

New Study from the Bay Area Breast Cancer and the Environment Research Center (BABCERC) Finds Higher Levels of PBDEs, Pesticides and PCBs in Bay Area Girls

A new study by the Bay Area Breast Cancer and the Environment Research Center (BABCERC) has found higher levels of chemicals that act like hormones in girls in the Bay Area than in a comparison group in Ohio. These include some brominated chemicals used as flame retardants (PBDEs), pesticides, and polychlorinated biphenyls (PCBs). Although research studies on these environmental exposures have not found clear effects on human health, concern about these chemicals is growing because they persist in the environment and may act like or interfere with hormones in the body. Hormones influence many physiologic functions, including the reproductive system and growth and development in children.



Image: iStockPhoto.com

The study, led by Dr. Gayle Windham of the California Department of Public Health, compared levels of flame retardants (PBDEs) and pesticide metabolites such as DDE and PCBs in Bay Area girls and girls in a similar study in Ohio. Study participants in both locations are part of the national Breast Cancer and the Environment Research Centers (BCERC) supported by the National Institutes of Health. “The research generated from our centers are beginning to answer important public concerns about the role of the environment in cancer,” according to Dr. Robert Hiatt, Deputy Director of the UCSF Helen Diller Family Comprehensive Cancer Center and professor of epidemiology and biostatistics, who directs the BABCERC.

Blood samples from about 600 girls were analyzed at the national Centers for Disease Control and Prevention (CDC). Some chemicals were found in nearly all the girls, while others were less frequently detected by the laboratory. Girls in the Bay Area had higher levels of PBDEs, on average, than girls in Ohio, even when accounting for other factors.

Blacks had higher average PBDE levels than whites, and Hispanics had intermediate values. Additionally, PBDE levels were lower among more obese girls, but did not vary much by other factors. Unlike for PBDEs, blacks had lower levels of PCBs and DDE than whites in this study. Compared to the National Health and Nutrition Examination Survey (NHANES), the average levels of PBDEs in all girls in the study were higher, while levels of PCBs and pesticides were similar.

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“This study demonstrates that exposure to these chemicals are widespread,” said Dr. Lawrence Kushi, Associate Director for epidemiology at Kaiser Permanente Northern California. “While we do not know whether these levels are of concern, their widespread presence suggests the possibility of health effects.” Dr. Kushi is the lead researcher for the epidemiology project of the BABCERC.

PBDEs are used in household items such as furniture foam, plastics, electronics, wire insulation, and coating for draperies and upholstery to slow fire growth if ignited. Humans are exposed to these chemicals through diet, but PBDEs have also been found



Mission Statement

Our mission is to find 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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Francine Levien
(1931 – 2001)

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in dust, leading to exposure in young children who play on the ground and have more hand-to-mouth activities.

Pesticides are wide-spread in our environment and people can be exposed to them through diet, home use of pesticides, drinking water, and occupational exposures. PCBs are also persistent chemicals and were used as coolants and lubricants in electrical equipment, but have been banned in the U.S. They can be found in household items such as old fluorescent lighting fixtures and electrical appliances. Most exposure occurs through diet since these chemicals accumulate in the food chain; however, PCBs have also been found in the soil, drinking water, and dust.



Some health effects associated with exposure to these chemicals will be examined as the study continues. Janice Barlow, who heads the BABCERC's Community Outreach project and serves as the Executive Director of Zero Breast Cancer, said: "This preliminary research is an important first step in exploring to which chemicals our children are exposed and gives us the ability to make healthier choices."

Unlike other states, California has a history of more stringent regulations regarding flammability of upholstered furniture that can only be met by the addition of flame retardants, such as PBDEs. PCBs and pesticides also tended to be found at higher levels in Bay Area girls than Ohio girls. Pesticide exposure patterns differ in countries outside the U.S. A larger proportion of immigrants to California from countries where some of these pesticides are still used may partly explain higher levels of persistent pesticides in their offspring since they may be transferred during pregnancy or breast-feeding. However, the study did not measure levels in mothers.

1.) Gayle C. Windham, Susan M. Pinney, Andreas Sjodin, Raymond Lum, Richard Jones, Larry Needham, Frank M. Biro, Robert A. Hiatt, Lawrence H. Kushi, *Body Burdens of Brominated Flame Retardants and Other Persistent Organohalogenated Compounds and Descriptors in U. S. Girls*. Environmental Research 2010. doi:10.1016/j.envres.2010.01.004. On-line pre-publication, expected in print in April or May.

The Bay Area Breast Cancer and the Environment Research Center (BABCERC) is one of four centers nationwide that studies the environmental causes of breast cancer by focusing on mammary gland development during puberty when the breast may be especially vulnerable to environmental influences. The Center is based at the University of California, San Francisco, under the leadership of Dr. Robert A. Hiatt, Director of Population Sciences, UCSF Helen Diller Comprehensive Cancer Center. The Center includes a basic science project, an epidemiology project, and the community outreach and translation core and is a collaborative project involving University of California, San Francisco, Kaiser Permanente Northern California, California Department of Public Health, Marin County Department of Health and Human Services, and Zero Breast Cancer. More information about the BABCERC can be found on its Web site:

[HTTP://BAYAREA.BCERC.ORG](http://BAYAREA.BCERC.ORG)

Message from the Executive Director

Janice Marie Barlow

Breast Cancer Activism: Time for a New Conversation

Zero Breast Cancer was founded in 1995 by a small group of women, most of whom had been diagnosed with breast cancer. None were scientists or researchers, but they set off on a remarkable journey to find the reason for the high incidence of breast cancer in Marin County. Since then, many aspects of our understanding of breast cancer have changed.

Not a Single Disease

It is now understood that invasive breast cancer is not a single disease. Today, tumors are classified into four subtypes:

1. Luminal A: Estrogen receptor (ER)-positive and/or progesterone receptor (PR)-positive and HER2-negative
2. Luminal B: ER-positive and/or PR-positive and Her2-positive
3. Her2-over expressing: ER/PR-negative and Her2-positive
4. Triple negative: ER/PR-negative and HER2-positive

These four subtypes arise from different types of cells, have different outcomes, are distributed differently among various age groups and racial and ethnic populations, and are believed to have different risk factors. This knowledge already has opened up new avenues for prevention and treatment, and it will undoubtedly continue to do so.

Genetics & Environmental Factors

Over the past 15 years, breast cancer research has expanded from its focus on genetics and molecular biology to include "environmental exposures." (This includes lifestyle factors, exposures to environmental chemicals, pharmaceuticals, radiation, etc.). Today, few, if any, researchers and breast cancer advocates are unaware of the importance of investigating how environmental factors interact with an individual's genetic makeup to increase or decrease breast cancer risk. This understanding has also resulted in funding for research projects like our own Bay Area Breast Cancer and the Environment Research Center, which is investigating the relationship between puberty, the environment and breast cancer risk.

Mammography Screening

Since ZBC was started, one thing has not changed: the debate over mammography screening in women aged 40 to 49. The controversy gained prominence again in November 2009 when the U.S. Preventive Services Task Force issued new mammography screening guidelines that concluded there was no evidence to support routine mammography screening for healthy women between the ages of 40-49 and encouraged women in this age group to discuss the risks and benefits of mammography with their physicians.

Over the past few months, it has become evident that the arguments for and against mammography screening for healthy women also haven't changed over the past 15 years.

Those in favor of not routinely screening women age 40 to 49 argue:

- ▶ Medicine should be evidence-based
- ▶ The benefit (saving 5 lives per 100,000 women) does not outweigh the harm caused by unnecessary procedures like repeat imaging and biopsies or the overtreatment of tumors that would never be harmful
- ▶ Routine mammography identifies slow growing tumors while missing the more aggressive ones that show up between mammography screenings and are more often seen in younger women

Those in favor of routine screening respond by citing:

- ▶ Evidence that early diagnosis and treatment reduces breast cancer mortality
- ▶ Personal stories of women in their 40s whose tumors were detected on a mammogram
- ▶ Concerns about reductions in public and private funding for mammography and outreach services
- ▶ Saving a single woman's life is worth any cost

I hope that this current debate will motivate all of us to advocate for:

- ▶ A screening tool better than mammography
- ▶ Improved ways of identifying women at high risk for developing an aggressive tumor

Let's push the conversation on screening forward.

THE LOVE/AVON ARMY OF WOMEN

The Love/Avon Army of Women is driven by two key partnerships that will accelerate the research necessary to discover ways to prevent breast cancer: a partnership between the Dr. Susan Love Research Foundation and the Avon Foundation for Women, and a partnership between scientists and women. The purpose of the Army of Women is to connect breast cancer researchers with a pool of potential volunteer study participants.

Zero Breast Cancer, as chair of the Bay Area Breast Cancer and the Environment Research Center Community Outreach Translational Core has been working collaboratively with Michigan State University, University of Cincinnati, and Fox Chase Cancer Center to develop breast cancer prevention messages. Recently, Michigan State University developed a survey around these messages and recruited volunteers through the Army of Love. The response to the survey was impressive. While only planning to recruit 400 volunteers, over 7,000 women responded to the survey within a 24 hour period. Survey results are currently being analyzed and will inform the development of future prevention messages.

Visit <http://www.armyofwomen.org/> to join the Love/Avon Army of Women.

A New Report on Puberty, Breast Cancer, and the Environment

What can studying puberty reveal about how breast cancer develops and how it can be prevented?

This is the question that both drives the work of the Bay Area Breast Cancer and the Environment Research Center (BABCERC) and is explored in the BABCERC's new report, *Puberty, Breast Cancer, and the Environment*.

Breast cancer is a disease caused by both genetic and environmental factors. Over the past decade, it has become increasingly clear that exposure to estrogens and estrogen-like compounds found in chemicals in our environment can increase a woman's risk of developing breast cancer.

Researchers at the BABCERC are exploring the hypothesis that puberty is a "window of susceptibility" in which breast cells might be especially vulnerable to potential carcinogens and that this, in turn, could affect breast cancer risk later in life.

"We believe that by studying children and adolescents we have the potential to gain new insights into what causes breast cancer," said BABCERC Director Dr. Robert Hiatt, a professor of epidemiology and biostatistics at the University of California, San Francisco.

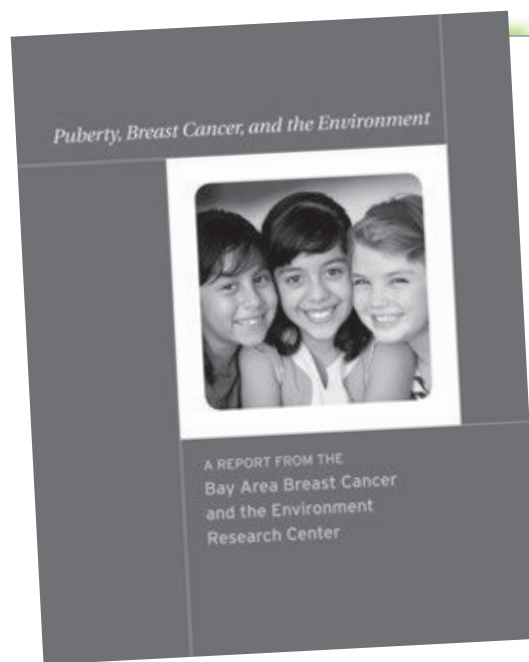
Puberty, Breast Cancer, and the Environment provides important information for public health officials, policymakers, cancer researchers, pediatricians, parents, and breast cancer and environmental health advocates. It explains the BABCERC's research focus; provides information about the environmental chemicals the center's basic scientists and epidemiologists are studying; and it explains why it is important for parents to teach and encourage girls to be physically active and to eat a well-rounded diet.

From the outset, the BABCERC has utilized a community-based approach to develop its research agenda and to disseminate its findings. "We produced this report because we believe it is critical to keep the community informed about our work and to translate our findings into meaningful information the public and policymakers can use," said Janice Barlow, who heads the

BABCERC's Community Outreach project and serves as the Executive Director of Zero Breast Cancer. "We are proud of the relationships we have built between researchers and the public and to serve as a model for community involvement in cancer research.

The topics discussed in the 36-page report include:

- ▶ The BABCERC's Basic Science project, which is investigating how the mammary gland develops and how that development is affected by environmental exposures.
- ▶ Why scientists use mice to study how breast cancer occurs in women.
- ▶ The BABCERC's Epidemiology project's Cohort Study of Young Girls' Nutrition, Environment, and Transitions (CYGNET), which is following 444 girls as they transition through puberty and investigating how genes, the environment, biology, lifestyle, socio-economic factors, and body composition influence the age that puberty begins.
 - ▶ How biomonitoring is used in breast cancer research.
 - ▶ The BABCERC's Community Outreach project, which serves as a liaison between the community and scientists.
 - ▶ Findings from the BABCERC's research.
 - ▶ How the breast changes over the course of a woman's life and the distinct time periods when breast cells may be more vulnerable.
 - ▶ Risk factors for early puberty and why early puberty is related to breast cancer risk.
- ▶ Ways to reduce exposure to chemicals that may increase breast cancer risk.



Free copies of *Puberty, Breast Cancer, and the Environment* can be downloaded from the Bay Area Breast Cancer and the Environment Research Center Web site, WWW.BAYAREA.BCERC.ORG and/or the Zero Breast Cancer Web site, WWW.ZEROBREASTCANCER.ORG. They can also be obtained by calling Zero Breast Cancer at (415) 507-1949 or by sending an email to info@zerobreastcancer.org

Breast Cancer and the Environment: From Research to Action



More than 200 Bay Area residents recently took part in a free community forum that provided a unique opportunity to discuss issues related to breast cancer and the environment with a panel of nationally recognized experts and local advocates.

The National Institute of Environmental Health Sciences and the Bay Area Breast Cancer and the Environment Research Center (BABCERC) sponsored the community forum, which was held on November 18, 2009, in Sausalito, California. It was held in conjunction with the Sixth Annual Breast Cancer and the Environment Research Centers’ Scientific Conference on Early Environmental Exposures.

Dr. Robert Hiatt, the Director of Population Sciences at the University of California, San Francisco, Helen Diller Family Comprehensive Cancer Center, and Principal Investigator for the BABCERC, opened the meeting by providing an overview of the four centers and their work. He noted that the “impetus for the centers was driven by community and advocacy concerns about breast cancer” and explained that communicating findings to the public is just one aspect of the centers’ collaborative nature.

The hypothesis that drives the four Breast Cancer and the Environment Research Centers’ (BCERCs) work, said Dr. Hiatt, is that “early pubertal development is a potential window for environmental exposures that can act across the lifespan and can affect breast cancer in adult life.” Most breast cancer research focuses on adult women, he said. “We are taking a different tack by looking at breast cancer in early development. We are not just doing research. We are committed to applying what we know to intervention and public policy and to disseminating information as broadly as we can.”

The Cause of Our Time

The community forum’s expert panel featured Dr. Linda Birnbaum, the director of the National Institute of Environmental Health Sciences (NIEHS) and the National Institutes of Health National Toxicology Program.



Dr. Linda Birnbaum, director of the National Institute of Environmental Health Sciences (NIEHS)

“Environmental issues are the cause of our time,” Dr. Birnbaum told the audience. “They have contributed to diseases. They’ve had an effect on climate change, and on human health.”

A board certified toxicologist, Dr. Birnbaum’s research focuses on environmental chemicals, endocrine disruptors, and the linking of real-world exposures to effects. She explained how genetics and the environment interact, and, in turn, the effect that chemical exposures can have on the body. “Our bodies are influenced by genetics and the environment,” she explained. “Even identical twins are not exactly identical. That’s because the environment impacts how the genes act.”

It is now understood that cancer results from both genetic and environmental factors. The Sister Study, which is sponsored by the NIEHS, is following 51,000 sisters of women who have been diagnosed with breast cancer. This is an example of the type of study that can be done to look at both genes and the environment, Dr. Birnbaum explained, “and we are already getting data.”

Dr. Birnbaum told the audience that one of the unique things about the BCERCs is that community involvement is seen as essential to each center’s success. “Because this community involvement has been so successful,” she said, “we are now making it a requirement for any other centers we establish. It’s just the way we have to go.”

In closing, said Dr. Birnbaum, “We look forward to working with people in the Bay Area to learn more about breast cancer and develop effective prevention strategies. I just want to remind you: We can’t change our genes, but we can change our environment.”

Addressing Community Concerns

Ysabel Duron, founder and Executive Director of Latinas Contra Cancer and the anchor of the Bay Area’s KRON 4 TV Weekend Morning News, served as the moderator for the community forum. She directed questions to seven panelists: Dr. Birnbaum; Janice Barlow, Executive Director of Zero Breast Cancer; Gwen Collman, acting Director of Extramural Research at the NIEHS; Dr. Rupali Das,



Forum moderator Ysabel Duron of Latinas Contra Cancer, and panelist Gwen Collman, director of extramural research at NIEHS

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Chief of the Exposure Assessment Section of the Environmental Health Investigation Branch of the California Department of Public Health; Dr. Hiatt; Dr. Peggy Reynolds, a Senior Research Scientist at the Northern California Cancer Center; and Jeanne Rizzo, the President and CEO of the Breast Cancer Fund.



Janice Barlow answers a question posed by a community member

The forum’s audience included representatives from more than 20 of the BABCERC’s community partners. These groups range from the Asian & Pacific Islander National Cancer Survivors Network and Health Research for Action to the Bay Area Disparities Coalition and the UC Berkeley Center for Children’s Environmental Health Research, and the questions directed to the panelists illustrated the breadth of their work.

Some forum participants were interested in learning more about which biomarkers were being studied. Others wanted to know more about the research investigating chemicals that mimic estrogen in the body. Questions were also raised about the progress being made by California’s biomonitoring program.

Dr. Peggy Reynolds noted that “California is a bit of a national experiment for chemicals” due to the unintended consequences of it being the first state to require that specific products, like mattresses and furniture, be fire-retardant. What wasn’t clear at the time, but now is, says Dr. Reynolds, “is that people in the US have some of the highest body burden of these chemicals in the world.” In addition, “there is some animal evidence to suggest they are carcinogens, which means this is the next frontier we may want to deal with.”

*See the link at the end of this article to view the extended Q&A session summary.



Attendees at the November 2009 Community Forum

High Incidence of Breast Cancer in Marin County

San Francisco Bay Area residents also wanted to know if more had been learned about the higher breast cancer rates seen in Marin County. Janice Barlow of Zero Breast Cancer explained that demographic studies have found that women in Marin tend to have no children, have them at a later age, or have fewer children, and that they also tend to be highly educated, and have a higher socioeconomic status (SES)—all of which have been linked to an increased breast cancer risk. She noted that there is some preliminary data suggesting that there may have been increased use of hormone replacement therapy (HRT) over a longer period time among Marin women, which might be a factor as well.

In addition, she said, the adolescent risk factor study her organization spearheaded found that women who developed breast cancer were more likely to have one or two glasses of alcohol per day and to have had a high SES as an adolescent. “That fits with what we at the BABCERC are looking at, with risk over the lifetime,” she said. “There may be certain stages where girls or women are more vulnerable to exposures, and one may be adolescence.”



Community members converse following the Forum

These final questions brought the forum to a close. But as participants rose from their chairs to leave, many new conversations began. It was evident that the information presented and the ideas discussed had initiated a conversation among Bay Area residents and between researchers and community members that would continue for some time to come.

Funding for this community forum was provided by:



The National Institute of Environmental Health Sciences and the Avon Foundation.



*An extended summary of the Community Forum, including the question and answer session is available on the Zero Breast Cancer website at:

[HTTP://WWW.ZEROBREASTCANCER.ORG/RESEARCH/TH09_SUMMARYRPT.PDF](http://www.zerobreastcancer.org/research/th09_summaryrpt.pdf) or visit [HTTP://WWW.BAYAREA.BCERC.ORG](http://www.bayarea.bcerc.org)

✂ *Clip and save for future reference*

Major Sources of Chemical Exposure and How to Reduce Your Exposure

Although research studies on these environmental exposures have not found clear effects on human health, concern about these chemicals is growing because they stay in the environment and may act like or interfere with hormones in the body. Hormones influence many bodily functions, including the reproductive system and growth and development in children.



What	Where	How to Reduce Your Exposure
Cotinine (a Nicotine metabolite)	Tobacco smoke exposure, second hand smoke	Commit to a smoke-free home and car. Don't smoke around children and don't allow others to smoke around children. For more information: http://www.cancer.gov/cancertopics/factsheet/Tobacco/EIS http://www.epa.gov/smokefree/healtheffects.html
Flame Retardants (PBDEs) Example: Polybrominated diphenyl ethers (PBDEs)	Household dust (for example from foam in furniture and carpet padding); hard plastics used in electronics and cars; foam in cars, contaminated water and food.	If you can, replace older upholstered and foam furniture that may be breaking down. Use a vacuum with a HEPA filter to reduce dust and look for products that are organic or 100% natural. For more information: http://www.ewg.org/healthymetips/fireretardants
Parabens Example: Methylparaben and Propylparaben	Cosmetics and personal care products including lotions and shampoos; used as preservative, can be used in common products such as drugs and food.	Look for products labeled Paraben Free or check labels. Reduce the number of cosmetics and personal care products you use. For more information: http://www.cosmeticsdatabase.com/
Perfluorochemicals (PFCs) Example: Perfluorooctanoic acid (PFOA)	Contaminated air and water, industrial sources, used in making non-stick pans and utensils, coating on food packaging especially greasy or fast foods	Avoid non-stick pans and kitchen utensils. Use stainless steel or cast iron instead. Cut back on how much greasy packaged or fast foods you eat. For more information: www.ewg.org/healthymetips/
Pesticides Example: Dichlorodiphenylchloroethylene (DDE, a metabolite of DDT)	High-fat foods such as milk products, eggs, meat and some fish.	Although some pesticides were banned in the U.S., and limited in most countries to disease control since 2004, banned ones still remain in our environment. We are exposed to them from foods that have a high fat content such as meat, dairy and some fish. (See about PCBs). To reduce your exposure to currently used pesticides, wash and peel fruits and vegetables, buy organic food more often, buy foods grown with fewer pesticides, support local organic farms, don't use pesticides to grow your own food, try non-toxic pest control methods. For more information: www.ewg.org/healthymetips/

continued on the reverse

Major Sources of Chemical Exposure and How to Reduce Your Exposure - Page 2

What	Where	How to Reduce Your Exposure
Phenols Example: Bisphenol A (BPA) and Triclosan	Plastic bottles, food can liners, water pipes, dental sealants, and anti-bacterial soaps	Don't drink out of plastic bottles, eat fewer canned foods, buy BPA-free products, and minimize use of anti-bacterial soaps. For more information: www.ewg.org/healthyhometips/
Phthalates Example: Diethylhexyl phthalate (DEHP)	Plastics, PVC, children's toys, cosmetics such as nail polish, hair spray, and fragrances	Use less plastic, buy fewer plastic toys, use fewer cosmetics with phthalates in them. Don't microwave food in plastic and don't let kids chew on plastics. For more information: www.ewg.org/healthyhometips/
Polychlorinated Biphenyls (PCBs) Example: PCB 99 Dioxin-like chemicals	High-fat foods such as milk products, eggs, meat, and some fish	Limit intake of high-fat foods (such as red meat) and fish you eat that are high in PCBs. Fish high in PCBs include salmon, striped bass, farmed rainbow trout and oysters. For more information: www.edf.org/seafood
Phytoestrogens Example: Isoflavones such as Genistein or Daidzein; Enterolactone (a lignan metabolite)	Soybeans, tofu, miso, chickpeas, alfalfa, peanuts, flax seeds, sesame seeds and other non-processed foods* * Phytoestrogens are natural, estrogen-like compounds found in plants.	Phytoestrogens may delay onset of puberty in adolescents. It is recommended you eat more foods high in phytoestrogens. For more information: http://www.zerobreastcancer.org/research.html#6

For more detailed information about these chemicals, please visit the websites listed below:

- Zero Breast Cancer <http://www.zerobreastcancer.org/research.html#6>
- Centers for Disease Control: National Report on Human Exposure to Environmental Chemicals www.cdc.gov/exposurereport/
- Environmental Working Group <http://www.ewg.org/healthyhometips/>

The Bay Area Breast Cancer and the Environment Research Center (BABERC) is one of four centers nationwide that studies the environmental causes of breast cancer by focusing on mammary gland development during puberty when the breast may be especially vulnerable to environmental influences. The Center is based at the University of California, San Francisco, under the leadership of Dr. Robert A. Hiatt, Director of Population Sciences, UCSF Helen Diller Comprehensive Cancer Center. The Center includes a basic science project, an epidemiology project, and the community outreach and translation core and is a collaborative project involving University of California, San Francisco, Kaiser Permanente Northern California, California Department of Public Health and Zero Breast Cancer. More information about the BABERC can be found on its Web site: <http://bayarea.bccerc.org>

Young Women's Forum Series Premieres on UC-TV

Presentations from a groundbreaking forum sponsored by Zero Breast Cancer and the UCSF-SFGH Avon Comprehensive Breast Care Program can now be viewed "24/7" on University of California Television (UC-TV). The videotapes were produced from the *Breast Cancer Prevention Community Education Forum for Younger Women* (February 2009), which received funding from the Avon Foundation, the Marin County Board of Supervisors, and the Safeway Foundation. It was first aired in November 2009 and was a UC-TV special feature for the month of February 2010. The general public, breast cancer advocates and health professionals can continue to access the young women's forum presentation via the Internet, through public access cable television, on DISH Network (Ch 9412) globally, and on YouTube.



Topics from this UC-TV series known as "Breast Cancer Prevention and Treatment" include an exploration of environmental and lifestyle strategies to minimize breast cancer risk from Janice Barlow, ZBC Executive Director, and a panel of community health experts in "Preventing Breast Cancer: Promoting Preventive Health Access for Younger Women." Oncologist Dr. Judy Luce (UCSF-San Francisco General Hospital) speaks on "Breast Cancer Incidence, Relevance and Medical Prevention Treatments for Young Women." Dr. Mary Beattie and Robin Lee, Genetic Counselor (UCSF Comprehensive Cancer Center) address issues for younger women at higher risk for breast cancer in "Genetic Risk Assessment and Prevention." Radiologist Dr. Laurie Strachowski (UCSF) and Medical Educator Nancy Dunn presented "Breast Cancer Imaging, Screening Guidelines and Clinical Breast Exams" for young women.



The entire series can be accessed through the Zero Breast Cancer and UC-TV websites.

[HTTP://WWW.UCTV.TV/SERIES/?SERIESNUMBER=554](http://www.uctv.tv/series/?seriesnumber=554)

ZBC Welcomes New Staff Member: Casandra Aldsworth

Casandra Aldsworth has joined the Zero Breast Cancer team as the new Community Outreach and Education Coordinator for the Bay Area Breast Cancer and the Environment Research Center. Casandra brings extensive research experience and strong organizational skills to the ZBC team.



Casandra earned her MPH from Boston University and previously worked as a Project Coordinator in the Environment, Epidemiology and Risk Program at Harvard School of Public Health. Her first publication from her work on the Psychiatric Emergency Room study conducted at Boston University School of Public Health will be in the *Sociology of Health and Illness*: March 2010, vol 32, issue 3.

We welcome Casandra to our staff!

Ways You Can Support Zero Breast Cancer

- ▶ Making a contribution using the enclosed envelope.
- ▶ 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.
- ▶ Stock or a vehicle donation. Please go to [WWW.ZEROBREASTCANCER.ORG](http://www.zerobreastcancer.org) for details.



Lifefactory

Lifefactory is based in Sausalito, California and was launched in 2007 by founders Pam Marcus and Daren Joy. Pam is a pediatric feeding specialist and physical therapist who resolved to provide parents with a choice of safe, sensible and essential baby products after seeing what products were available to parents. She partnered with Daren Joy, an award-winning integrative designer, to create Lifefactory. The line of products now available from Lifefactory are free of endocrine-disrupting chemicals like Bisphenol A (BPA), phthalate, Polyvinyl Chloride (PVC) and polycarbonates. They produce BPA-free glass baby bottles with bright colored silicone sleeves (patent pending) that help to prevent breakage, and they are a leading innovator in safe and developmentally appropriate children's products. Lifefactory is proud to be the first company to introduce a collection of BPA-free reusable glass beverage bottles with silicone sleeves for adults. Lifefactory products can be found in over 500 retail locations throughout the US, Canada, and Europe including: babyGap Home, Whole Foods, Nordstrom, and Amazon. At Lifefactory, the motto is safe.simple.smart.

What's BPA?

Bisphenol A (BPA) is a persistent chemical found in polycarbonate plastic, epoxy resins used to line metal food and drink cans, plastic cling wraps, plastic pipes, and some dental sealants. It is widespread in the environment and has been detected in humans. Exposure to BPA usually occurs through diet by eating and drinking from products containing BPA.

There has been concern in the media recently about the health effects of BPA since it has been detected in common household products, including plastic and stainless steel baby bottles, water bottles, and children's toys. Recent studies suggest that exposure to the endocrine disruptor Bisphenol A (BPA) may affect one's health by interfering with hormones in the body. Hormones influence many physiologic functions, including the reproductive system and growth and development in children.

Honoring Lifefactory

Endocrine-disrupting chemicals like BPA are currently being studied in the Bay Area Breast Cancer and the Environment Center (BABCERC). Although research studies on these chemicals have not found clear effects on human health, concern about these chemicals is growing because they persist in the environment and may act like or interfere with hormones in the body.

Zero Breast Cancer adheres to the precautionary principle which states that when an activity raises threats of harm to the environment or human health, precautionary measures should be taken, even if a scientific cause and effect relationship has not yet been established. By following the precautionary principle, Lifefactory is providing people with healthy choices.

As an excellent example of a business that has looked at the research and created a product to minimize exposure to chemicals in our environment, ZBC will honor Lifefactory at the 11th Annual Honor Thy Healer awards ceremony and dinner. We will present Lifefactory with the Francine Levien Activist Award, which is named for the late founder and executive director of Zero Breast Cancer and honors a leader in the community who embodies Francine Levien's spirit, vision and determination.

DONOR PROFILE: *Betsy Rick*



Interior designer Betsy Rick has been a friend and supporter of Zero Breast Cancer for many years. A Bostonian who came West and made Marin her home, Betsy started Betsy Rick Interiors in San Rafael in 1981.

Betsy was introduced to the work of Zero Breast Cancer in the early years of the organization through her association with the Marin Interior Designers Association. This group of design professionals had a philanthropic program that supported causes for women and children. One of the organizations they donated to was Zero Breast Cancer. She knew ZBC Board member, Annie Fox, and was drawn to the organization because breast cancer is a cause that she cares about.

Over the years, Betsy's support for Zero Breast Cancer grew through her friendships with ZBC Executive Director, Janice Barlow and Education Director, Sue Schwartz. Because of her involvement with ZBC in its early years, she has had the opportunity to see the transformation from a local grassroots group to an organization that has made an impact on the lives of women in Marin County through its research partnerships and collaborations.

Betsy recently had the chance to direct some funds to a nonprofit. She chose Zero Breast Cancer. We are grateful that Betsy values the work of Zero Breast Cancer and we thank her for her support.

11th Annual Honor Thy Healer

May 6, 2010 marks Zero Breast Cancer's 11th Honor Thy Healer Celebration. We will be gathering at the Mill Valley Community Center to honor the contributions of a distinguished group of individuals who advance our knowledge of breast cancer and the healing process.



The Healing Professionals are the **Oncology Nurses at Kaiser Permanente San Rafael Medical Center** and the **Radiation Therapists at Marin General Hospital**, two leading Marin County health professional groups on the front lines of breast cancer treatment, whose expert and compassionate treatment of cancer patients is instrumental in the healing process. The employees of **Jackson's Hardware**, a generous community supporter and major local sponsor of breast cancer research, are this year's Shining Stars. The Community Breast Cancer Research honoree is **Joe Gray, PhD, Director, Life Sciences Division, Lawrence Berkeley National Laboratory**, a researcher who is playing a key role in the development of personalized cancer medicine that offers the possibility of improving treatment outcomes. The Francine Levien Activist honorees are **Pam Marcus and Daren Joy**, co-founders of **Lifefactory, Inc.**, of Sausalito, who took their concerns about chemicals such as Bisphenol A, phthalates, polyvinyl chloride and polycarbonates in plastic baby and adult products and created a safer, nontoxic alternative. **Cathy O'Neill**, a friend who provided solace, comfort and hope for a close friend diagnosed with breast cancer, is our Healing Partner.

Cheryl Jennings, Emmy winning KGO 7 newscaster, has graciously accepted our invitation to serve again as Honorary Chair. Individual tickets are \$135 and can be purchased by phone at 415-507-1049 x102 or online at www.zerobreastcancer.org/events.html#HTH. The evening begins with a reception at 6:00 pm followed by dinner and the awards program at 7:00 pm.

Partnership with PACIFIC HEIGHTS CLEANERS

We are pleased to announce that Zero Breast Cancer has formed a partnership with Pacific Heights Cleaners of Sausalito and San Francisco. Both organizations are committed to the removal of environmental chemicals that are associated with possible health risks, including breast cancer.

It is the goal of both organizations to educate the public about potentially harmful chemicals in the environment, such as chlorine-based solvents used in garment cleaning. The partnership is designed to raise awareness, provide education about non-toxic alternative choices and improve the health of the community. Pacific Heights Cleaners is a Certified Green Dry Cleaner and provides a nontoxic alternative cleaning method. By doing so, Pacific Heights Cleaners shares Zero Breast Cancer's goal of breast cancer prevention through understanding the environmental factors that may contribute to health risks.

Pacific Heights Cleaners will make donations to Zero Breast Cancer through this partnership. Printable coupons will be available in Pacific Heights Cleaners' monthly e-newsletter. The first time that a customer brings cleaning into either the Sausalito or San Francisco location, 50% of the total bill will be donated to ZBC. Then, 5% of the total bill for the next six visits will be donated. There will also be a ZBC Special Item of the Month. A donation of 5% of the cost of the monthly special cleaning item will be donated to ZBC. Printable coupons will be available in Pacific Heights Cleaners' monthly e-newsletter, which can be found at www.eco-drycleaners.com.

This partnership is a win-win-win. It raises awareness about harmful chemicals, is beneficial to both organizations and helps improve the health of the community. For a reminder about the monthly specials, sign up for the Pacific Heights Cleaners' e-newsletter at www.eco-drycleaners.com.



zero breast cancer
DIPSEA
HIKE/RUN
 In Honor of Annie Fox *Lite*

DIPSEA HIKE/RUN 2009 Was a Great Success

The 7th annual Dipsea Hike/Run Lite was held on September 29. Everything was perfect – a beautiful and sunny day on Mt. Tamalpais, great food and entertainment, a record number of participants and many generous sponsors. Almost 400 runners and hikers put into practice Zero Breast Cancer’s message about breast cancer risk reduction and the positive benefits of physical activity.



Dipsea Hike/Run Lite 2009 Hikers



< Kaiser Permanente Division of Research Team at the Dipsea Hike/Run Lite



The Dipsea Hike/Run Lite is a family-oriented event



< Mechanics Bank Team at the Dipsea Hike/Run Lite



Participants fill out badges to hike in honor of loved ones



Honorary Chair Jim Gerber of the Bay Club Marin motivates runners and hikers at the kickoff



The Young Survivor Coalition Northern California Team hiked the Dipsea Hike/Run Lite

We would like to thank our generous sponsors:

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- Frank Piazza, Photographer
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- Luna
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- Mechanics Bank
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- Sports Basement
- Synergy Physical Therapy & Pilates Studio
- Tamalpa Runners
- United Markets
- US Pure Water Corporation
- Velocity Circus
- The Village at Corte Madera

Mark your calendars for the 2010 Dipsea Hike/Run on Saturday, October 2.



Living Our Lives Actively (LOLA) brought a team to the Dipsea Hike/Run Lite

THIRD ANNUAL Racing for Research is coming on September 19th

Join us for a full day of racing instruction, plenty of time on the track, lunch and friendly competition on Sunday September 19 at the Jim Russell International Karting Centre at Infineon Raceway. **The cost is \$300 per person. Space is limited.** Call 415-507-1949 X 102 for details or to reserve a spot.

Proceeds from Honor Thy Healer, the Dipsea Hike/Run and Racing for Research support the research, education and outreach programs of Zero Breast Cancer.

Special thanks to:
 B-Jeweled
 Infineon Raceway
 Mi2Sweets
 Wine, Women & Song

Zero Breast Cancer gratefully acknowledges all of the 2009 donors and contributors that allow us to continue our important work:

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September 19, 2010

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Please check our website regularly for updates, new programs and events between ZBC Newsletter printings.
