

Zero Breast Cancer Strategic Roadmap

Mission and Vision

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 without breast cancer.

Goals

Goal-Specific Strategies

Focus on integrated risk reduction messaging (what)

- Improve public health messaging on risk-reduction strategies both in terms of content & design
- Promote changes that are within individual control
- Promote changes that require collective action at neighborhood, local or even state level
- Translate research from medical, epidemiological and behavioral disciplines & latest research on best practices in motivating & supporting individuals & groups needing to make and sustain lifestyle and environmental changes

Reach underserved communities (who)

- Collaborate with organizations within targeted demographics in order to:
- Promote the importance of health literacy to youth, teens and mothers
 - Promote awareness of the role and value of psychosocial & quality of life support in adopting and sustaining risk reducing behaviors
 - Promote evidence based strategies to help women successfully transition from active treatment to the healthiest form of survivorship they can attain

Champion everyday health and wellness (how)

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

EDUCATION CAMPAIGNS : Development and Delivery

1. SCIENCE and EVIDENCE
2. TARGET AUDIENCE(S)
3. UNDERSTAND COMMUNITY CONTEXT, PERSPECTIVES & PRIORITIES
4. TRANSLATE SCIENCE AND CURATE INTO KEY MESSAGES
5. MATERIALS AND CAMPAIGN DESIGN – Content, creative concept, format
6. DISEMINATE – In person/digital/print/third parties
7. EVALUATE EFFICACY – Update
8. EXPAND – Additional languages, formats and/or platforms

Target Audiences

Pre-Teens Teens Prospective Parents Survivors Everyone

Values and Principles

- Ongoing focus on disparities in breast cancer prevention in disadvantaged and underserved communities
- Promoting & practicing the Precautionary Principle
- Collaborating with organizations already working with underserved populations
- Taking risks & challenging conventional thinking
- Ensuring a diversity of opinions and perspectives at all levels of our work

Assumptions and Risks

- Breast cancer arises due to environmental (physical and socio-economic), behavioral & biological risk factors
- An essential element of prevention to reduce & reverse modifiable risk factors at an individual & community level is a health & wellness focus
- Genetically determined risk factors are generally beyond our current scope of work
- Prevention strategies require sophisticated resources to address cultural & linguistic differences; lasting system changes or individual behavior modifications are very resource intensive and there is still a lack of solid evidence on what does, or doesn't work.