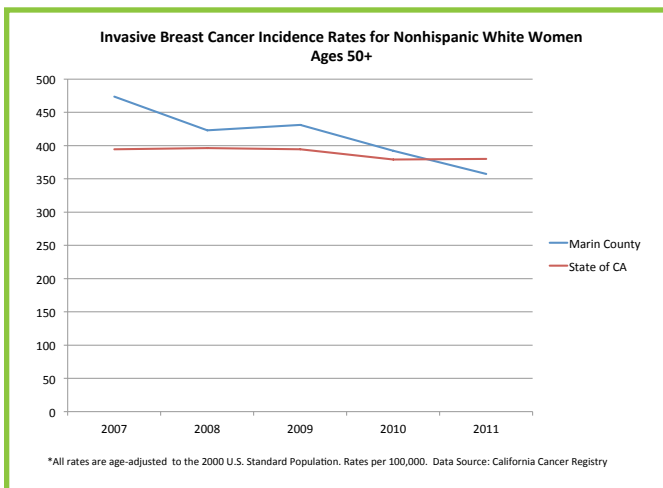


Breast Cancer Incidence Rates Continue Downward Trend for Marin Women Aged 50 and Older

The California Cancer Registry (CCR) has released its latest statewide comparative breast cancer rates and the news for Marin County's women continues to be positive. Over the three year period from the years 2009 through 2011, breast cancer incidence rates dropped significantly for Marin women of all ethnicities aged 50 or older. "The good news is the rates are going down for women ages 50+," says Janice Barlow, Executive Director with Zero Breast Cancer. "We don't know why this is the case and often the data is difficult to interpret but there does seem to be a significant downward trend going on" (See graph 1).



Graph 1

Interestingly, and somewhat paradoxically, breast cancer incidence rates for Marin women of all ages (not just the 50+ age group) have not shown the same downward trend as seen for women ages 50+. The reasons for this are unclear, however, one explanation could be an increase in rates for younger women (i.e. women less than 50 years old). Anecdotal evidence from an informal survey of Marin breast cancer clinicians suggests an increase in younger women being diagnosed and treated for invasive breast cancer. However, CCR data on the incidence of breast cancer in Marin women 49 or younger over the three year period (2009-2011) does not demonstrate a significant increase. However, caution must be maintained when trying to interpret trends in breast cancer incidence rates as they can vary significantly over time and by age, race and ethnicity and geographic location.

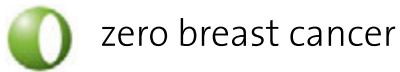
Hispanic women in Marin continue to have elevated breast cancer incidence rates when compared to many state averages. However in another encouraging trend, it appears that since 1988 there has been a significant decline in breast cancer cases in Marin for Hispanic women aged less than 50 years. Cancer Prevention Institute of California reports

an annual decrease of 3.1%. There was no significant downward trend when looking at Hispanic women of all ages. "Certainly more resources and research should target this underrepresented population whose risk factors for breast cancer may vary considerably from those of non-Hispanic white women," says ZBC's Barlow.



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Mission Statement

Our mission is prevention and finding the causes 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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(1931 – 2001)

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Zero Breast Cancer Welcomes ...

Catherine Thomsen, Research Director

Catherine joined Zero Breast Cancer as the Research Director after almost seven years as a Program Officer with the California Breast Cancer Research Program. Her focus on the role of the environment in breast cancer and disparities in the disease has emphasized the need for community involvement in research and policy. Catherine was an epidemiologist with the State of Oregon's environmental and occupational health programs. She received her Master's in Public Health from Portland State and Oregon Health & Sciences Universities and completed her undergraduate degree in international relations at Pomona College. In addition to English, she speaks Spanish, French and a little bit of Mandarin Chinese. She studied in France and volunteered with the Peace Corps (and USAID) in rural and urban Costa Rica as well as with other organizations in her native Oregon and the SF Bay Area, currently the California Public Health Association-North, East Bay Meditation Center and La Peña Community Chorus. Catherine is passionate about social justice, environmental health, community empowerment and music.



Mark Powell, Senior Researcher

Mark has joined Zero Breast Cancer as a Senior Researcher after working with the Marin County Department of Health & Human Services for the past 10 years studying breast cancer in Marin. His research has included mapping breast cancer rates in Marin, investigating the protective effect on breast cancer of developing hypertension in pregnancy, exploring the high breast cancer rates seen in Latinas in Marin, and improving the methods of determining the risk status of individual women. Mark has worked on expanding the utility of saliva for breast cancer research and has supervised the establishment and maintenance of the Biorepository of the Marin Women's Study. He is Board Certified in Internal Medicine and received his MPH in Environmental Health Sciences from UC Berkeley.



Stephen Sande, Scientific Translation Specialist

Stephen joined Zero Breast Cancer as the Scientific Translation Specialist. He is an experienced molecular biologist and cancer researcher who specializes in scientific translation and communication. He is interested in understanding the genetic and molecular aspects of cancer. Stephen received his Ph. D. from the University of California, Davis investigating the function of human nuclear hormone receptors and the molecular mechanisms involved in cancer. His post-doctoral work at the Royal College of Surgeons, Ireland focused on the role of estrogen receptor-mediating proteins in breast cancer. He has written for the San Francisco Chronicle and Science magazine, among other publications.



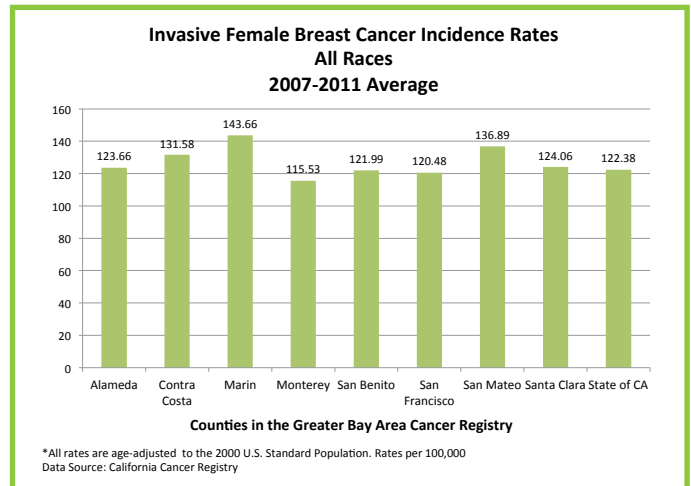
Continued page 3

Cover Story continued from page 1

Zero Breast Cancer is cautiously optimistic that the downward trend in breast cancer incidence for Marin women ages 50 and older will continue. However, the fact remains that over the period of 2007-2011, which represents the most current data available, invasive breast cancer incidence rates for Marin County were the highest of any county in the greater Bay Area (see graph 2). The reasons for this continue to be elusive. While Marin women have had many of the traditional breast cancer risk factors, including: having fewer children and having them later in life, consuming more alcohol and being of higher socioeconomic status, these risk factors do not fully explain the increased incidence for breast cancer seen in Marin. Clearly other factors, both environmental and biologic, are responsible for Marin’s high rates.

Graph 2

ZBC is an organization composed of scientists, health care professionals, advocates and concerned individuals dedicated to community-based research into the causes of breast cancer. Thanks to your generous support, ZBC can focus on understanding and translating the complex etiology of breast cancer to the public. Our goal is to ensure that the public benefits from breast cancer research through clear and concise dissemination of study results through this newsletter, the ZBC website and educational and outreach programs within the community. We encourage all interested community members to take advantage of the many breast cancer resources available on the ZBC website and to call our offices at **(415)507-1949** with any questions about breast cancer risk reduction and prevention. Please visit **WWW.ZEROBREASTCANCER.ORG** for further information.



Zero Breast Cancers Welcomes ... continued from page 2

ZBC Announces New Advisory Group

Zero Breast Cancer has created an advisory body to facilitate communications between breast health care providers, researchers and community representatives. Our goal is to provide a forum for sharing information, receiving input on our programs and encouraging collaborations and leveraging of resources between our agencies. The Zero Breast Cancer Advisory Group will meet twice a year to serve and strengthen Marin’s breast cancer community. The 18 people listed below agreed that we all will benefit from regular discussions dedicated to the educational and research needs of breast cancer patients, their families and caregivers, and those potentially at risk of the disease.

Members of the Advisory Group:

- Dr. Marla Anderson and Vicki Landes, *Kaiser Permanente, San Rafael Medical Center*
- Dr. Chris Benz, *Buck Institute for Research on Aging*
- Dr. Bette Caan, *Kaiser Permanente Northern California-Department of Research*
- Debra Charlesworth, *BioMarin Pharmaceutical, Inc.*
- Rochelle Ereman and Drs. Larry Meredith, *Marin County Department of Health & Human Services*
- Dr. Mark Powell, *Zero Breast Cancer*
- Allison Gause and Drs. Francine Halberg and Leah Kelley, *Marin General Hospital*
- Erica Heath, *ZBC Board Member and Ethical and Independent Review Service, LLC*
- Dr. Lisa Leavitt, *Marin Community Clinics*
- Dr. Maggie Louie, *Dominican University of California*
- Dr. Mary Mockus, *Marin Women’s Health Study*
- Fern Orenstein, *ZBC Board and San Francisco General Hospital*
- Sharyle Patton, *Commonweal*

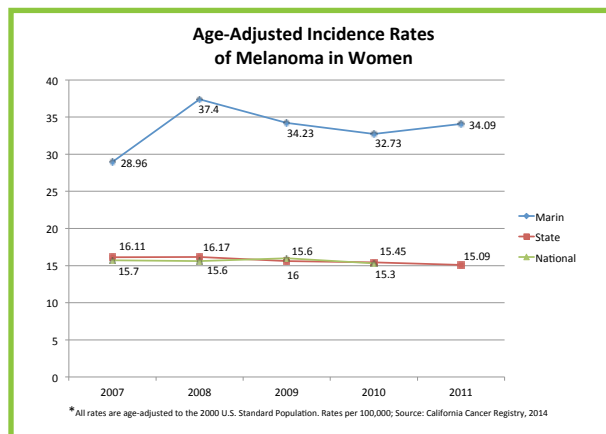


Message from the Executive Director

Janice Marie Barlow

We have long known Marin County has invasive breast cancer incidence rates 10 to 20% percent higher than the rest of California and the national average. Recently, in another startling finding, the Cancer Prevention Institute of California (CPIC)

reported that for Marin women aged 40-64, the incidence for melanoma, a type of skin cancer, was 45 percent higher than the California average over the most recent five year period (2007-2011). For Marin women aged 65 and older, incidence for melanoma was 121 percent higher than the California rate, which means approximately 29 out of 20,000 women over the age of 65 will develop melanoma in Marin County, versus the state wide rate of approximately 12 out of 20,000. What is going on in Marin County? Is this merely coincidence or are there possible associations between breast cancer and melanoma that could explain the high rates? Might there be some common factors in the Marin environment or within the genetic makeup of the Marin population that is influencing both breast cancer and melanoma? Two studies published this summer in the San Francisco journal Public Library of Science (PLoS) may shed light on possible associations between these two diseases and could potentially lead to improved methods of primary prevention and screening for breast cancer risk.



Melanoma has traditionally been thought of as a “sun exposure” disease and UV exposure certainly plays a significant role in the pathogenesis of *some* but not all subtypes of melanoma. Regular self-examinations for skin changes, reducing UV exposure by staying out of the sun and wearing sun-protective clothing and some sunscreens is good practice for reducing melanoma risk. However, melanoma is a multi-faceted disease and development of melanoma likely also involves non-sun-related factors and complex gene-environment interactions. The sex hormones estrogen and progesterone, which we know can contribute to the etiology

and pathology of breast tumors, may also play an important role in development of melanoma in women. Hormonal changes during puberty, pregnancy and menopause may also affect breast cancer and melanoma risk. Sorting through this complicated and potentially interwoven puzzle will require much future work; however, progress is beginning to be made.

A key component linking breast cancer and melanoma could be something scientist’s term “melanocytic nevi” or, more simply, the humble skin mole. Moles, those dark blemishes all over your body, are the strongest known risk factor for the development of melanoma, more so than fair skin, sunburns and tanning beds. In addition, moles change in size and appearance during puberty and during pregnancy. Moles also contain estrogen receptors and are estrogen responsive. These observations led the PLoS researchers to hypothesize that moles might also predict the risk of subsequent breast cancer.

In two large independent studies tracking thousands of women over a period of almost 20 years, Marina Kvaskoff and Jiali Han and colleagues, observed small but significant increases in breast cancer risk in women reporting the most number of moles. In addition, mole counts were associated with a number of established breast cancer risk factors. Nevi counts were higher in women reporting early menarche, a history of benign breast disease, in women with higher body mass index (BMI), in women who used hormone replacement (HR), and in taller women. These two studies are the first to investigate moles as a potential predictor of breast cancer risk. Whether the observed associations will hold true across other independent studies and populations remains to be seen. Although there are limitations to both studies, the exciting prospect of using mole counting as a non-invasive method of assessing breast cancer risk should be tested.

Marin County continues to have high incidence rates for invasive breast cancer. Now, with the release of the CPIC report, we know that Marin also has very high rates of melanoma. We have an obligation as scientists and as community members to come together, like we did in 1996 when the high rates of breast cancer in Marin were first reported, to dedicate our substantial medical and public health resources to exploring why Marin has such high rates of melanoma. Zero Breast Cancer would welcome collaboration with other scientists, clinicians, public health professionals and community members to develop a community-based participatory research grant proposal to investigate any potential associations between high incidence rates of breast cancer and melanoma in Marin women.

If interested, e-mail JANICEB@ZEROBREASTCANCER.ORG

The CYGNET Study: Significant Findings and Policy Changes

ZBC is the community research partner on the CYGNET Study which is investigating environmental factors that influence early onset of puberty in young girls. Research has shown that an earlier age at puberty increases a woman's risk of developing breast cancer in the future. The Bay Area CYGNET Study has two sister studies in New York and Cincinnati, where other groups of girls contribute similar data. As the tenth year of the study draws to a close there have been many significant findings that are leading to important changes in public policy:

- ▶ Clear evidence shows that puberty is occurring earlier in today's young girls. As a result, Kaiser Permanente has changed its "Well-Child Policy" to begin discussing puberty with girls 6-8 years of age rather than the former recommendation of 8-10 years of age.
- ▶ Girls living in the San Francisco Bay Area had some of the highest levels of flame retardants in their bodies prompting policymakers to ban some of these chemicals and to modify California's flame retardant regulations.
- ▶ Girls living in Cincinnati/Northern Kentucky had significantly higher levels of polyfluoroalkyl compounds (PFCs) which are used in manufacturing, than girls in the SF Bay Area or even girls in neighboring Cincinnati, Ohio. This led to Northern Kentucky changing its water purification process to reduce exposure to PFCs in drinking water.
- ▶ Exposure to chemical compounds like flame retardants, PFCs and phytoestrogens through ingestion (i.e. on food), inhalation, or absorption through the skin may play a role in early onset of puberty.

As researchers continue to analyze CYGNET Study data, we hope to better understand not only what factors are causing the shift to an earlier age at puberty for girls, but also the mechanisms behind this change and how they may influence a woman's breast cancer risk later in life. As CYGNET is a collaboration of researchers, clinicians and community advocates, there is an enhanced likelihood that findings from the study will continue to impact policy. "Just doing research and publishing in peer-reviewed scientific journals is not enough," says ZBC executive director Janice Barlow. "The true value of research is realized when findings are used to inform personal decision-making and public policy." ZBC will continue to share new findings from the CYGNET Study as they become available through this newsletter and through other community outreach programs.

The following are a sampling of recent publications from the Breast Cancer and the Environment Research Program co-authored by Zero Breast Cancer:



Translating Scientific Findings About Environmental Breast Cancer Risks

Emerging scientific findings on breast cancer are typically presented in peer reviewed journals to which the public and those at risk have limited access. Furthermore, a lack of collaboration between scientists, communication experts and community members results in a delivery gap between the current state of breast cancer science and public knowledge. In a new study published in the *Journal of Health Communications*, Kami J. Silk and colleagues translate recent scientific findings about environmental breast cancer risks into palatable, magazine-style messages for mothers of young daughters. The study tested messages translated by a team of communication researchers and scientists, evaluated by breast cancer advocates and designed by a professional advertising firm. The group determined that, when translating scientific findings to the lay public, messages must be clear and concise, focusing on bulleted formats and not text heavy paragraphs. Messages must also be efficiently and creatively designed to attract audience members and facilitate their understanding. The authors suggest future research into the value of online information in conjunction with print messages. Also, information thresholds of members of the lay public should be investigated as there may be a low desire for a constant bombardment of scientific information that is not fully validated in the public's minds.

Reference: Silk, K.J., Perrault, E.K., Neuberger, L., Rogers, A., Atkin, C., et al. (2013). Translating and Testing Breast Cancer Risk Reduction Messages for Mothers of Adolescent Girls. *Journal of Health Communication: International Perspectives*. 19(2). 226-243.

Breastfeeding Versus Formula-Feeding and Girls' Pubertal Development

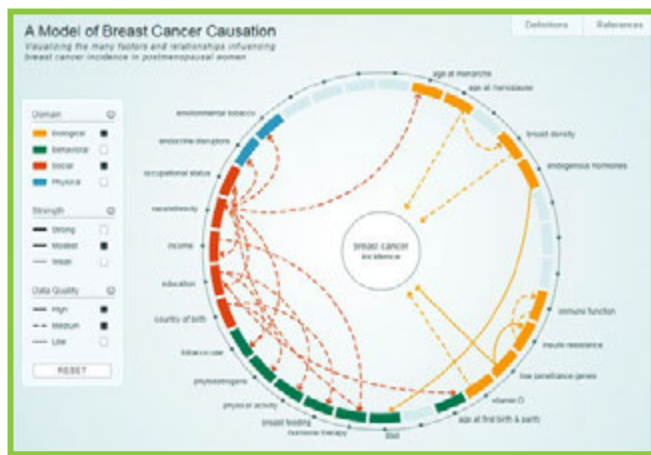
A new study by Aarti Kale and colleagues published in the *Journal of Maternal & Child Health* examines the association of breastfeeding with the timing of girls' pubertal onset. Using data from the CYGNET Study and two sister studies in New York and Cincinnati, a group of 1,237 socio-economically and ethnically diverse girls ages 6-8, were examined in a prospective study of predictors of pubertal maturation. The authors found that, compared to formula fed girls, those who were mixed fed or predominantly breastfed

Continued page 6

A New Breast Cancer Causation Model

Breast cancer is a complex, multi-faceted disease. Environmental, social, behavioral, genetic and biologic factors all interact and influence each other at critical stages of life to determine whether a woman gets breast cancer or not. UCSF epidemiologist Robert Hiatt and colleagues have developed an interactive Breast Cancer Causation model to highlight the many different types of interacting influences that cause breast cancer and to estimate the impact of changes in various key factors that might be the target of breast cancer prevention programs.

The researchers looked at four distinct aspects of breast cancer causation, specifically: 1) sociocultural, 2) behavioral and lifestyle, 3) physical-chemical, and 4) biologic factors that play a role in determining the etiology of postmenopausal breast cancer. The variables tested in the model include



age, race/ethnicity, age at menarche, age at first birth, age at menopause, obesity, alcohol consumption, income, tobacco use, hormone replacement therapy (HRT) and BRCA 1/2 genotype. The findings from this mathematical model illustrate that a wide range of factors at different levels of organization can impact each other to influence breast cancer incidence rates. The researchers conclude that their model is useful for yielding new insights into the etiologic factors involved in postmenopausal breast cancer and that while modification of these factors at a population level may only modestly affect breast cancer risk estimates, they still have an important impact on the absolute number of women affected. The model also highlights gaps in our understanding and suggests new areas to be investigated including endocrine disrupting chemicals and medical radiation exposure.

Hiatt and colleagues point out that the model can be used by researchers, policymakers and the public alike. By using this model, scientists may be aided in seeing the “big picture” of breast cancer causation and may see areas where new trans-disciplinary research is needed. Policymakers using the model can identify avenues for primary prevention and the need for resources and funding in specific areas. The public, breast cancer advocates and others can use the model to help understand the complexities of the disease (i.e. there is no “one” cause for breast cancer) and that the multiple, interacting causes extend beyond genetic susceptibility, traditional reproductive and lifestyle risk factors and potential environmental toxins.

The Breast Cancer Causation model can be accessed at WWW.CABREASTCANCER.ORG/CAUSES/

Reference: Hiatt R.A., Porco T.C., Liu F., Balke K., Balmain A., Barlow J., Braithwaite D., Diez-Roux A.V., Kushi L.H., Moasser M.M., Werb Z., Windham G.C., & Rehkopf D.H. (2014) A multi-level model of postmenopausal breast cancer incidence. Published online Cancer Epidemiol Biomarkers Prevent. DOI 10.1158/1055-9965.EPI-14-0403.

The Cygnet Study continued from page 5

showed later onset of breast development. Breastfeeding has been linked to many health benefits across the lifespan for both mothers and daughters, including lower rates of sudden infant death syndrome, lower cardiovascular risk and lower risk for obesity in childhood. The authors suggest that if further research confirms that breastfeeding is associated with delayed puberty, then targeted interventions may confer additional health benefits to delay onset of puberty and could promote subsequent beneficial psychosocial and health effects throughout a woman’s life.

Reference: Kale, A., Dearthoff, J., Lahiff, M., Laurent, C., Greenspan, L.C., et al. (2014). Breastfeeding Versus Formula-Feeding and Girls’ Pubertal Development. *Journal of Maternal & Child Health*. Epub.

New Study Investigates Neighborhood Influences on Adolescent Girls’ Obesity Risk

The neighborhoods where children live, play and eat provide an environmental context that may influence obesity risk. This built environment may affect obesity by presenting opportunities or barriers for exercise and nutritious eating. In this study, Lindsey T. Hoyt and her CYGNET Study colleagues examined neighborhood influences on girls’ obesity during the transition to adolescence, a sensitive period for excess weight gain. The authors hypothesized that the food environment (e.g. the presence of fast-food outlets) and neighborhood economic deprivation would increase the risk for obesity, while access to recreational resources or neighborhood walkability would be associated with lower risk of obesity. Using data from the CYGNET study, the authors found that girls who live in neighborhoods with increased access to fast-food and convenience store retailers, and more physical disorder had a higher likelihood of becoming obese during the developmental transition from childhood to adolescence. These findings have important implications for future research, practice and policy on childhood obesity and highlight the need to consider neighborhood factors that may promote or threaten healthy development.

Reference: Hoyt, L.T., Kushi, L.H., Leung, C.W., Nickleach, D.C., Adler, N., et al. (2014). Neighborhood Influences on Girls’ Obesity Risk Across the Transition to Adolescence. *Pediatrics*. In Press.

Marin Women's Study Update

The Marin Women's Study (MWS) is a research program within the Marin County Department of Health & Human Services investigating Marin's elevated breast cancer rates and the risk factors associated with the disease. To date, more than 14,000 detailed questionnaires and 8,000 saliva samples have been received and confidentially processed with data linked to the UCSF-based San Francisco Mammography Registry. Retrospective and prospective case-control studies are underway. The MWS is a collaborative effort with UCSF, Kaiser Permanente, Marin General Hospital, the Buck Institute, Zero Breast Cancer and many other community organizations. This year, the MWS has published two scientific publications which are summarized below:

Breast Cancer Risk Prediction

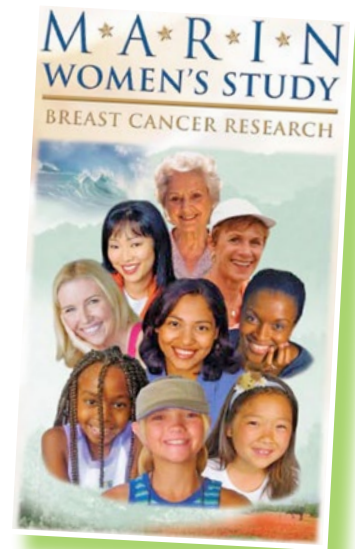
Powell, M. et al. (2014) Assessing Breast Cancer Risk Models in Marin County, a Population with High Rates of Delayed Childbirth

Risk modeling is used to predict breast cancer incidence in a specific community and to identify individuals who might benefit from early screening or chemoprevention. There are three models currently in use to predict breast cancer risk: 1) the Breast Cancer Risk Assessment Tool (Gail Model), 2) the International Breast Cancer Intervention Study Breast Cancer Risk Evaluation Tool (IBIS), and 3) the BRCAPRO model. These three models use different sets of risk factors to predict breast cancer risk such as family history of breast cancer, age at first birth, use of hormone replacement therapy, genetic factors and others. The accuracy of the models is measured in two ways, *calibration*, which is the ability to accurately predict the number of women within a specific population that will develop breast cancer, and *discrimination*, which is the ability to determine whether an individual woman will or will not develop breast cancer.

Mark Powell and colleagues at the MWS tested the ability of each of these three models to predict breast cancer risk in the Marin County population. Using information provided by MWS study participants, the researchers tested each model's calibration and discrimination by tracking women who were breast cancer free in 2003 to see how many of them then developed breast cancer between 2003 and 2007. Of the three models, the IBIS model performed best in terms of calibration between the estimated risk and the observed risk. The authors suggest that this is probably due to the fact that the Gail

and BRCAPRO models were developed using general populations within the U.S. that had a low age at first birth. Marin County is a population with high rates of delayed childbirth. The IBIS model was developed in England and Wales where the average age at first birth is comparable to that of Marin. In addition, more women in Marin used combination hormone replacement therapy (HRT) and the IBIS model incorporates HRT as a risk factor, while the other two models do not. The IBIS model also performed best in terms of discrimination, however all three models were only fair in their ability to predict whether an individual woman within the MWS population did or did not develop breast cancer.

The IBIS model's performance may be attributed to selection bias, which means that women with a family history of breast cancer may be more likely to get mammograms and therefore more likely to participate in the MWS, or survival bias, which means that some women who were diagnosed after 2003 may have had a more aggressive form of cancer and passed away before the study follow up period in 2006 and 2007. However, the authors conclude that these factors would not have significantly impacted the study results. Today, many women are delaying childbirth for personal, career and financial reasons. Delayed childbirth has been shown to increase risk for breast cancer. Clinicians should be aware of the risk factors incorporated in each of the three breast cancer risk models and choose one that most accurately assesses the population of women that they serve.



Pregnancy Characteristics and Breast Cancer

Prebil, L. et al (2014) First Pregnancy Events and Future Breast Density: Modification by Age at First Pregnancy and Specific VEGF and IGF1R Gene Variants.

Breast density is measured by mammography. Dense breasts make cancers harder to detect and are associated with increased breast cancer risk. Using data

Continued page 6

Marin Women's Study continued from page 7

from the Marin Women's Study, the authors investigated whether certain characteristics of a woman's first pregnancy affected breast density later in life. The researchers found that women who reported having pregnancy induced hypertension (PIH) or high blood pressure during their first pregnancy had lower breast density measurements later in life. This observation was seen particularly in women whose first pregnancy was over the age of 30. Previous studies have shown that PIH is associated with a significant decrease in breast cancer risk. The authors suggest that PIH during first pregnancy could lower breast density which in turn may decrease a woman's risk for breast cancer later in life. In addition, a subset of women within the MWS with specific variants of the vascular endothelial growth factor A (VEGF-A) gene and the type 1 insulin-like growth factor receptor (IGF1R) gene had both lower breast density and lower breast cancer risk. The authors hypothesize that the protective effects of PIH may depend on genetic variations in these two genes.

Breast feeding has traditionally been thought to confer a protective effect for breast cancer, decreasing a woman's risk for developing the disease in the future. However, recent findings suggest no relationship between breast feeding and breast cancer risk.



Here, the authors report that within the MWS population, women who breast fed for longer duration after their first birth had increased breast density. Therefore longer breastfeeding after first birth may increase a woman's risk for breast cancer. These preliminary findings are exciting, however much more research is needed to further elucidate the complex interactions between breast feeding, breast health, breast density, pregnancy induced hypertension (PIH) and any possible associations with breast cancer.

BCERP 2014 Annual Conference

Breast Cancer and the Environment Research Program
2014 ANNUAL CONFERENCE

**New Science,
New Activism,
New Opportunities**

November 20-21, 2014
Hyatt Regency
San Francisco, California

Abstracts for poster presentations due:
September 19, 2014

For more information and to register:
www.bcerp.org/2014mtg

The Breast Cancer and the Environment Research Program's (BCERP) 2014 Annual Conference titled "New Science, New Activism, New Opportunities," will be held November 20-21 at San Francisco's Hyatt Regency Hotel. The conference will be chaired by ZBC's executive director Janice Barlow and Lawrence H. Kushi, ScD, of Kaiser Permanente's Division of Research. The keynote speaker is Dr. Sarah Gehlert, E.Desmond Lee Professor of Racial and Ethnic Diversity at Washington University. Topics include the latest research findings on how environmental exposures influence onset of puberty and future risk of breast cancer, how hormones and the genome affect puberty, how communities are involved in research and how scientific findings are translated into action. Dr. Gwen Collman, Director of the National Institute for Environmental Health Science Division of Extramural Research and Training, along with a panel of distinguished scientists and advocates from across the country, will discuss the future direction of breast cancer prevention and the environment. Registration for the conference is free and open to the public, however space is limited and advance registration is required.

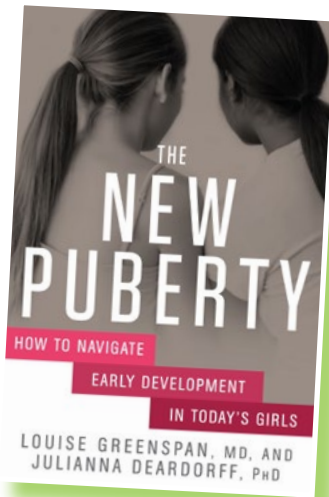
For more information and to register please go to
WWW.BCERP.ORG/2014MTG/

“The New Puberty” Book Focuses on Early Development in Today’s Girls

Data from the Breast Cancer and the Environment Research Program’s (BCERP) Cohort study of Young Girls, Nutrition, Environment and Transitions (CYGNET) continues to yield important findings on early onset of puberty in young girls. Authors and CYGNET researchers Louise Greenspan, MD, and Julianna Deardorff, PhD, have gathered extensive information regarding the root causes and effects of early puberty in girls. In their recently published book “The New Puberty,” the authors attempt to explain why girls are reaching puberty at a younger age. “Society is very interested and concerned about earlier onset of puberty,” says Greenspan. “People want to know what’s happening and they want to know why.” The authors report:

- ▶ While it is known that obesity is the largest predictor of earlier onset of puberty in girls, stress can also impact onset
- ▶ Natural ingredients like lavender and tea tree oil can have potent biological effects that disrupt normal physiology. While soy, which has gotten a bad rap as a hormone-mimicker, is actually proving to be healthy when it comes from a natural source
- ▶ Hormones in dairy and meat products may not be as influential in pubertal onset as the antibiotics that may act like hormones in the body
- ▶ Early developmental changes can bring on precocious behavioral changes, since the brain is “remodeled” during puberty. Social environments exert a strong influence on emotions and impulse control and may protect an early developer from unwanted outcomes.

Drs Greenspan and Deardorff offer highly practical strategies that can offset and manage early puberty including: recommendations for limiting exposures to certain known endocrine disruptors, which food to eat and which to stay away from, which ingredients should be avoided in household goods and consumer products, how to help with a child’s daily habits that play a major role in mental and physical development, how to smartly monitor a girls social life (without helicoptering) and how to initiate and continue the conversation about puberty.



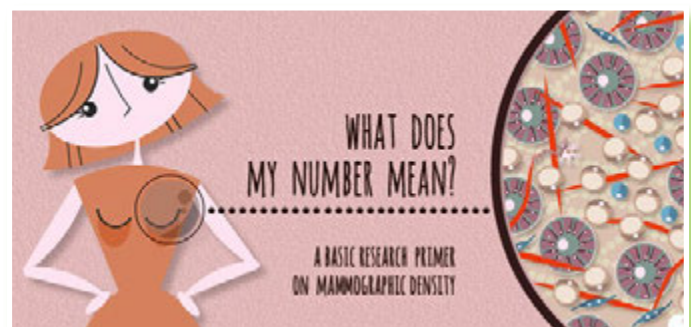
Breast Density Educational Tool Kit

As the lead community partner of the Breast Cancer and the Environment Research Program’s (BCERP) Community Outreach and Translation Core (COTC), ZBC has developed a third basic science education tool kit titled “What Does My Number Mean?: A Basic Research Primer on Mammographic Density.”

One of the strongest risk factors for breast cancer, breast density is an emerging field and is not well understood. The kit includes a 15-minute visual science-based video narrated by Bay Area KGO/ABC7 news anchor Cheryl Jennings which uses time-lapse imaging and animation to explain the basic biology and physics behind mammographic density measurements and their relationship to breast cancer risk. Scholarly, yet accessible, it offers clarification and a fresh way of thinking about this scientifically complex topic. The video attempts to answer questions surrounding breast density such as:

- ▶ How does breast biology influence breast density?
- ▶ What types of cells create dense breasts?
- ▶ Why does breast density matter?
- ▶ What does a woman’s score mean?
- ▶ What kind of research is being conducted regarding breast density?
- ▶ Why does higher breast density increase breast cancer risk?

This new breast density tool kit is meant to serve as an educational resource for health care providers and professionals as well as breast cancer advocates and organizations to help explain the biology behind breast density and its relationship to breast cancer risk.



Access the “What Does My Number Mean?” Toolkit at:

[HTTP://ZEROBREASTCANCER.ORG/
GET-INFORMED/EDUCATION](http://zerobreastcancer.org/get-informed/education)

CYGNET Study's Youth Advisory Board Photovoice Project

The ZBC-led CYGNET Study's Youth Advisory Board (YAB) recently completed its second year. YAB members continued their efforts to shape the study and provide input for its relevance and direction. They also focused on advocacy and developed a Photovoice project of "participatory photography" that captured perceptions and experiences pertaining to environmental health. The goals of the Photovoice project were to:

- ▶ Record and reflect personal and community strengths and concerns
- ▶ Promote critical dialogue and knowledge about personal and community issues through group discussions of photographs
- ▶ Reach policymakers to inspire efforts toward creating safe and enabling environments based on community needs and wants

Participants took photos using their own cameras or cell phones and then shared these images with researchers and other YAB members. The project enabled the girls to communicate the strengths and deficiencies in their own neighborhoods with regard to environmental health and to share these with stakeholders, policymakers and the public. In addition to the tangible exhibit that was produced, the Photovoice project allowed YAB members to gain confidence in their capabilities to produce effective advocacy tools. They also developed critical thinking, social and self-awareness, goal-setting and decision making skills. The project served as an opportunity for members to share what they had learned about research, environmental health, nutrition and advocacy during their time on CYGNET's YAB.



This is a photo of one of the many liquor stores in West Berkeley, Ledger's Liquor Store. I want people to see the healthy and unhealthy food resources that are in Berkeley. I also wanted to show that drinking is being advertised as an okay thing to regularly do, which it is not. I want people to know that it is harmful for your body. This picture shows that many people lack healthy alternatives and buy really bad food. It shows how regular drinking is not made out to be the harmful, negative thing that it actually is. In my neighborhood there are many liquor stores, which are an easy way to get junk food and alcohol for very cheap. This makes it accessible for adults and children.

The YAB Photovoice Project is available for exhibition. If you are interested in hosting a show please contact
ALEXANDRA@ZEROBREASTCANCER.ORG

CYGNET Study Youth Advisory Board Funded for Third Year

During 2013-2014, ZBC's Alexandra Anderson and Amanda Páez led the second year of the CYGNET Study's Youth Advisory Board (YAB). The CYGNET Study (Cohort Study of Young Girls, Nutrition, Environment and Transitions), examines the environmental, lifestyle and genetic factors involved in the development of early onset of puberty which has been linked to higher breast cancer risk later in life. The YAB was comprised of 15 teenage study participants working alongside CYGNET researchers to provide feedback and to help shape many aspects of the study. "By participating in the YAB, the girls are becoming independent thinkers," said CYGNET's principle investigator Lawrence H. Kushi, ScD.

The YAB met for three hours each month for seven months to help ensure that study materials were relevant and effective and to focus on advocacy related activities. These projects served as an opportunity for the girls to share what they had learned about the research process, environmental health and advocacy during their time with the YAB. Year 2 of YAB built on the success of year 1 and one hundred percent of the girls in attendance indicated that they would recommend serving on the YAB to other CYGNET girls.

To build on the skills and successes developed by YAB members and based on feedback from them and other CYGNET participants, the Community Outreach & Translation Core team at ZBC proposed a third year of YAB activities focused on continued retention and outreach efforts and developing a youth led peer educational initiative which was funded by the National Institute of Environmental Health Services. The initiative will train both new and returning YAB members to share information about the study and its findings, including health information regarding early puberty and healthy dietary choices, with local elementary and middle school aged students and community youth groups. Through their work with YAB, participants will learn and refine leadership and communication skills and become spokeswomen for the CYGNET Study, sharing what they have learned through presentations at schools and community organizations.

Call for Nominations for the 2015 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 7, 2015 Honor Thy Healer Awards Program at the Mill Valley Community Center.

The five distinct award categories include:

HEALING PROFESSIONAL – a distinguished health care 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 emailed to Zero Breast Cancer or submitted via the Honor Thy Healer Website by January 30, 2015. 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 2015 Honor Thy Healer Program Committee. You will be contacted by February 2015 to confirm if your nomination is selected. ZBC invites all nominators to attend this inspiring awards program.

Email info@zerobreastcancer.org with "Honor Thy Healer 2015" in the subject line or visit www.hth.zerobreastcancer.org to submit online.

Racing For Research May 16, 2015

Space is limited!



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Honor Thy Healer 2014

More than 160 people gathered for the 15th Annual Honor Thy Healer on May 8, 2014, including the honorees and their guests, sponsors, community members, business and healthcare leaders. **Dr. Pamela Munster** of the University of

California, San Francisco School of Medicine and Helen Diller Family Comprehensive Cancer Center, was the Honorary Chair and Keynote Speaker. She spoke with great passion of her experience on many sides of breast cancer: as a doctor, a scientist, a mother, a patient and an advocate. She had often been asked by patients what she would do in their position. Then she was diagnosed and now has an emotional

understanding of how difficult treatment decisions are—even when you are an “expert.”

Dr. Munster noted how she had become friends with some of her patients and the importance of the support they offered her in her own breast cancer journey. One of those new friends, **Lis Fuchs**, was on hand to introduce the honorary chair. At the end of her talk, Dr. Munster called upon the health care providers in attendance to remember that processing the information about breast cancer treatment options is not simple or straightforward for someone newly diagnosed.

Healing Professional honoree **Dr. Vida Campbell** was instrumental in development of the Breast MRI program at the Marin General Hospital (MGH) and she is a champion of a high risk breast screening program. Yet her professional commitment extends beyond providing the structure for breast cancer patients to receive the services they need.



Dr. Vida Campbell and Victoria Granucci

Victoria Granucci said that “Dr. Campbell was instrumental in giving me the strength that I needed in my early experience to look at the process of eventual chemotherapy and radiation and surgery with an outlook that was positive and informative and in a lot of ways, fearless.”



Back row: Vicki Landes & Dr. Paul Stevens of Kaiser Permanente San Rafael Medical Center, Dr. Paul Tasner & Elena Olivari of PulpWorks, Inc., Dan Trinidad & Leticia Croft-Holguin of Partners Mortgage

Front Row: Rachael Cornejo of the CYGNET Youth Advisory Board, Dr. Marla Anderson of Kaiser Permanente San Rafael, Alexandra Anderson of the CYGNET Youth Advisory Board, Dr. Vida Campbell of Marin General Hospital, Isaac Holguin.

Dan Trinidad, the Healing Partners honoree accepting on behalf of himself as CEO of Partners Mortgage, Branch Manager **Joe Cucchiara**, and the **San Jose branch of Partners Mortgage**, spoke of how his wife’s cancer and early death made him more aware than ever of how precious life is and



Dan Trinidad and Leticia Croft-Holguin

the need to balance work with family and other priorities. As the CEO of Partners Mortgage, he and his staff support their colleagues in difficult times. He was joined on stage by his employee and nominator, **Leticia Croft-Holguin**. At 28, she was pregnant, had a young child and was diagnosed with breast cancer. Mr. Trinidad

downplayed his role in supporting Leticia, noting that many staff members pitched in with childcare, meals and holding her hand during treatment. Ms. Croft-Holguin countered that not all businesses are so compassionate and thanked him to widespread applause.

The Community Breast Cancer Research honorees facilitated the education, engagement and empowerment of a group of young women, members of the CYGNET Youth Advisory Board (YAB). Coordinators **Amanda E. Páez** (Kaiser Division of Research) and **Alexandra Anderson** (ZBC) both spoke of how impressed they were by the intelligence, commitment and growth of the YAB



Amanda E. Páez

Continued page 13

Honor Thy Healer continued from page 12

members over their two years together. Ms. Páez also noted "This award means a lot to me and it also means a lot to the younger generation I think because just having people like myself, Diana, Alexandra, out there and engaging the youth shows them, as young women, where they can go and the potential of what they can become. And they don't need to dream small and they don't need to have it all figured out right now; they can lead their own research." Although their colleague, **Diana Ha (Kaiser)** was not able to attend, the honorees were joined onstage by three YAB members: **Shelby Aszklar, Rachael Cornejo** and **Samantha Wilson**.



Dr. Marla Anderson and Kaiser colleagues

The **Hal Brown Shining Star** award was presented to **Dr. Marla Anderson**, accompanied by several members of her team from Kaiser Permanente San Rafael. Their efforts to ensure that Kaiser San Rafael patients have access to high quality comprehensive breast care also resulted in the accreditation from

the National Accreditation Program for Breast Centers. Dr. Anderson spoke of her special interest in the care of people with breast cancer and how everyone in her center collaborates to provide a unique, multidisciplinary approach to diagnosis and treatment.

Paul Tasner and **Elena Olivari** accepted the **Francine Levien Activist** award as co-founders of the innovative **PulpWorks, Inc.** By creating an easy-to-open and environmentally-friendly alternative to plastic (PVC) blister packs, they are preventing more carbon dioxide from entering the atmosphere and plastic from going to landfills. PVC manufacturing also releases many chemicals that have been linked to breast cancer, while their product is made of 100% recycled pulp and paper and is compostable. Dr. Tasner expressed deep appreciation to ZBC. "Receiving the Francine Levien Award is incredibly heartwarming for us. We've been really fortunate and have won many awards...But quite frankly, this is incredibly special and it strikes a personal chord for both Elena and I...I don't think any family hasn't been touched by breast cancer."



Paul Tasner and Elena Olivari

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

To view the honoree videos and for 2015 Honor Thy Healer info, visit:

WWW.HTH.ZEROBREASTCANCER.ORG

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

Thank you for joining us on the trails for our 12th Annual Dipsea Hike for Zero Breast Cancer on the beautiful Mill Valley & Mt. Tamalpais Trails on Saturday, September 13, 2014.

Over 500 participants consisting of hikers, runners and teams came out to support Zero Breast Cancer in this year's event. We raised over \$100,000 (including in-kind donations) to support ZBC's breast cancer research and education programs. Thank you to our sponsors, donors, event committee, volunteers, fundraisers and participants for contributing to another record breaking year.

This year's honorary event chair, inspirational speaker and lead hiker was Astronaut Dr. Yvonne Cagle who graduated from Novato High in 1977. Dr. Cagle was a member of the Astronaut Class of 1996.

The weather was gorgeous on Mt. Tamalpais and the post-hike celebration was filled with music from the Ukulele Friends Ohana (UFO). Plenty of donated food, complimentary massages and event sponsors greeted the participants as they completed the 6-mile course starting and ending in Old Mill Park. *We're grateful for your support and we hope to see you next year!*

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- Three Martians Pizza
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- Yoga Tree

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- The Marin Renaissance
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- Without Limits Walking Forward
- Z ULTIMATE



View photos from the event on Zero Breast Cancer's Flickr:

<http://bit.ly/dipseaHike2014>

DIPSEA HIKE FUN!



Team Chi Chi Brigade - one of our top fundraising teams
Photo: Patty Spinks



Participants starting their journey up the Dipsea Steps
Photo: Connie Goldsmith



Dr. Yvonne Cagle motivates the participants in Old Mill Park before the hike
Photo: Connie Goldsmith



Team SCS - one of our top fundraising teams
Photo: Patty Spinks



Team Purple Hooters - one of our top fundraising teams
Photo: Gil Dowd



Team Pink Panthers - one of our top fundraising teams
Photo: Patty Spinks



Marin Academy Cross Country Team Members, including Baylor Adams, Matt Geffen, Claire Kirkpatrick, and friends after completing the 2014 Dipsea Hike for Zero Breast Cancer.



Ukulele Friends Ohana perform at the post-hike celebration
Photo: Ukulele Friends Ohana Photographer



Team Hiking for Hooters - one of our top sponsors and fundraising teams
Photo: Charlotte Kobayashi



View photos from the event on Zero Breast Cancer's Flickr:
<http://bit.ly/dipseaHike2014>

Special Thank You to Cavallo Point

A special thank you to **Leigh Vogen**, Retail Director at Cavallo Point, for her vision and hard work in coordinating a very special event, *Make a Point for Good*, to benefit Zero Breast Cancer. Marin photographers, **Chris Honeysett**, **Dennis Kohn**, **John Murphy** and **Marty Knapp**, whose work is on display at the Cavallo Point Art Gallery, donated beautiful photographs for a silent auction. **Kathy Kamei Designs**, the **Cavallo Point Mercantile** and the **Healing Arts Center and Spa**, **Luzern Laboratories**, and **Toffee Talk** donated a portion of their proceeds for the month of October in support of Zero Breast Cancer's research and educational programs. **Dr. Brad Jacobs** presented on an integrative medicine approach toward breast cancer prevention. A limited edition Zero Breast Cancer candle was created by **Scents** of San Francisco and is on sale at the Mercantile.



Zero Breast Cancer Receives \$100,000 from Annual Avon Walk for Breast Cancer

1,800 Women and Men participate in the 39.3-mile Walk; **9 other local Breast Cancer organizations** also receive grants

The 12th annual Avon Walk for Breast Cancer in San Francisco took place in July 2014 and raised \$4 million to accelerate breast cancer research; improve access to screening, diagnosis and treatment; and educate people about breast cancer.

Marin-based Zero Breast Cancer was one of 10 Northern California organizations that received grants on stage at the Avon Walk Closing Ceremony. Zero Breast Cancer received a \$100,000 research grant to fund the continuation of its unique community-based, participatory approach to breast cancer research to identify its causes and ultimately prevent the disease.

First Annual Sandy Daniels Memorial Bocce Ball Tournament

The San Anselmo Chamber of Commerce sponsored the First Annual Bocce Ball Tournament in memory of Sandy Daniels, who died earlier this year of breast cancer, on September 13, 2014. A percentage of the profits were donated to Zero Breast Cancer, Sandy's favorite charity, in support of our research and educational initiatives. Thank you to **Bill Daniels** of United Market, **Connie Rogers** of the San Anselmo Chamber of Commerce and all the sponsors and Bocce Ball Tournament participants for all their contributions to making this year's event such a success!



Members of the Daniels family with the winning team sponsored by Joe Saccone at the First Annual Sandy Daniels Memorial Bocce Ball Tournament (L to R): Bill Daniels, Caden Daniels, Norm Augustin, Joe Saccone, Esther Daniels, Kristin Daniels, Mark Daniels, Cindy Connors, Mark Connors, Bob Albertazzi & Noel Albertazzi, and Kelly Augustin

AVON "Check Yourself" Campaign

The Avon Foundation for Women has just launched a powerful new campaign "Check Yourself", in the US and 25 countries around the world. As part of its Avon Breast Cancer Crusade program, the global **#CheckYourself** movement will encourage people to take action for their own breast health with the release of a new music video with Paula Abdul and a new web portal that will provide breast health education and access to care for medically underserved populations.

Check out the campaign at:
www.avonfoundation.org/resources/check-yourself/

AVON
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Zero Breast Cancer gratefully acknowledges all of the donors and contributors that allow us to continue our important work:

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Lorri Arazi

In Memory of Susan

Angeline Newman

In Memory of your mother

Ralph Koenker

In Memory of your mother & father

Victoria Nielsen

In Memory of Your Parents

Wendy Coyle

2013 Dipsea Hike Fundraising Teams

A Spring in Our Step

AwareWolves

Bar Method Marin

Bay Club Marin

Books and Boots

Breast Friends

Chi Chi Brigade

Chicks on the Run

Dipsea Divas

Good Green Moving

Hungry Hungry Hikers

I Heart Boobies

Just Beat It: In Memory of Susan

Weissenberg

Lydia's Lyonesses

Mammer Jammers

Marin Academy XC

Marin Race Walkers & Friends

The Marin Renaissance

Marin Savvy

Meadow Chicks

Outdoor Adventure Club

Pink Panthers

Purple Hooters

The Rack Pack

ShopatAphrodite

Speak to Me

Stewies & Buddies

Sunflower Wellness

Team Barlow

Team Hizebrecan

Team Rescue

Team RH

Team Roni

Team Schultz

Team Zero

Towers of Power

Treasured Chests

UCSF ICN Friends and Family

Z Ultimate Self Defense

Please continue to
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ZERO BREAST CANCER
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zerobreastcancer.org



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www.zerobreastcancer.org

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upcoming events

November 20-21, 2014

**Breast Cancer and the Environment Research Program
Annual Conference**

Hyatt Regency, San Francisco

For more information and to register: www.bcerp.org/2014

save these dates

May 7, 2015

Honor Thy Healer Program, 6:00 pm – 9:00 pm
Mill Valley Community Center

May 16, 2015

Racing for Research, 9:00 am – 3:00 pm
Sonoma Raceway, Sonoma

September 26, 2015

Dipsea Hike for Zero Breast Cancer, 9:00 am – 2:00 pm
Old Mill Park, Mill Valley

Ways You Can Support Zero Breast Cancer

► **MAKING A CONTRIBUTION.**

Please visit our website at:

ZEROBREASTCANCER.ORG

► **WORKPLACE GIVING.**

If your employer has a workplace giving campaign, you can designate Zero Breast Cancer as the recipient of your payroll deductions.

Please include the following information on your form:

ZERO BREAST CANCER

4340 Redwood Highway, Suite C400
San Rafael, CA 94903

Nonprofit tax ID: #68-0386016

► **MATCHING GIFTS.**

Check to see if your company has a Matching Gift Program. Many companies will donate a percentage or even double the amount of your gift.