



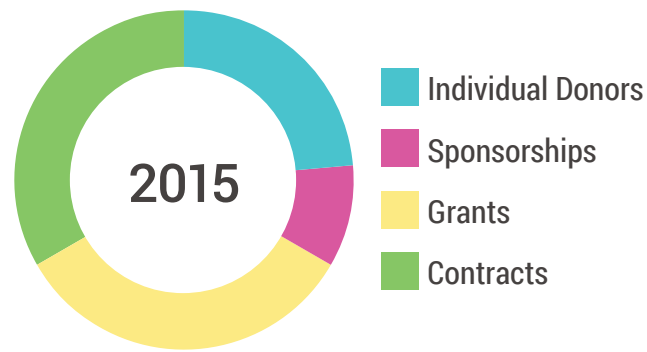
# Zero Breast Cancer

Biannual Community Report  
2015 & 2016

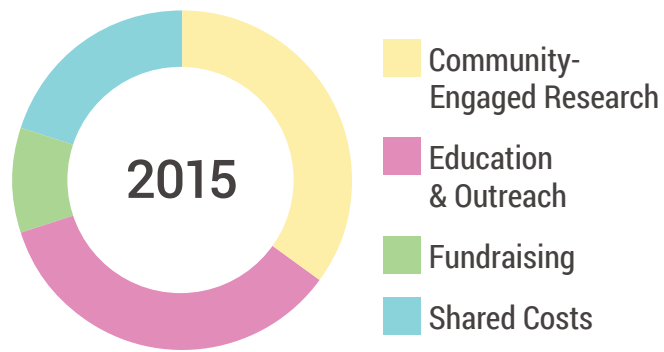
zero breast  
cancer

# Overview

## Revenue

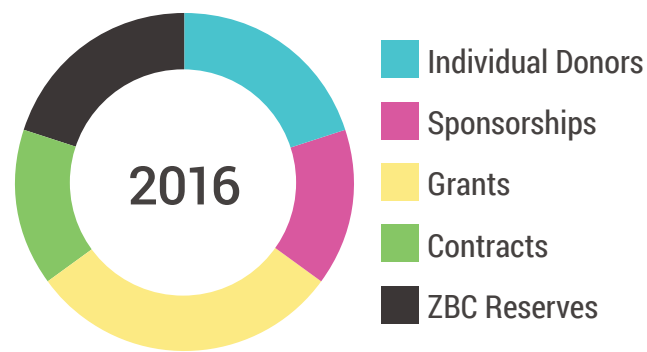


## Expenditure

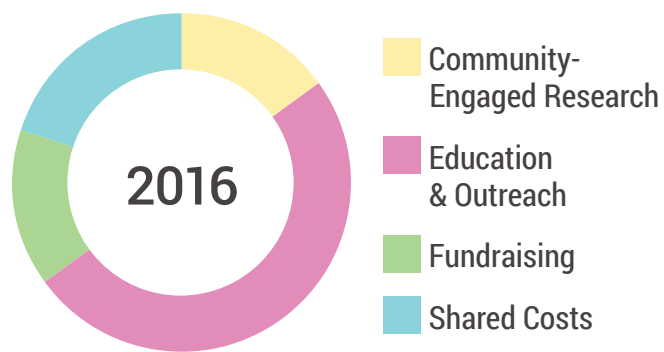


In 2015, Zero Breast Cancer operated on a balanced budget with a similar ratio of contributions from funding sources in line with previous years and with the mix of activities largely similar as well. The 2015 budget was \$482,567. The year ended in surplus due to ZBC acting as the fiduciary agent for the Avon-Powell block grant.

## Revenue



## Expenditure



In 2016, Zero Breast Cancer began an extensive strategic review. The board approved expenditures of \$707,353 but as soon as it became apparent that a number of revenue streams would be lower than predicted, expenses were sharply curtailed and critical goals achieved by expanding our outreach to volunteers and skilled pro-bono service providers. Despite these challenges the 2016 fiscal year ended with ZBC maintaining solid reserves.

# Letter from the Executive Director

Influenced and galvanized by HIV activists in the 1980s, breast cancer patients and their medical teams started to form advocacy and research organizations to bring resources to the questions of ‘why?’ and ‘what can we do about?’ steadily climbing rates of breast cancer that peaked in the Bay Area, and in Marin in particular, in the 1990s.

Two plus decades later we have some answers. Breast cancer risks are not clear-cut or sudden; they are complex, they interact and they are embedded in our physical and our social environments. Genetic or familial risk is estimated to account for between 5% and 10% of breast

The bad news continues to be that the lifetime risk for breast cancer remains stubbornly high at one in eight for women nationwide. More bad news is that the survival rates of patients with advanced breast cancer and metastatic disease have not really budged.

This is not acceptable and there is more work to be done!

I would like to take this opportunity to thank Erica Heath, Zero Breast Cancer Board President 2015 and Connie Goldsmith, Zero Breast Cancer Board President 2016 for their full and unqualified leadership as the ZBC Board of Directors left no question unasked, and no opportunity unexamined, in considering the impact that Zero Breast Cancer can have going forward, drawing from the knowledge gleaned through research and partnerships over the last 21 years.

There is no choice; risk reduction and prevention efforts must be multi-faceted, incremental and sustained. Together we can and must persist and remain focused on the vision of a world with zero breast cancer.

Yours in health,

*Rose Barlow*

Rose Barlow  
Executive Director



Rose Barlow (left) with Marin County District 2 Supervisor Katie Rice.

### Board of Directors 2015 & 2016

Shelley Anderson, Bette Caan, DrPH, Jeffrey DalPoggetto, Melissa Felder, Connie Goldsmith, Erica Heath, Brian Lewis, MD, Laurie O'Hara Torres, Fern Orenstein, James Patrick, Hon. William Stephens, Sally Thompson Dukan, Judy Wetterer

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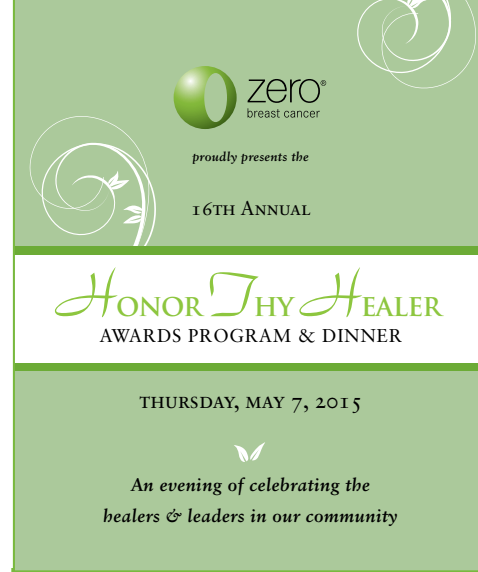
### Team 2015 & 2016

Alexandra Anderson, MPH, Janice Barlow, BSN, NP, Rose Barlow, Marissa Kobayashi, Mark Powell MD, MPH, Catherine Thomsen, MPH, Cailen Wright, MSW

cancers. Environmental exposures and lifestyle risk factors are estimated to account for another 30% - 40% of breast cancers. Frustratingly for most women (and more rarely men) the question of why they develop breast cancer remains unanswered.

As Zero Breast Cancer transitioned from its second to its third decade in 2015-2016 change was in the air. The headline good news was that finally the data showed that breast cancer rates in Marin and the Bay area had declined for all groups albeit at different rates among whites, African Americans and Latinas. Another good news headline is that 25% of cancer survivors in the USA (a rapidly growing demographic group) are breast cancer survivors.

# 2015 Milestones



## Janice Barlow Retires

After 15 successful years, Janice Barlow, Executive Director of ZBC, retired. Under her leadership, the organization grew from being grass-roots to having a regional and national influence as a respected model for other communities interested in prevention and the elimination of breast cancer.



"I am especially proud of having played a critical community engagement role in the San Francisco Bay Area Breast Cancer and the Environment Research Program and in two ground-breaking reports: *The California Breast Cancer Mapping Project: Identifying Areas of Concern in California* and *Breast Cancer and the Environment: Prioritizing Prevention*. These will fill current gaps in our knowledge and influence and guide future generations of researchers and public health professionals."

### Keynote Speaker

Honorary chair and keynote speaker, Laura van't Veer, PhD is the Leader of the Breast Oncology Program and Associate Director of Applied Genetics, UCSF Hellen Diller Family Comprehensive Cancer Center and a European Union 2014 Women Innovator's Prize winner. Among her many major contributions towards personalized medicine in the field of breast cancer care, Dr. van't Veer invented MammaPrint®, a diagnostic test that foretells the risk of recurrence for breast cancer patients.

## 16th Annual Honor Thy Healer



### 2015 Healing Partner Award

"...Taking care of really a complicated bunch of people, their lives are complicated, they are multi-lingual and multi-ethnic, their needs are many—meeting the needs of women with a complex disease like breast cancer was going to be a challenge."

—Judith Luce, MD, Director of Oncology (now Retired), founder of SF General Hospital/San Francisco Department of Public Health, Breast and Cervical Cancer Services Patient Navigation Program

### 2015 Hal Brown Shining Star Award

"...Everything we are doing is to facilitate that disease [breast cancer] going out of business so that one of these days we don't have to do it!"

—Bob Kaliski, Board Chairman, Harbor Point Charitable Foundation

### 2015 Community Breast Cancer Research Award

"As an epidemiologist I feel very strongly that basing social change and improving the lives of people should depend on facts, real information and not opinions"

—Barbara Cohn, PhD, Director, Child Health Development Studies, Public Health Institute

### 2015 Healing Professional Award

"I think of my job as being one of teaching ... those are my most important skills as a physician ... (so that patients) understand what is happening to them, discover the right choices ... feel physically healed but emotionally ready to get past their difficult experience."

—Leah Kelley, MD, Breast Surgical Oncology and Gynecological Surgery, Marin General Hospital, Prima Medical Group



### 2015 Francine Levien Activist Award

"...Wellness is about prevention. That is why gyms play such a huge role...People come to a health club for wellness, for well-being, and the last thing they want to be is in contact with things that are unhealthy for them. That's why we eliminated chemicals and toxins with the Tersano Cleaning system."

—Zsolt Jackovics, Co-owner, Fitness SF

Photos clockwise from upper left: Dr. Laura van't Veer; Bob Kaliski with Janice Barlow, ZBC ED Emeritus; Dr. Barbara Cohn with Catherine Thomsen, ZBC Program Director; Dr. Leah Kelley with Jefferey DalPoggetto, ZBC Board Member; Assembled Guests, Mill Valley Recreation Center; Zsolt Jackovics (right) and Sebastyn Jackovics of Fitness SF with Connie Goldsmith, ZBC Board Member; and Barbara Cicerelli, MPH, (second from right) with colleagues from the SF General Hospital/SF Department of Public Health, Breast and Cervical Cancer Service Navigation Program.



# 2015 Program Highlights



## Geographic Information Systems (GIS) Conference



LEFT: Geoffrey Jacquez, MS, PhD, University of Buffalo, State University of New York, Department of Geography. RIGHT: Catherine Thomsen, MPH, ZBC Program Director.



ZBC collaborated with academic and community partners to develop and convene a day-long workshop, ‘GIS for Community Impact: From Technology to Translation.’ About 50 diverse participants gathered at this California Breast Cancer Research Program—funded event to better understand the art and science of spatial and temporal imaging of health data. In addition to an overview of new GIS and related statistical approaches and unique California data resources, attendees shared how GIS methods have been used to study breast cancer in Northern California and how community organizations use spatial data to support their efforts to affect positive change in lower-income and racially diverse neighborhoods. A short-course introducing GIS technology was offered the previous day

to students and advocates. Participants by the numbers: **10 students/postdoctoral fellows • 10 researchers • 10 public health professionals • 9 representatives of community organizations • 5 interested community members • 11 full scholarships were awarded to students, public health officials, community organization representatives and community members.**

## Exercise and Breast Cancer



In November, Kathryn H. Schmitz, PhD, MPH, FACS, Professor at the University of Pennsylvania’s School of Medicine, presented “Exercise and Breast Cancer: Research Update and Practical Tips” at an evening arranged by Zero Breast Cancer in partnership with Marin General Hospital. Dr. Schmitz’s long-term professional goal is to see that all oncologists, fitness trainers and cancer patients are aware that exercise is as useful for cancer control as it is for preventing and controlling heart disease. “We have evidence, excellent evidence, from well done randomized trials, what should be prescribed: yoga for sleep, weight training for bones and lymphedema, aerobic activity for fatigue and CIPN (chemo-induced peripheral neuropathy) and what people can do to help themselves.”

## Youth Advisory Board



In April, Youth Advisory Board members met with pre-teen girls at Oakland Youth Aspire (oaklandyouthaspire.org) to discuss wellness. They focused on physical activity, healthy eating, getting enough sleep and other ways to manage the stress of the transition into high school.

# 2015

## 13th Annual Dipsea Hike

THANK YOU FOR MAKING AN IMPACT ON BREAST CANCER PREVENTION IN THE NEXT GENERATION.

**\$80,000**  
RAISED



Aware Wolves team



“Along the way, I was befriended by a wonderful group of ladies on a hiking team called the “Aware Wolves” that has hiked this event several times. Among them were at least one breast cancer survivor, but we were all there because someone in our lives has been stricken with this disease.”

—Gil Zeimer, Freelance Copy Writer,  
Solo Hike Participant,

author of SWEATING FOR A GREAT CAUSE:  
ZERO BREAST CANCER DIPSEA HIKE



**450**  
HIKERS

**850**  
DONORS

**38**  
TEAMS

**16**  
SPONSORS

**50+**  
VOLUNTEERS

**53**  
IN-KIND DONORS





## Donations in Honor (continued)

<b>In Honor of Connie Goldsmith</b> Glenn Stanfield Carola Shepard Laura Powell	<b>In Honor of Edith Jacobs</b> Stephanie Miller	<b>In Honor of MMP</b> Gena D'Angona	<b>In Honor of Sandra Oates Gosting</b> Gary Oates	<b>In Honor of Lisa Pavlovsky &amp; Karen Bluestone</b> Ellie Cohen and Miki Goralsky Cohen	<b>In Honor of Lisa Smith</b> Karen Meezan
<b>In Honor of Mary G. Gould-Doerr</b> Ronald Doerr	<b>In Honor of Jake &amp; JT</b> Rose Barlow	<b>In Honor of My Mom</b> Megan Schuffreider	<b>In Honor of Carolyn O'Hara</b> Diane Terrell	<b>In Honor of Hillary Peterson</b> Hillary Peterson	<b>In Honor of Jen Spina</b> Mindee Kashiwagi
<b>In Honor of Caitlin Gregory</b> Nicole Kau	<b>In Honor of Dr. Leah Kelley</b> Anne Kelley	<b>In Honor of Mom, Mary &amp; Corinne</b> Brynn Mapp	<b>In Honor of Laurie O'Hara Torres &amp; Isabel Torres</b> Carolyn O'Hara	<b>In Honor of The Peterson's</b> Anthony Braaten	<b>In Honor of The Staff &amp; Board of ZBC</b> Rosalind Franklin
<b>In Honor of Mary Ellen Hagen</b> Michelle Hagen	<b>In Honor of Patrick Kolsky</b> Linda Kolsky	<b>In Honor of Caryl Morgan</b> Rosemary Morgan	<b>In Honor of Fern Orenstein</b> Lori Granger	<b>In Honor of Patricia Posta</b> Jennifer Terry	<b>In Honor of Laurie Torres' Mom</b> Melissa Felder
<b>In Honor of Susan Hatch</b> Kjerstin Hatch	<b>In Honor of Cathy Leffler</b> Thomas Leffler	<b>In Honor of My family &amp; friends who are survivors &amp; for those not so fortunate...</b> Robert Streimer	<b>In Honor of Lori Ortiz &amp; Christy Burris</b> Pat Carrillo	<b>In Honor of Ripped Body Fitness</b> Suzanne McCormac	<b>In Honor of Judith Wetterer, my dear friend</b> Diana Howe
<b>In Honor of Jacqueline S. Hay</b> Marin Waves Track & Field Club	<b>In Honor of Sandra Lloyd</b> Greg Smith	<b>In Honor of Myself, my sister, my grandmother</b> Sue Glader	<b>In Honor of Linda Palermo</b> John - United Patients Group	<b>In Honor of Emma Roberson</b> Jaynee Howe	<b>In Honor of Gerrie Young &amp; Christine Thadani</b> Nancy Duck
<b>In Honor of Honor Our Healers Dinner</b> All California Mortgage	<b>In Honor of DorisAnn Markowitz</b> Cheryl Markowitz	<b>In Honor of Nicole &amp; Phyllis</b> Lois Errante	<b>In Honor of Linda Pavlovsky</b> Denise Bearg Julie Rosenberg	<b>In Honor of Rhoda Rosenthal</b> Michael Rosenthal	<b>In Honor of Carol Young &amp; Pat Valentino</b> Cheryl Piry
			<b>In Honor of Kate Ruiz</b> Jane Harrington	<b>In Honor of Karin Young Valvano</b> Gerrie Young	

Your contributions In Honor or In Memory of those close to your heart help ZBC share breast cancer risk reduction messages with the next generation. Visit [www.zerobreastcancer.org](http://www.zerobreastcancer.org) to make an impact.

## Donations

### \$500 - \$999

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### \$100 - \$499

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\*In-kind Donation



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### \$15,000 and above

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Avon Breast Cancer Crusade  
Marin County Board of Supervisors

#### 2016

Avon Breast Cancer Crusade  
Marin County Board of Supervisors  
Safeway-Vons Foundation  
Taproot Foundation\*

### \$10,000-\$14,999

#### 2015

Harbor Point Charitable Foundation

#### 2016

Marin Community Foundation  
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### \$5,000 - \$9,999

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#### 2016

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#### 2016

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Judith Wetterer  
Kaia FIT/Workplace Giving  
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\$100 - \$499

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# 2016

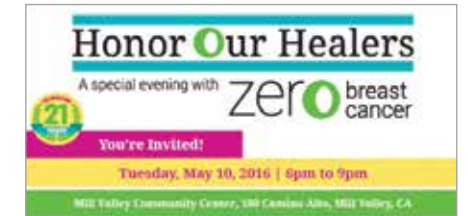


## Celebrating 21 years with a makeover!



zero breast cancer

In January, ZBC launched a new website and blog, and added a monthly book review feature later in the year.



Q1

Q2

Marilyn Kwan, PhD, studies the long-term health effects of cancer treatment, specifically lymphedema and bone health, in breast cancer survivors. She presented new information on who's at risk of lymphedema and racial/ethnic disparities at an evening arranged by ZBC in partnership with Marin General Hospital.



2016 Honor Our Healer Keynote Speaker  
Louise Greenspan, MD



2016 Honor Our Healer Honoree  
Fern Orenstein

Founding board member Fern Orenstein honored for over 20 years of board service. "In this moment I realized that Fern is a mother not only to me, but to many others. To those who come through ZBC, to her patients at the Avon Breast Center at SFGH, to her dearest friends near and far whom have been diagnosed, but most importantly to those she will never meet, because in her eyes, everyone deserves knowledge, hope, understanding. Everyone deserves a mentor, an advocate, a fierce champion, the best treatment, a chance. Everyone deserves a breast cancer Mom like Fern. She leaves ZBC with a legacy of a woman whose mission in life is to support, to guide, to inspire, and to treat all those affected by this disease like she would her own daughter"

—Salome Donenfield



# Health and Wellness for the Next Generation by the Next Generation

Three up-and-coming leaders are making a big investment in our community—JT and Jake Peterson and colleague Marcus Hall of Ripped Body Fitness in Mill Valley. They are the best of their generation: they work hard, play hard and focus on healthy living in every respect, including giving back to the community very generously.



2016 Hal Brown Shining Star Award Ripped Body Fitness

1 de cada 8 mujeres padecerá cáncer de mama en el transcurso de su vida

13 Ways to Reduce Your Risk of Breast Cancer

13 formas de disminuir el riesgo de tener cáncer de mama

13 Ways to Reduce Your Risk of Breast Cancer

13 formas de disminuir el riesgo de tener cáncer de mama

13 formas de disminuir el riesgo de tener cáncer de mama

ZBC debuts new trifold brochures in English and Spanish for schools, conferences and community events – over 2,000 distributed to date, from Hawaii to New York!

Q3



2016 Francine Levien Activist Award Tamalpais High School Breast Cancer Awareness Club

Presented to the Tamalpais High School Breast Cancer Awareness Club for their ongoing support of the mission of Zero Breast Cancer, for their fundraising efforts and for being role models in the way they engage their peers in efforts to ensure progress towards preventing this disease.



2016 Healing Partner Award Ceres Community Project

Recognized the teen cooks who volunteer at The Ceres Community Project and who prepare delicious and nutritious meals for breast and other cancer patients and their families. They do so under the supervision of expert nutritionists and chefs. All of these young people make a commitment and have an impact even when they don't personally know the people they are helping.

Members of the Pink Club, Oakland School for the Arts, are excited to receive their posters, brochures and other materials to support their breast cancer risk reduction awareness raising efforts.

Breast cancer risks are not clear cut or sudden; they are complex, they interact and they are embedded in our physical and our social environments. Therefore, risk reduction and prevention efforts must be multi-faceted, lifelong, incremental and sustained.



# ZBC Gets Social and Builds Community!



Ripped Body Fitness demonstrates how to prepare for the Dipsea Hike.

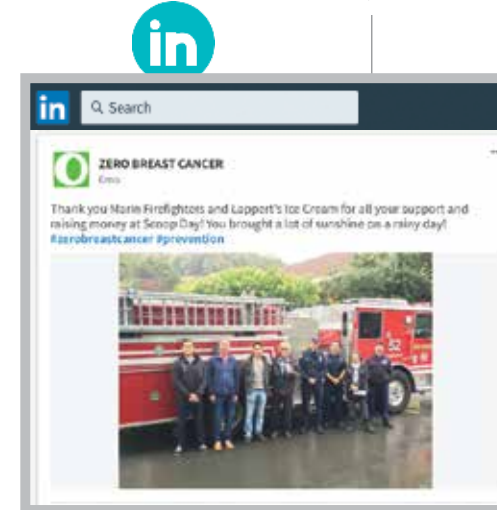


Fitness SF fields the largest team of hikers and volunteers.



Tabling at the Cancer Prevention Institute of California Conference in San Francisco.

Q4



San Rafael Firefighters and Lappert's Ice Cream delivering donations raised during their annual Scoop Day!

Bank of Marin volunteers turn out to register participants at the Dipsea Hike.



ZBC participates enthusiastically in Giving Tuesday 2016.

Susan Zelinsky and friends produce the 19th Annual Wine, Women & Song to support ZBC.



Zero Breast Cancer @zerobreastcancer · 24 Sep 2016 Did you miss the ZBC newsletter this weekend? Find it here! bit.ly/2cRBP3W #zerobreastcancer #prevention

ZBC monthly newsletter goes digital and we tweet the link.





# 2017 and beyond

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.



## GOALS

### Focus on integrated risk reduction messaging

Improve messaging on risk-reduction strategies. Focus on modifiable individual and communal behaviors. Integrate research findings on lifestyle, environmental risk factors and medical recommendations.

### Reach underserved communities

Collaborate with organizations already established in and trusted by program target demographics.

### Champion everyday health and wellness

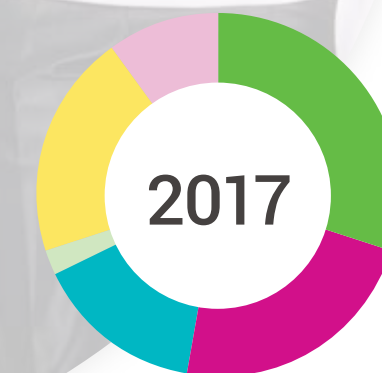
Reinforce that adopting healthy behaviors generally is one of the most important breast cancer risk reducing strategies individuals and groups can follow.

### Embedding Education in an Encounter



Based on Stuart, de Jong, and Kaboolian, Stanford Social Innovation Review, Spring 2017

### Program Priorities & Support



- Youth & Teens
- Survivorship
- Community Engagement
- Research Support
- Infrastructure
- Fundraising

Monitoring, Evaluating, Translating and Integrating Research from a variety of sources

Public, Community and Business Relationships

Education, Outreach and Dissemination

Provision of Technical Expertise and Perspective

## Cross-Cutting Approach

zero breast cancer

30 N. San Pedro Road, Suite 160  
San Rafael, CA 94903

## FOLLOW US



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## Partners

