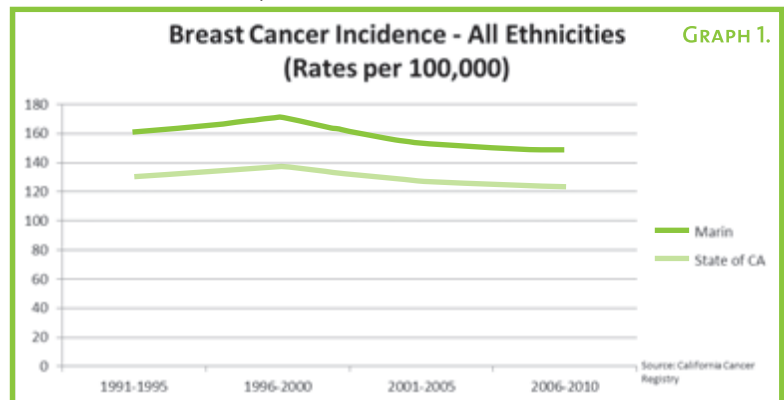
Those of us who closely follow these statistics are well aware that trends in breast cancer incidence rates vary over time and by age, race and ethnicity, and geographic location. For example, while it is well known that invasive breast cancer incidence rates in non-Hispanic white women in Marin have been historically high (graph 2), less attention has been paid to the fact that breast cancer incidence rates in Latinas living in Marin is higher in comparison to the state averages (graph 3). This is a population that needs more attention and whose risk factors may be very different from those of non-Hispanic white women.

While taking hormone replacement therapy, having children after age 31, and/or alcohol consumption may explain some of the excess

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zero breast cancer

Mission Statement

Our mission is to find the causes and prevention of breast cancer through community participation in the research process. We focus on identifying environmental factors and the role they play in the development of breast cancer at all stages of life and across generations.

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Francine Levien
(1931 – 2001)

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**Please continue to
support the work of
ZERO BREAST CANCER
by making a contribution
using the enclosed envelope.
*Thank you.***

In Memoriam

**Roni Peskin Mentzer
(1945-2013)**

Zero Breast Cancer mourns the death of Roni Peskin Mentzer, Emeritus member of our Board of Directors, who died on July 3, 2013, following a long and courageous battle with breast cancer. A founding member of Zero Breast Cancer, known in 1996 as Marin Breast Cancer Watch, Roni's personal experience with breast cancer fueled her determination to find out why women living in Marin County had such high incidence. Although she did not completely conquer this disease, she triumphed in the way that she lived during her illness, which included numerous contributions to her community.

Please view our complete tribute to Roni on the ZBC website. We treasure the memory of her remarkable life.

ZBC Says Farwell to Susan Schwartz, MPA

As of November 2013, Susan Schwartz will be leaving Zero Breast Cancer. As Education Director, her contributions to ZBC were immeasurable. Among her many accomplishments, she developed and piloted our Adolescent Breast Cancer and Environment Peer Education Toolkit, designed our popular bi-lingual Tips to Prevent Breast Cancer flyer and nurtured our relationship with UCTV, which has become a major channel for ZBC to disseminate research findings focused on breast cancer, prevention and the environment.

Susan was always a pleasure to work with. Her calm maturity, thoughtful consideration of issues and ability to include and engage people in ZBC's projects and events was an inspiration for all of us. Most of all, she will be remembered for her warm generosity and hospitality. We wish Susan success going forward and thank her for her friendship, counsel and support.

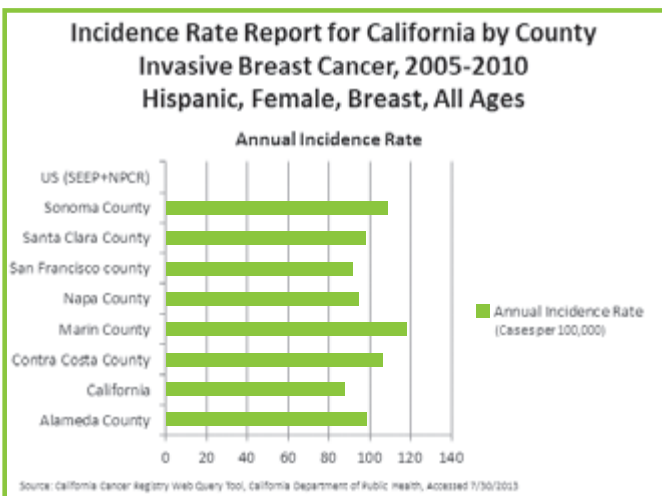
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incidence of breast cancer in non-Hispanic white women living in Marin, it does not fully explain the increased incidence, especially among other ethnic and racial groups. Most importantly, up to 60% of breast cancer cases occur in women with no known risk factors. Our ability to predict an individual's risk based on known risk factors is currently very limited. With the majority of breast cancer cases unexplained, we clearly have work to do. This is why, thanks to your generous support, ZBC focuses on research and education on environmental factors that may be related to the etiology of breast cancer. We do this by advocating for new studies and areas of research, by collaborating and bringing a community perspective to new and ongoing studies, and by scouring the literature to provide up to date and scientifically accurate information in language that regular people can understand and put to work. One of the challenges in our complex field is that, frequently, study results are misinterpreted, taken out of context, or presented incompletely. Whether through letters to the editor, this newsletter, our website, or our educational and outreach activities, Zero Breast Cancer is there to ensure that the public benefits from research results.

We welcome the community to take advantage of risk reduction resources on our website and call our offices at (415)507-1949 with questions about breast cancer prevention. WWW.ZEROBREASTCANCER.ORG

Data Source: California Cancer Registry (2013). Cancer Incidence/Mortality Rates in California. Retrieved October 29, 2013 from <http://www.cancer-rates.info/ca>.

GRAPH 3.



What's New on the ZBC Web!
www.zerobreastcancer.org

Marin County Breast Cancer Rates

Access more information about the new Marin breast cancer rates, including a summary of the findings and related news articles from around the county.

Breast Cancer & the Environment Research Program Educational Toolkits Now Available!

Check out the newest toolkits from the Community Outreach & Translation Core of the Breast Cancer and the Environment Research Program! Toolkits are aimed at educating the public on the environmental factors that influence the development of breast cancer and are available specifically for Health Care Providers & Professionals, Outreach Organizations, and African American Families as well as general audiences.

ZBC on "Beyond the Headlines"

On August 18th, ABC7's "Beyond the Headlines," hosted by Cheryl Jennings, focused on puberty and the physical changes young girls and boys go through, as well as the issues faced by transgender children. Among those interviewed were the CYGNET Study Co-Principal Investigator, Dr. Louis Greenspan, ZBC's Community Outreach & Education Coordinator, Alexandra Anderson, MPH, as well as two members of the ZBC led CYGNET Youth Advisory Board. You can check out the video on the front page of our website!

Message from the Executive Director

Janice Marie Barlow



Is workplace inequality in the United States a factor contributing to breast cancer risk and incidence?

Having children in the US is difficult. This nation has some of the most regressive policies for women of childbearing age. There is no paid family leave, very little subsidized childcare, and very short—if any—paid maternity leave.

If a woman leaves her job to

have a child, she is nearly guaranteed to suffer a permanent reduction in income potential. Contrast this with countries like Canada or Sweden where both parents can get paid leave to care for their children, and childcare is subsidized to make it affordable. Beyond making life challenging for career-oriented mothers, the absence of similar policies in the United States may be contributing to breast cancer risk by putting pressure on women to delay childbirth until they are more established in their careers.

It is well known that a single full term pregnancy in early adulthood decreases the risk for ER+ (estrogen receptor-positive) postmenopausal breast cancer, the most common form of the disease. It is also known that the protective effect of age at first birth decreases after the mid 20's and that women aged 35 or older at their first birth have increased risk for both ER+ and ER- breast cancer.

The number of times a woman has given birth to a baby (parity) is also an important contributor to breast cancer risk. The protective effects of parity on breast cancer risk appears to be limited to ER+ breast cancer, with an increased risk of ER- and/or basal-like breast cancer being associated with higher numbers of children.

Recently, an international scientific collaborative led by the Harvard Stem Cell Institute published their findings from a study (Parity-Related Changes in the Normal Breast) investigating why women who give birth in their early twenties are less likely to develop breast cancer than women who don't. They found that a full term pregnancy in women under age 25 reduces the number and growth (proliferative ability) of breast stem cells or "mammary progenitor" cells. These cells are thought to be the typical cell of origin for breast cancers, and researchers believe that

the way many risk factors increase risk is because they alter the number or properties of these cells.

By comparing numerous breast tissue samples, researchers found:

- ▶ Women at high risk of breast cancer, such as those who have BRCA 1 or 2 gene, have higher than average numbers of progenitor cells.
- ▶ Women who carried a child to full term had the lowest populations of progenitor cells.
- ▶ The number of progenitor cells was higher than average for women who gave birth relatively early but later developed breast cancer.

The study was unique in the breast cancer field because of its focus on predicting risk and the potential to prevent future breast cancers. The researchers hope their discovery will lead to the development of a clinical test (counting and/or characterizing mammary progenitor cells) for gauging individual risk for ER+ breast cancer as well as the possibility of developing a treatment that would mimic the protective effects of having children. Developing such a treatment would be a medical breakthrough with the potential to prevent future breast cancers, with greatest impact for women who opt not to have biological children.

It is Zero Breast Cancer's policy to keep the public informed about breast cancer research findings, not only so individuals and families can factor the information into making personal decisions, but, even more importantly, so this information can be used to develop a national breast cancer prevention initiative designed to change public policy.

Most successful prevention initiatives in US history have depended upon policy changes that are outside the traditional scientific and health policy worlds. Excise taxes on tobacco products, passage and enforcement of non-smoking laws, zoning approaches to enhance opportunities for children and families to be physically active, and

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Is workplace inequality in the United States a factor contributing to breast cancer risk and incidence? continued from page 4

environmental hazard and air monitoring are all examples of important prevention efforts that are dependent upon action across a broad spectrum of the political and policy arena.

What would happen if we used the available science (what we know about parity and breast cancer risk) to inform changes to the social and economic circumstances known to influence decisions regarding the timing of childbirth? What if we reduced the economic uncertainties connected with childbearing to make work and family life more compatible? What if we guaranteed generous parental leave for fathers and mothers, return to the same company position and salary, flexible work schedules, part-time and job sharing, and free or subsidized childcare? What if women who wanted to have children earlier had an economic/employment infrastructure in place that supported that decision? What if we provided new mothers with mentoring by other moms who have successfully navigated childbirth, career and work/life balance? What if we committed to having affordable housing available for young parents living in Marin County and the Bay Area?

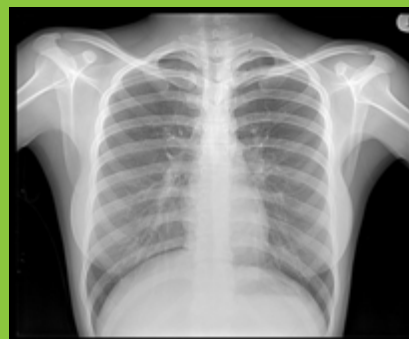
We believe that these changes could have a significant impact on breast cancer incidence in communities like Marin where women are likely to delay childbirth. A study done in 2005 (Erdmen, CA) estimated about one-third of the breast cancer cases here in Marin could be attributed to women not having children or having first child after age of 30. Here in Marin County, where the statistical mean age of a mother at first birth is 31 and where parents of young children in their late 40s and 50s are not uncommon, those pressures that make it difficult for women in their 20s to bear children is having an impact. In our local context, age of first birth is a significant risk factor, joining environmental factors, hormone replacement therapy, drinking more than 2 servings of alcohol a day, and other not yet known risk factors as pieces of the puzzle of what is driving our increased incidence rates of breast cancer.

To reduce risk in the next generation it is critical that our society and our communities provide fairer policies that make it possible for mothers to participate in economic and family life without the current unintentionally discriminatory barriers.

Join us in working with national advocacy organizations such as the National Partnership for Women and Families (NATIONALPARTNERSHIP.ORG) and MomsRising (MOMSRISING.ORG) who are focused on addressing these vital discriminatory issues.

The Effect of Medical Radiation Exposure on Children's Long Term Health

Over the summer (2013), the U.S. Food and Drug Administration (FDA) proposed guidelines for manufacturers of imaging devices, such as CT scanners, X-ray machines and angiography machines that are currently optimized for results on adults, to make new equipment that is safer for children. These guidelines would require manufacturers to include



instructions on how to safely use imaging devices in a pediatric setting and would ask manufacturers to add features such as preset control settings, procedures, labeling, and protocols that would minimize exposure for kids while producing adequate imaging.

This is part of a larger effort by the FDA, the medical imaging community and the Alliance for Radiation Safety in Pediatric Imaging to prevent unnecessary exposure to radiation during diagnostic testing on children, who are more radiation sensitive and have longer expected lifetime exposures to radiation. Scientists have found that children repeatedly exposed to radiation before age 20 are at high risk for developing cancer, particularly breast cancer in girls. To learn more about how to minimize radiation exposure for your children please visit WWW.PEDRAD.ORG



Cell Phones May Play a Role in Breast Cancer Development

Cell phone use has grown exponentially over the past decade, with providers reporting more than 300 million subscribers in the United States alone. Nowhere has this growth been more apparent than in youth, as children and adolescents gain access to cell phones at earlier ages and are reporting higher and higher usage of phones to stay connected to their social environment. An article published in the academic journal *Case Reports in Medicine*, has recently highlighted the dangers that could result from this pervasive use, particularly for teenage girls.

Although most people are aware of the research surrounding cell phone use and the development of brain cancer and the effect of cell phone exposure on male fertility, few studies have been done that focus on cell phone use and health in adolescent girls. Researchers in Orange County, CA and the San Francisco Bay Area highlighted 4 case studies of young women affected with nearly-identical forms of breast cancer who all reported regularly carrying their smartphones in their bra, directly against their breasts, for up to 10 hours a day for several years. Tumors were found in areas of the breast directly below where they carried their phones. Not one of these patients had a family history of, or genetic predisposition for, breast cancer.

This article and similar stories in the media are raising questions about how to safely use cell phones, particularly for young people. Although there is not enough evidence to definitively say that cell phone radiation causes breast cancer, the International Agency for Research on Cancer has already classified the form of electromagnetic radiation (EMR) emitted by cell phones as a possible human carcinogen. This EMR produces a heating effect on the cells, which then couples with the body to create currents within the tissue that can potentially alter the cellular environment, causing tumor production. Previous generations of cell phones only emitted this radiation when they were in use, however, newer generation Smartphones have the ability to regularly transmit information and send and receive signals even when the user is not actively handling the phone. During puberty, cells and tissues are already actively dividing as the breast begins to mature, creating a “window of susceptibility” when cells are particularly vulnerable to this passive form of EMR and similar types of exposures that may produce adverse health effects.

The cell phone safety regulations that are currently in effect were instituted by the Federal Communication Commission (FCC) nearly two decades ago. These outdated guidelines were established based on what levels of exposure were safe for a 200-pound male being exposed to early generation cell phone designs for a short period of time. More research is needed to not only identify if there is a concrete connection between cell phone radiation and breast cancer, but also to establish new safety regulations based on current technology and for the variety of populations that all use the devices. Until more data becomes available, it's important to try to limit skin-to-skin contact with cell phones and follow manufacturer recommendations for safe use.

New BCERP Article on Chemical Exposure Levels in Young Girls

New research results were recently released based on findings from the Breast Cancer and the Environment Research Program Puberty Study sites in Cincinnati and the San Francisco Bay Area. The study focused on Perfluorochemicals (PFCs) that are industrial chemicals used in production and industry. These chemicals can be detected in breast milk, infant formula and food and are correlated with mothers' exposure levels. The study was meant to determine if factors such as location, years of residence, drinking water source, and breastfeeding were predictors of PFC exposure in young girls. The results suggest that exposure to PFCs is widespread among girls and varies by race or ethnic group. PFC exposure was found in at least 95% of girls at both sites and perfluorooctanoic acid (PFOA), in particular, was found to be higher than the national average in over 38% of girls in Cincinnati and nearly 15% of girls in the Bay Area. PFOA has been identified as an emerging drinking water contaminant whose exposure can be minimized by equipping water treatment systems to remove PFOA and other PFC's from public drinking water to reduce body burdens of both mothers and their children, which can decrease the risk of health effects in the future.

You can learn more about these findings and their implications at WWW.ZEROBREASTCANCER.ORG

Could Lipstick Play a Role in Breast Cancer Development?

Contributed By ZBC Volunteer Alex Blumstein

It has long been known that there is lead in lipstick. However, a new study from the University of California, Berkeley and the Asian Communities for Reproductive Justice has revealed that there are other heavy metals in lipstick and lip gloss. (Liu, Hammond, & Rojas-Cheatham, 2013) These metals include: aluminum, cadmium, copper, manganese, nickel and more. While this study had a limited sample size of 32 lip products from 7 different companies, this is still very concerning. Even more worrisome is the fact that the FDA does not currently regulate metals in cosmetics. Additionally, many of these metals are recognized as carcinogenic or there is beginning to be evidence supporting the fact that they are carcinogenic. To better understand the potential dangers of many of these metals one has to take a more in depth look.



One metal found in lipsticks is cadmium. The U.S. Department of Health and Human Services has acknowledged cadmium as a known human carcinogen. There is growing evidence that cadmium may also increase the risk of breast cancer. One recent study was done by the American Association for Cancer Research (AACR) in March of 2012. Many foods have some level of cadmium in them such as breads, cereals, root crops and vegetables and the AACR tried to determine if dietary levels of cadmium had an effect on the rate of breast cancer. (AACR, 2012). They found that people who had higher amounts of cadmium in their diet had higher rates of breast cancer. Although not conclusive, it is fair to suspect that cadmium may have had a role in the increased rates of breast cancer. To enter the body, it must be inhaled or ingested, with a minimal amount coming from foods and a majority of exposure resulting from cadmium inhaled from the air (CDC, 2012). Unlike many other metals, it can take many years to leave the body (CDC, 2012). This often results in higher concentrations of cadmium in the body over a long period of time. Women are also a sensitive population to the metal as studies have shown that they tend to have higher levels in their blood, urine, and kidneys than men (CA EPA, 2006). The reason for this is unknown, but one possibility is that women tend to have lower levels of iron than men, which would lead women to absorb more cadmium into their bodies (CA EPA, 2006).

Another metal found in lipstick is aluminum, which was found to have one of the highest concentrations in the UC Berkeley study (Liu, Hammond, & Rojas-Cheatham, 2013). Several studies are attempting to determine if aluminum has any relation to breast cancer. Currently, it's known that estrogen has the ability to foster breast cancer cell growth and aluminum-based compounds, such as antiperspirants, do have estrogen-like properties (NCI, 2008). Because many antiperspirants are used near the breasts, and aluminum can be absorbed through the skin, some scientists suggest that aluminum may have a relationship to a breast cancer development (NCI, 2008). It should also be noted that aluminum is a neurotoxin, which tends to be damaging to developing bodies, such as infants, toddlers, teens and young adults, (CDC, 2008).

One way to reduce the number of metals found in lipstick would be for the FDA to take more responsibility for the regulations of cosmetics in general, particularly of heavy metals in cosmetics. With the exception of color additives, cosmetics do not currently need FDA premarket approval (FDA 2013). This essentially means that cosmetics can be put on the market without the FDA examining its ingredients. As a result, the legal responsibility for making sure that these products are safe is in the hands of the very companies that make them (FDA, 2013), raising the possibility of conflict of interest, as companies have more incentive to not report potential safety risks to prevent profit loss or negative press. Hopefully, as more studies come out about cosmetics, such as lipstick, as well as the effect of metals on human health, consumers will become more aware of the quality of their cosmetics and can use economic pressure to demand safer cosmetics on the market.

Full article & references available on WWW.ZEROBREASTCANCER.ORG

Honor Thy Healer Keynote Theme – When You Find Your Voice

The May 9, 2013 Honor Thy Healer awards program was a memorable gathering of 200 attendees - honorees and guests, sponsors, community members and business, and healthcare leaders. **Keynote Speaker Tom Scott**, Director of Global Branding & Innovation at the **Bill & Melinda Gates Foundation**, recounted that Zero Breast Cancer's leaders had "found their voices" early on when they demanded to know why Marin County's breast cancer rates were soaring. Mr. Scott has witnessed many empowering stories of women finding their voices through the work of his foundation in the remote villages in India.



Keynote Speaker
Tom Scott

His foundation works to improve the lives of women and children worldwide through economic opportunity and healthcare initiatives. A former communications consultant to Zero Breast Cancer, Tom traced the organization's evolution from a group of concerned activists to a national leader in "researching the causes of breast cancer, not just awareness, because whether you are in India or Marin County, when you find your voice you can absolutely make great things happen!"

Healing Professional honoree **Dr. David Gullion** illustrated three words which describe his journey with his cancer care patients through his work as a medical oncologist at Marin Specialty Care – Gratitude, the gift of Service, and admiration for his patients' Courage. As medical director of the Center for Integrative Health and Wellness at Marin General Hospital, Dr. Gullion credited his family, his patients and his colleagues for the opportunities to serve others and to be recognized by Zero Breast Cancer.



Honoree
Dr. David Gullion

"Receiving the Healing Partner Award is an unbelievable honor. Zero Breast Cancer is one of the most important agencies in the breast cancer world. It provides information, investigation and inspiration. The award dinner reflected the organization's commitment to excellence in all that it does."

—Dr. Carol Kronenwetter

Healing Partner honoree and psychologist **Carol Kronenwetter, PhD**, shared her personal story of surviving breast cancer as a young mother, and how this experience informed the design of two cancer recovery and survivor groups that she has led for years at California Pacific Medical Center.

"It was a wonderful honor to be selected, along with my esteemed colleagues, for ZBC's Community Breast Cancer Research Award. The event was a poignant reminder of all the important work that is being accomplished across disciplines and settings to tackle this persistent disease and its potential environmental determinants"
—Dr. Julie Deardorff



Honoree
Dr. Julianna Deardorff

CYGNET Study researchers Dr. Julianna Deardorff (UC Berkeley) and **Dr. Louise Greenspan** (Kaiser Permanente) educated the audience about their investigations, in partnership with Zero Breast Cancer, into the environmental, biological and social factors that influence girls' transitions through puberty, including factors that may increase the lifetime risk for breast cancer. **Dr. Gayle Windham** (California Department of Public Health) expressed her appreciation to the girls enrolled in the Bay Area CYGNET study that allows researchers to gain new insights. Zero Breast Cancer presented the **Community Breast Cancer Research Award** to this exemplary team.

Hal Brown Shining Star honoree **Regan Fedric**, ACSM, CES, was recognized for her leadership as Co-Founder & Program Director of the Sunflower Wellness Program and for her work as a cancer exercise specialist empowering women with breast cancer to be physically active and to maintain wellness. Ms. Fedric conducts individual counselling and group exercise programs at the Bay Club Marin, the Center for Integrative Health and Wellness (Marin General Hospital) and at the UCSF Comprehensive Cancer Center. She also educates professionals and the community on the role of movement and exercise to improve the lives of those living with breast cancer.

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*Honor Thy Healer
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A team of social entrepreneurs who started their business through the Dominican University Venture Greenhouse were presented the **Francine Levien Activist** award, named in memory of the founder of Zero Breast Cancer. **Stig Westling, Jonathan Mooney** and **Janine Elliott**, co-founders of *Skip to Renew*, noted the challenges they faced in producing bio-degradable, cost-effective industrial and mechanical lubricants in their ecologically conscious start-up. According to spokesperson Janine Elliott, we as individuals need to act on what we know is the less toxic alternative by purchasing products that both reduce the carcinogens in our environment and help to promote the health of our communities.



Honor Thy Healer Honorees
(Back Row L to R) Dr. Julianna Deardorff, Janine Elliott, Dr. David Gullion, Regan Fedric, Stig Westling, Jonathan Mooney
(Front Row L to R) Dr. Louise Greenspan, Dr. Carol Kronenwetter.
Not pictured: Dr. Gayle Windham.

The evening program included a dinner and awards presentations, video biographies produced by The Big Picture Film & Video Arts, Inc. and a Grand Raffle drawing. **Special thanks to our Sponsors and Donors** (see sidebar). Proceeds benefit ZBC's research and education programs.

Save the Date for the May 8, 2014 Honor Thy Healer awards dinner at the Mill Valley Community Center.

Contact us at info@zerobreastcancer.org if you would like to nominate a candidate for these awards: Healing Professional, Healing Partner, Community Breast Cancer Researcher, Hal Brown Shining Star or Francine Levien Activist awards.

To view the honoree videos and for 2014 Honor Thy Healer info, visit:

WWW.ZEROBREASTCANCER.ORG

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Call for Nominations for 2014 HONOR THY HEALER AWARDS

Do you know a special individual who has made a difference in the life of someone affected by breast cancer? Is there an individual, group or business in our community that is working to improve the public's health? Do you know of a researcher who is making huge strides in the field of breast cancer and the environment and is involving the community in the research process? Zero Breast Cancer (ZBC) would like to hear from you!

ZBC invites you to submit your nomination for any of the following awards that will be presented at the May 8, 2014 Honor Thy Healer Awards Program at the Mill Valley Community Center.

The five distinct award categories include:

HEALING PROFESSIONAL – a distinguished healthcare provider (medical, clinical and/or complementary care) who treats persons with breast cancer

HEALING PARTNER – an exceptional individual who has supported a friend or family member through their journey with breast cancer, or who has created a program that supports those affected by breast cancer

COMMUNITY BREAST CANCER RESEARCHER – a research scientist or team of researchers who collaborate with the community in the process of discovering unique environmental factors that may play a role in breast cancer

HAL BROWN SHINING STAR AWARD – recognizes the leadership of individuals, businesses, non-profits and healthcare organizations who are working to improve the community's health and who support Zero Breast Cancer's mission

FRANCINE LEVIEN ACTIVIST AWARD – an honor presented to an individual or business, or a community health or environmental activist, who embodies the namesake and spirit of Zero Breast Cancer's founder

Nominations should be e-mailed to Zero Breast Cancer by January 31, 2014 to info@zerobreastcancer.org. Please indicate the award category for the nomination, name and contact information for both the nominator and the nominee, and a brief explanation about why you think the nominee should receive the award. Honorees will be selected by the 2014 ZBC Honor Thy Healer Program Committee. You will be contacted by February 2014 to confirm if your nomination is selected. ZBC invites all nominators to attend this inspiring awards program.

Contact info@zerobreastcancer.org and type Honor Thy Healer 2014 in the subject line. Save the Date of May 8, 2014 for the Honor thy Healer Awards Program.



UCTV video programs reach 1.5 million web views

Zero Breast Cancer, in partnership with University of California Television (UCTV), the scientists and program directors from the Breast Cancer and the Environment Research Program (BCERP), UCSF faculty and the SFGH AVON Breast Care Program, has produced a total of 33 video topics to educate the public about breast cancer discovery research, environmental factors, risk factors pertinent to younger women, and prevention. Twenty five of the videos are from the 2012 BCERP annual scientific meeting in San Francisco, and eight topics were filmed at ZBC-UCSF Young Women's Prevention Forums (2009, 2011).

All of the videos can be accessed at:
UCTV.TV/ZEROBREASTCANCER

These videos have attracted 1.5 million total web views or podcasts as of November 2013. Zero Breast Cancer thanks UCTV for creating a special Breast Cancer Prevention and Treatment series for these programs, and we encourage our readers to visit the UCTV web site. Funding for the educational video productions was provided by the National Institute of Environmental Health Sciences, National Cancer Institute, the Avon Foundation, Safeway Foundation and the Marin County Board of Supervisors.

ZBC Funded to Lead Second Year of The CYGNET Study Youth Advisory Board

During the 2012-2013 academic year, Zero Breast Cancer led The CYGNET Study's Youth Advisory Board, comprised of 22 teenage study participants working to engage youth in research and raise awareness among participants about health topics that affect them. The first year of the Youth Advisory Board was extremely successful. Members helped to redesign the Menstrual Calendar Diaries to make them more understandable and private to encourage more participants to complete them, suggested changes in incentives that would encourage more participants to attend study related activities, designed the layout and content of the CYGNETstudy.com website, and designed a "What to Expect at Clinic" flyer, meant to share with participants what activities they can expect to complete in Year 8 of the study and to help them feel more comfortable.

Based on the success of the first year of The CYGNET Study's Youth Advisory Board, Zero Breast Cancer was recently funded by the National Institute of Environmental Health Sciences to lead a second year of the program. CYGNET's Youth Advisory Board was created to make sure the activities of the study are designed to meet the changing needs of study participants and youth overall. The board provides the staff with a youthful perspective to help target future study activities and public health messages in a more significant way.

ZBC looks forward to working with The Youth Advisory Board and participating in its continued success during the 2013-2014 academic year.



ZBC Adolescent Peer Education Tool Kit

ZBC's Education Director, Susan Schwartz, continues to provide consultation to adolescents and health educators on the use of our Adolescent Breast Cancer and Environment Peer Education Toolkit. Recently, we advised a Boys and Girls Club presenter in Sonoma County, an oncologist in Illinois who is starting a breast cancer education program in Jamaica, and the students pictured below who have founded a Breast Cancer Awareness club at the same school in San Anselmo, California where ZBC developed and pilot-tested our education tool kit:



WWW.ZEROBREASTCANCER.ORG/GET-INFORMED



Sierra Stephens and Hannah Salaverry, Co-Founders Sir Francis Drake High School - Breast Cancer Awareness Club, September 2013



Participants making their way along the Dipsea Trail

The Dipsea Hike for Zero Breast Cancer Has Another Successful Year!

The 12th Annual Dipsea Hike for Zero Breast Cancer was held on Saturday, September 7th. Over 500 participants consisting of runners, hikers and teams came out to support Zero Breast Cancer in this year’s event, raising over \$55,000 to support ZBC’s breast cancer research and education programs. Thank you to our sponsors, donors, event committee, volunteers, teams and participants for contributing to another record breaking year.

The weather was beautiful and sunny on Mt. Tamalpais and the post-hike celebration was filled with music from the Ukulele Friends Ohana (UFO). Plenty of food, complimentary massages, and event sponsors greeted the participants as they completed the 6-mile course starting and ending in Old Mill Park.

View photos from the event on the Dipsea Hike website: DIPSEA.ZEROBREASTCANCER.ORG/PHOTOS



Volunteers from Larkspur Financial Advisors - Chris Murphy, Jen Olivas, Mark O'Brien, Rachel Dougherty, Ron Murphy and Rania Ghawi



Participants gather in Old Mill Park before the hike



Susan Mulvey of Team Roni listening to the morning announcements



Team Z Ultimate Defense Studios

Thanks to all of our generous Dipsea Hike Sponsors and Donors!



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Climbing Mountains to Beat Breast Cancer

Even a freak spring snow storm couldn't stop Karl Huie and his team from climbing Mt. Shasta to raise funds for Zero Breast Cancer. A resident of Marin and owner of Pacific Heights Drycleaners, Karl climbed Mt. Shasta on May 18-19 with four friends, raising over \$2,500 for ZBC.

Karl, who tries to participate in at least one fundraising activity a year, lost a favorite aunt to breast cancer and has been a long-time friend and donor to ZBC. In 2009, he was awarded the Francine Levien Activist Award for being the first cleaning company in Marin and San Francisco to stop using hazardous chemicals in the dry cleaning process.

Karl and the Pacific Heights Climbing Team, as they called themselves, spent two days climbing the Hotlum-Wintun Ridge Route, one of the most difficult routes on Mt. Shasta, a live volcano in the Cascade Mountain Range and California's fifth highest mountain at 14,180 feet. Despite rapidly changing weather conditions, the team logged eight miles and 8,000 vertical feet. "This trail is steeper and more technically difficult than the trail we usually climb. Plus, we had a lot of weather. On Saturday, we got sun, rain and snow within an hour or two and 30-35 mph winds. On Sunday, it was even windier." (Karl Huie)

The team spent Saturday night in Base Camp at 9,600 feet on Mt. Shasta and on Sunday hiked to the summit. "We camped on the rocks on the side of the glacier," recalls Karl. "It was super windy, and the tent was flapping all night long." Other than the weather, Karl described the climb as "pretty smooth, no wildlife, no major traumas or setbacks." Besides, says Karl, "Summiting is only half the journey."

To support and simplify his fundraising endeavor, Karl set up a charity website through Charity of Choice, which he promoted to friends and customers through company newsletters and social media.

But perhaps the most significant thing Karl has done to help ZBC's cause was to revolutionize the dry cleaning industry. "We were the first cleaning company in San



Karl Huie (far right) and the Pacific Heights Cleaners Team climbed Mt. Shasta last May, raising over \$2,500 for ZBC

Francisco and Marin to stop using hazardous solvents like perchloroethylene," said Karl. According to the National Library of Medicine Tox Town website, long-term exposure to perchloroethylene or PCE, a manufactured chemical used for dry cleaning fabrics and degreasing metals, can cause leukemia and cancer of the skin, colon, lung, larynx, bladder, and urogenital tract.

"Since 2007, we've been cleaning the traditional way, with water, the way our ancestors did for thousands of years. Plus, these methods clean much better. The cleaning is more thorough. Colors come out brighter and the fabric feels better and smells fresher," said Karl. "People recognize how hazardous dry cleaning chemicals can be and have switched to Pacific Heights Cleaners because we don't use solvents that are bad for our health and the environment."

Eco Drycleaning, which uses a cleaning solution with a water-based acidic soap, is endorsed by the EPA, California Air Resource Board, the UCLA Sustainable Technology and Policy Program, and other environmental organizations. Pacific Heights Cleaners is also a Certified Green Drycleaner.

Karl, who has been in the cleaning business since 1986, says, "I had been thinking about making the switch away from hazardous chemicals for a long time, but had to consider the timing and make sure the products and techniques were

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Zero Breast Cancer would like to send a special thank you to The Avon Foundation for Women, the County of Marin Board of Supervisors and the Safeway Foundation for their continued support of our organization.



ZBC Board Member Fern Orenstein accepts a check for \$125,000 in support of Zero Breast Cancer research and education programs.



Community education programs supported with funds from the Safeway Foundation.



San Pedro Elementary School students who participated in the Living Our Lives (LOLA) Program for nutrition and exercise, funded by the County of Marin

Climbing Mountains to Beat Breast Cancer continued from 14

good enough.” His parents started Pacific Heights Cleaner in 1969, and today Karl owns and operates Pacific Heights Cleaners in San Francisco at 2437 Fillmore Street and in Sausalito at 2631 Bridgeway.

Karl notes that some cleaners are now using petroleum or silicone, and while there is no evidence that these are carcinogens, “EPA studies show that silicone can cause tumors in rats, and can create dioxins that are released into the atmosphere.”

As if scaling active volcanoes and changing an entire industry weren’t enough, Karl also answers cleaning questions and posts over 3,000 stain removal tips on his blog site, www.yourgreendrycleaner.com.

Donations for Karl’s fundraising effort for ZBC can still be made at <https://mycharityofchoice.com/payment/campaign/148>

Ways you can support Zero Breast Cancer

Over 35% of Zero Breast Cancer’s funding comes from our donors and business supporters in the community. This ongoing generosity helps support our research and education programs.



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upcoming events

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Tickets \$135 per person

To register, contact info@zerobreastcancer.org

Ways You Can Support Zero Breast Cancer

- **MAKING A CONTRIBUTION** – *Please visit our website at zerobreastcancer.org/get-involved/donate*
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