



## Breast Cancer Research and Latinas Highlights from ZBC's September 10, 2010 Community Education Forum

**O**n a sunny September day, more than fifty breast cancer advocates, Hispanic/Latino community leaders, bi-lingual parent educators, college students, faculty, and public health nurses convened at the Marin Health & Wellness Campus

Connection Center in San Rafael's Canal neighborhood to learn about and share perspectives on *Breast Cancer Research and Latinas*.

Zero Breast Cancer planned this special forum in partnership with Marin County promotoras (health promoters), the Cancer Prevention Institute of California, the Marin County Department of Health – Epidemiology Division, the Bay Area Breast Cancer and the Environment Research Center, Kaiser Permanente and the UCSF Cancer Risk Program. The morning session consisted of a welcome from ZBC Executive Director Janice Barlow, followed by a series of presentations from researchers, medical specialists, and community organizations. During the discussion groups, participants met with the forum speakers and identified community priorities for further research. UCSF cultural anthropologist Nancy Burke, PhD, and research associate Claudia Guerra, MSW, moderated group reports on breast cancer related issues in the Latina community. Funding for the forum was provided by the Avon Foundation, the Safeway Foundation, and the Marin County Board of Supervisors.



*Dr. Esther John speaks with a community member after the research presentation*



*Community members ask questions and share information at the forum*

Keynote speaker Esther John, PhD, MSPH, Senior Research Scientist from the Cancer Prevention Institute of California reported that for Hispanic/Latinas:

- ▶ Diagnosis of breast cancer tends to be at later stage with larger tumors, resulting in lower survival rates
- ▶ Some factors associated with later diagnosis include lack of health insurance, limited health care access, mammography usage factors, and possible adverse tumor characteristics in a sub-group of Latinas

According to Dr. John, "What's notable here in the Bay Area ... is that incidence rates are higher in white women than they are in the rest of California, and we see the same trend for Hispanic women." Dr. John reported that reasons for higher breast cancer incidence in Bay Area Latinas likely include higher socio-economic status and lifestyle and reproductive patterns associated with higher breast cancer risk. "There's (also) a concern that there may be particular environmental exposures that might be accumulated here in the Bay Area that may explain some of the higher incidence."

### inside

- 3 • Research
- 8 • Community Education
- 9 • Supporting our Mission
- 12 • 2010 Contributors
- 16 • Upcoming Events

Reporting on the San Francisco Bay Area Breast Cancer Study (1995-2004), Dr. John described Hispanic data based on a multi-ethnic sample of 1,100 breast cancer cases and 1,400 women without breast cancer.<sup>1</sup>

- ▶ The data showed major changes in lifestyle & reproductive factors associated with *acculturation - the process by which immigrants adopt the attitudes, values, customs, beliefs and behaviors of their new culture*
- ▶ The data also showed that the younger Latinas are when they immigrate, their risk goes up. When they immigrate *before age ten*, they have still a slightly lower lifetime



zero breast cancer

**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.*

*Founder*

Francine Levien  
(1931 – 2001)

**Board of Directors**

*Officers*

Katie Beacock, President  
Erica Heath, Vice President  
William Stephens, Secretary  
Fern Orenstein, Treasurer

*Directors*

Janice Barlow, Ex officio  
Flavia Belli  
Maureen Cronan  
Jeffery DalPoggetto  
Connie Goldsmith  
Roni Peskin Mentzer, Emeritus

*Staff*

Janice Barlow, Executive Director  
Sharon Doyle, Development Director  
Susan Schwartz, Education Director  
Adrienne Kolb,  
Administration Director/Editor  
Casandra Aldsworth  
Community Outreach & Education Coordinator  
Marissa Kobayashi, Executive Assistant  
Kim Huff,  
Kimber Communications, Graphic Design

4340 Redwood Highway, Suite C400  
San Rafael, California 94903  
tel: 415-507-1949 fax: 415-507-1645

info@zerobreastcancer.org  
www.zerobreastcancer.org

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

*Cover Story continued from page 1*

breast cancer risk, but over time it approaches the risk of women who were born in the Bay Area

- ▶ According to Dr. John, “this (latter) finding suggests that exposures early in life are important and that breast cancer risk may be determined by factors that happen very early in life.”

Conversely, Latinas who migrate to the U.S. as adults may retain cultural practices (physical activity, breastfeeding) that are protective for breast cancer. As a group, foreign-born Latinas in this study had a later age at menarche, lower age of first birth, more children, limited alcohol use and higher fiber intake than U.S. born and Bay Area Latinas.

Dr. John proposed that there could be other factors that have not yet been studied, and that “Hispanics are not homogeneous – there are pronounced differences in education, reproductive patterns and lifestyle in the second to third generation that are similar to whites.” She concluded that by studying breast cancer in one ethnic group, researchers can learn about factors that may apply to other populations of women.

Additional forum speakers included Mary Mockus, MD, PhD, breast surgeon from the Kaiser San Rafael Medical Center, who gave an overview of breast cancer biology, and Robin Lee, MS, CGC, UCSF genetic counselor who reported on family and ancestry-related inherited risk in some Latinas. Rochelle Ereman, MS, MPH, Marin County DHHS Director of Epidemiology, described the potential for the Marin Women’s Study to analyze breast density, length of residency and country of origin in Latinas over age 40 that are enrolled in this study. Casandra Aldsworth, MPH, ZBC Community Outreach Education Coordinator, reported on environmental exposures of U.S. Hispanics living in urban areas, and preliminary findings from the BABCERC CYGNET study of girls’ pubertal transitions. Promotoras Alexandra Danino and Norma Ledezma, Tina Action Program leader Gay Cain, and Susan Schwartz, MPA, ZBC Education Director, presented local breast cancer outreach models for Latina adolescents and women. Bi-lingual group facilitators included Hilda Castillo, Flor Emert, Cecilia Zamora, and Alexandra Danino.



Q&A session at the Breast Cancer Research and Latinas Forum



Zero Breast Cancer has been actively involved with the Marin and Bay Area Hispanic/ Latina community through the:

- ▶ Latina Adolescent Outreach Project
- ▶ Bay Area Breast Cancer and the Environment Research Center
- ▶ ZBC-SFGH Young Women’s Forum
- ▶ National Latino Cancer Summit
- ▶ Marin County Bi-National Health week and,
- ▶ NPAT Ch 26-Encuentro Latino (Bay Area) public access television and UC-TV.

The primary aim of ZBC’s outreach programs has been to inform Latina women and adolescents about environmental factors associated with breast cancer risk and strategies to minimize risk over the lifespan.

See Cover Story page 8

## Message from the Executive Director

Janice Marie Barlow

### Radiation Exposures and Breast Cancer Risk

The earthquake and tsunami in Japan, and the resultant ongoing struggles to contain radiation released from the reactors, has brought radiation to the forefront again.

Radiation exposure is the only known cause of breast cancer. It causes damage to DNA and affects how cells communicate. Much of what we know about radiation exposures and breast cancer risk comes from detailed, long-term studies of girls and women who were living in Hiroshima and Nagasaki when the atomic bombs were dropped in 1945, at the end of World War Two. These studies showed that the breast is very sensitive to radiation, particularly if the exposures occurred during infancy, childhood and adolescence. Japanese women younger than age 20 years at exposure had higher incidence rates of breast cancer than those exposed at older ages.

This finding is further supported by many epidemiologic studies investigating populations who were exposed to radiation medically, during infancy, childhood and adolescence. Those exposed include young girls treated for scoliosis, girls in families monitored by x-rays for tuberculosis, infants treated for benign disorders such as birthmarks or normal enlargement of the thymus, adolescent girls treated for acne and childhood cancer survivors. In all of these populations, the risk of breast cancer is significantly increased and often diagnosed decades after exposure.

In April of 1986, a nuclear accident occurred at a plant in Chernobyl, in the far north of Ukraine, releasing radioactive and volatile isotopes into the air. The winds initially carried the radioactive cloud over southern Belarus, where the heaviest fallout occurred. During the days after the accident, the radioactive cloud spread over large parts of Europe with the amount of fallout being dependent on rainfall. Radioactivity from Chernobyl was detected as far away as Japan, but most tragically, millions of people were exposed to radiation from fallout over a short period of time.

In 2005, twenty years after Chernobyl, a report by the World Health Organization concluded that about 4,000 thyroid cancers were caused by exposure to fallout from Chernobyl. Follow-up studies have demonstrated a very strong link between young age at exposure and the risk of developing thyroid cancer. The evidence suggests that the risk of thyroid cancer for those exposed as adults is very low or absent.

Studies have also reported a twofold increase in breast cancer risk between 1997-2001 in those areas receiving the highest Chernobyl fallout compared to those with the least

*Neither the earthquake nor the tsunami nor being without electricity, water or heat could drive 70 year old Sadako Shiga from her home. What finally caused her to flee was invisible and to her mind was much more sinister: radiation. Munehiro Okamoto, 36, was leading a convoy of four cars and fifteen people and one golden retriever. He was quoted as saying the group would reach a city, stop and then fear that it was not far enough, and resume their journey westward. They are driven not just by suspicion of the government but also by a deep fear of radiation, in a nation where the word "radiation" brings us images of the devastation caused by the dropping of the nuclear bombs at Hiroshima and Nagasaki.*

*"Fear and Distrust Push Thousands From Homes"  
New York Times, March 18, 2011*

contamination. The increase, though based on a relatively small number of cases, appeared approximately 10 years after the accident and was highest among women who were younger at the time of exposure.

What we've learned from the atomic bombings of Hiroshima and Nagasaki, studies on medical radiation exposures and environmental radiation exposures from Chernobyl, is that cancer risk, including breast cancer risk, from all forms of ionizing radiation exposure are cumulative and the risk continues to increase decades after the initial exposure. Most importantly, we now know that young children are more sensitive to radiation and are at increased risk for developing radiation-induced cancers.

The consistency of these findings has important clinical and public health policy implications. From the clinical perspective, radiologists and other physicians ordering and performing procedures on children involving ionizing radiation (CT scans, X-rays and fluoroscopy/angiography) should make every effort to reduce the types and numbers of unnecessary radiologic procedures. Parents should ask for information on the estimated radiation doses from medical procedures. Physicians and public health professionals can play an important role by educating the public about the risks and benefits of medical radiation.

In today's society, new technologies involving radiation are being developed for other applications. Professional societies and regulators should strongly encourage manufacturers to design new technologies for reducing radiation doses while maintaining image quality. This even applies to devices such as airport scanners, as recent testing has shown they are emitting radiation levels 10 times higher than expected.

Information is the most important resource we have for protecting our health and that of our children. We need to use what we know about the risks of radiation to make informed decisions and take preventative action now.

## Reducing exposures to pesticides at home and in the workplace

Cleaning products and antimicrobial/antibacterial hand products have become a part of our modern lives. They are used frequently - often on a daily basis - at home and in the workplace.



Cleaning products used for common cleaning tasks are mixtures of many chemicals, including disinfectants, surfactants, solvents and fragrances. Most

people do not realize that *disinfectants* are Environmental Protection Agency (EPA) registered pesticides designed to kill or inactivate microbes (germs). The EPA has issued warnings that the overuse or misuse of *disinfectants* can pose a health hazard because they contain toxic ingredients including formaldehyde, glutaraldehyde, and quaternary ammonium chloride compounds (QACs).

Disinfectants are added to cleaning products with the main goal of destroying microbial life; however, the effectiveness of disinfectants used for common cleaning activities has been questioned in the environmental health literature. Although the evidence is minimal, repeated application of disinfectants may increase the risk of microbial resistance, which requires the use of stronger disinfectants in order to be destroyed.

One of the most commonly used ingredients in antimicrobial/antibacterial hand products is *triclosan*. When introduced to the market in 1972, triclosan was used only in hospitals and health care settings. Since then, triclosan has been added to hundreds of consumer products ranging from antibacterial

Pesticides are substances intended to repel, kill or control any species designated a "pest", including weeds, insects, rodents, fungi, bacteria or other organisms. The family of pesticides includes herbicides, insecticides, rodenticides, fungicides and bactericides.

**Disinfectants** are defined as chemicals or physical agents used on hard inanimate surfaces and objects to destroy or irreversibly inactivate microorganisms, viruses and infectious fungi and bacteria.

**Antimicrobial** means the product contains a chemical that can kill or suppress the multiplication or growth of microorganisms such as bacteria, viruses or fungi.

**Antibacterial** means the chemical in the product kills bacteria and some, but not all, viruses.

**Endocrine Disruptor** is an external agent that interferes in some way with the role of natural hormones in the body. Such an agent might disrupt the endocrine system by affecting any of the various states of hormone production and activity; for example, by preventing the making of hormones, by directly binding to hormone receptors or by interfering with the natural breakdown of hormones.

soaps, deodorants, toothpaste, cosmetics, fabrics, toys, to other household and personal care products. The Centers for Disease Control and Prevention finds in its 2009 report, *National Report on Human Exposures to Environmental Chemicals*, and its 2010 update that triclosan is in the bodies of 75% of the US population and its levels are increasing.

Scientists are only beginning to study the impact of triclosan on human health and the environment. Studies that have been done have found that triclosan persists in the environment and contributes to the increasing rates of bacterial resistance to antibiotic medications and cleansers. Triclosan is an endocrine disruptor and has been shown to affect male and female reproductive hormones, which potentially increases cancer risk. Furthermore, the pesticide accumulates in soil, is taken up by food crops and breaks down into different forms of dioxin, thereby exposing consumers to even more dangerous chemicals.



Ways to protect yourself and family from cleaning hazards and antibacterial chemicals:

- ▶ Choose "green" (environmentally preferable) cleaning products, including:
  - Cleaners certified by an independent third party, such as Green Seal or EcoLogo
  - Disinfectants that carry the Environmental Protection Agency (EPA) Design for the Environment (DfE) seal on the label
- ▶ Visit the ZBC website for suggestions for making your own eco-friendly cleaning products at home. ([www.zerobreastcancer.org](http://www.zerobreastcancer.org))
- ▶ When shopping, read labels and avoid purchasing antimicrobial/antibacterial hand products containing triclosan, triclocarban and/or quaternary ammonium chloride compounds (QACs).
- ▶ Use regular soap and water which has been found to be just as effective as antibacterial soaps.
- ▶ Check out the following resources which provide information on many products, including the contents and safety ratings:
  - Skin Deep: Cosmetic Safety Database ([www.cosmeticsdatabase.com](http://www.cosmeticsdatabase.com))
  - The Good Guide ([www.goodguide.com](http://www.goodguide.com))
- ▶ Take action: Tell the EPA that triclosan must be banned to protect the public, workers and the environment.
- Join the Beyond Pesticides Campaign to Ban Triclosan ([www.beyondpesticides.org/antibacterial/triclosan.htm](http://www.beyondpesticides.org/antibacterial/triclosan.htm))

## Another level of exposure: Thirdhand Smoke



In the Spring 2009 Zero Breast Cancer newsletter, we advocated the avoidance of exposures to active and passive/secondhand smoke (SHS) as a strategy to reduce one's risk of breast cancer. Recently, the issue of thirdhand smoke exposure is raising concerns as more studies are being conducted to determine the environmental impacts of tobacco use. In the February 2011 issue of Environmental Health Perspectives, an article entitled "Does the Smoke Ever Really Clear? Thirdhand Smoke Exposure Raises New Concerns", discusses thirdhand smoke (THS) and its possible impact on human health.

### WHAT IS THS?

Thirdhand smoke consists of residual tobacco smoke pollutants that: 1) remain on surfaces and in dust after tobacco has been smoked, 2) are re-emitted back into the gas phase, or 3) react with oxidants and other compounds in the environment to yield secondary pollutants.<sup>1</sup> By this definition, thirdhand smoke can be found on surfaces in the homes and cars of smokers long after the actual smoke has dissipated.

The article cites a recent study which showed that THS pollutants have been found in homes that had been vacated by smokers for two months, and were still detected after a fresh coat of paint and brand new carpeting had been installed. Furthermore, researchers have found that nicotine absorbed onto surfaces reacts with nitrous acid found in the air to form tobacco-specific nitrosamines, some of which are classified by the International Agency for Research on Cancer as human carcinogens. The article goes on to express concern over the exposures to small children and infants, as they are more susceptible to absorbing higher levels of the toxicants in thirdhand smoke because of their closer proximity to contaminated surfaces such as carpets and clothing.

### LIMITING OUR EXPOSURES

Currently, there is not enough research on the long-term health impacts of THS, but the California Tobacco-Related Disease Research Program has already begun funding studies on THS and cigarette butt waste. Until conclusive evidence is produced, communities and businesses have already taken action to limit exposures by banning smoking in hotel rooms, apartments, restaurants and rental cars. Locally, three cities in the county of Marin are considering tightening their smoking regulations, which would limit the exposure of smoking, secondhand smoke (SHS), and THS to its residents. The Smoke-Free Marin Coalition (SFMC) met with Larkspur, Fairfax, and Tiburon to discuss a new ordinance that would expand protections for non-smokers in multi-unit housing where smoke drifts to neighboring units through shared ventilation systems. The outlook is promising and most of the ordinances should pass in either late spring or early summer 2011.

**Bottom line:** until the health effects of thirdhand smoke are known, avoid exposures by keeping your homes and cars smoke-free.

Citation: 1 Burton A 2011. Does the Smoke Ever Really Clear? Thirdhand Smoke Exposure Raises New Concerns. Environ Health Perspect 119: a70-a74. Doi:10.1289/ehp.119-a70

## ZBC's Impact In Marin County and Beyond

Since Zero Breast Cancer was founded 15 years ago, we have distinguished ourselves from other breast cancer organizations through our unique involvement in research.

This work has ranged from collaborating with scientists, to designing studies that address our community's concerns, to advocating for more research focused on the environment and breast cancer, to educating our community on the latest research findings.

We have completed a new monograph that details what has been accomplished, what we have learned, and how we have applied what we have learned to our primary purpose: preventing breast cancer. We look forward to sharing this new report, *Engaging Community, Expediting Research, and Eliminating Breast Cancer in Marin County and Beyond*.

You can order the upcoming report online at:  
[www.zerobreastcancer.org/zbcreport](http://www.zerobreastcancer.org/zbcreport)

## NEW Early Detection Program in Marin County

Breast Cancer Connections, a Palo Alto based nonprofit, is pleased to announce the expansion of its Gabriella Patser Program to Marin County!

This critical program provides free screening and diagnostic services to uninsured women and men under the age of 40 who have a breast health issue suspicious of a malignancy.

Services include mammograms, breast ultrasounds, surgical consultations, breast biopsies, and follow up care.

Breast Cancer Connections is grateful to our community partners and the following medical provider partners in Marin County who make this expansion possible: Leah Kelley, MD, Marin General Hospital; Marin Medical Laboratories/PathGroup San Francisco; California Advanced Imaging Medical Associates; and Anesthesia Consultants of Marin.

To learn more about the Program, contact Rina Olea, Manager of Programs and Outreach at Breast Cancer Connections, at (650) 326-6299, ext 11 or [rina@bcconnections.org](mailto:rina@bcconnections.org)

## The Breast Biologues: A biology dialogue about breast cancer and the environment

Together with the basic scientists in the Bay Area Breast Cancer and the Environment Research Center, we've produced a new education kit called *The Breast Biologues*. The education kit, consisting of a 15-minute video and a narrative comic book, answers questions such as "how does a normal breast develop?" and "what causes a normal cell to turn cancerous?" It is based on the latest research findings from the Center and uses clever visuals and accessible language. The comic book, available in both English and Spanish, is a colorful booklet made up of artwork

from the video and accompanied by brief descriptive prose.

*The Breast Biologues* is a result of the collaboration between Lori Schkufza, an animation consultant; the Center's basic science researchers: Dr. Zena Werb at University of California, San Francisco, Dr. Paul Yaswen at Lawrence Berkeley National Laboratory, and Dr. Mary Helen Barcellos-Hoff at New York University Langone School of Medicine; and Casandra Aldsworth and Janice Barlow from Zero Breast Cancer, and members of the Center's Community Outreach and Translation Core.

Please visit the Center's website <http://bayarea.bccrc.org/cotcpubs> to view the video, access an electronic copy of the comic book or place an order for the education kit.

### SPOTLIGHT ON SCIENCE

Dr. Zena Werb and Lori Schkufza were both involved in the development of the *Breast Biologues* education kit from its inception. We spoke with them recently about the *Breast Biologues* and what it's like working as a scientist and an animator, respectively.

#### ZENA WERB

Department of Anatomy,  
Biomedical Sciences Program  
and the Helen Diller Family  
Comprehensive Cancer Center  
University of California, San  
Francisco, CA



Dr. Zena Werb is a molecular and cellular biologist at the University of California San Francisco who collaborates with Zero Breast Cancer as part of the Bay Area Breast Cancer and the Environment Research Center. Dr. Werb's research is focused on normal human and mice breast cells to learn about how cancer develops. Much of her research helped to inform *The Breast Biologues* education kit, and the time-lapse images she's developed of cells in the breast in real time are featured in the project. Recently, Dr. Werb shared some insight into the field of science and cell biology:

**ZBC:** How does *The Breast Biologues* explain the relationship between biology, the environment and breast cancer?

**DR. WERB:** We suspect the increased breast cancer risk from environmental agents is a consequence of disrupted cell interactions. *The Breast Biologues* uses images of normal and tumor cells to vividly demonstrate that interaction.

**ZBC:** How did you become interested in science?

**DR. WERB:** I cannot recall a time when I was not curious about the world around me. One of my earliest memories of science was at the age of 4, learning Newton's laws at my father's knee on a farm in Saskatchewan, Canada. Science fascinated me throughout high school, and when I went to the University of Toronto my interests changed from geophysics (studying earthquakes) to chemistry and biochemistry.

*continued on page 7*

*The Breast Biologues:*A biology dialogue about breast cancer and the environment *continued from page 6*

**ZBC:** In the field of cell biology, do scientists work alone in a lab?

DR. WERB: Not at all. I have had wonderful collaborations from my earliest experiences and continue to have them in the scientific community both nationally and internationally. Cell biology is an international discipline and I have been privileged to work in Oxford, Paris, and Munich during my career. These adventures gave me the opportunity to see how different scientists go about their work. They have influenced my approaches, and I trust that I've influenced them as well.

**ZBC:** What advice do you have for people interested in science?

DR. WERB: Throughout our careers we all need mentors, or people who help guide us. These mentors may change, and we may need several mentors at once, since no one person may be able to listen or give advice on all the parts of our careers and on all the unwritten rules. In various parts of my career I have had excellent mentors, or none, and so I learned that first and foremost my career was my own responsibility. You need to choose your mentors, not just wait until a mentor chooses you. To succeed you also need to learn to be your own mentor, and that in turn helps you become a mentor for others.

**LORI SCHKUFZA**

is an animator and designer who directed the art and animation for *The Breast Biologues* project. She currently works for Zynga, a social network game developing company that makes the popular game FarmVille. She spoke with us recently about her life and work:



**ZBC:** What purpose does *The Breast Biologues* project serve, from your perspective?

LORI: I think that it demystifies certain aspects of cancer, which is a daunting, heavy subject for everyone, whether it has affected aspects of your own personal life or whether you've been lucky enough to have it bypass yours. Infographics (graphic visual representations of information, data or knowledge) can take something highly emotional and reel it in so that you can absorb the concept and the information in a calm manner. I think that it's a subject that can frighten a lot of people, which can steer you away from educating yourself

on that subject. *The Breast Biologues* lightens that subject in its visual presentation so that an audience can take in and absorb that material, thus better informing them.

**ZBC:** How did you first become interested in animation?

LORI: Animation played a huge role in my childhood and adolescence. I was raised on Disney cartoons from the 1930s with the early *Silly Symphonies* through the second Renaissance with *The Little Mermaid* and *The Lion King*. As I grew up there was always some form of animation that greatly interested me and spoke to me at the time. I can't pinpoint an exact moment when I realized, "I want to do that," but I've known for a long time now.

**ZBC:** What is your background in science?

LORI: A very minimal one. The last science course I took was Physics in high school. Other than that, it's mostly having engineers and computer scientists in my close social circles and thoroughly loving the Tomorrowland episodes of the old Disneyland television series from the 1960s. In fact, the latter is what made me come to understand the role animation can play in science. The concepts presented are clearly dated to the midcentury mindset, but they brought concepts closer to my level that when presented alone would probably be entirely over my head, because they were presented in a familiar, fun way.

**ZBC:** How does art and animation play a role in science?

LORI: I think that art, and more particularly animation, can make science more readily accessible to the general public. It can be an incredible teaching aid because most of the time still images don't come close to illustrating really complex concepts. The images in my science textbooks throughout school always confused me more because you're looking at multiple ideas and concepts in a single image and you have to make sense of it all. Motion clarifies because it provides a full illustration over a given span of time. Animation has that advantage over live action because you can give life and a face to ideas and concepts that aren't seen. Since the advent of film and later television this intersection has become more and more prevalent and I think it can only become more so in the future.



Cover Story *continued from page 2*

Forum participants included representatives of twenty-five health, social service and public and non-profit programs that reach the Hispanic Latino community in five Bay Area counties - Marin, San Francisco, San Mateo, Alameda and Contra Costa – with the majority residing and working in Marin County. Individuals who attended the forum committed to take preventive action and share the information learned with their family, friends, co-workers and client populations. The forum’s aim to involve the Latino community in the breast cancer research process was effectively achieved. Zero Breast Cancer thanks the presenters, participants and sponsors who contributed to this forum’s success.

There were several reasons for ZBC to sponsor *Breast Cancer Research and Latinas*, including the fact that breast cancer is the most commonly diagnosed cancer in U.S. and California Hispanic women and is also the leading cause of cancer death in this population.<sup>2</sup> The estimated rate of invasive breast cancer incidence in California Hispanics, at 83.3 per 100,000 women, is comparatively lower than the estimated rates of California non-Hispanic white women at 140 per 100,000.<sup>3</sup> Although U.S. Hispanic women have a lower incidence of breast cancer compared to other races and ethnicities, they have a 22% higher rate of breast cancer-related mortality compared to non-Hispanic White women.<sup>4</sup> The Latino population, already the nation’s largest minority group, is projected to triple in size and will account for most of the nation’s population growth from 2005 through 2050. Hispanics are expected to make up 29% of the U.S. population in 2050, compared with 14% in 2005.<sup>5</sup> Concurrently, the risk and incidence of breast cancer in Latinas is a growing public health concern in Bay Area communities and in the U.S.

REFERENCES:

1. John EM. Migration History, Acculturation and Breast Cancer Risk in Hispanic Women. *Cancer Epidemiology Biomarkers and Prevention*. 2005; 14(12):2905-2913.
2. American Cancer Society. *Cancer Facts & Figures for Hispanic/Latinos 2009-2011*. Atlanta Georgia 2009.
3. California Cancer Registry. Age-adjusted invasive cancer incidence rates in California, female breast, Hispanic, 2004-2008. Based on June 2010 Quarterly Extract (Released June 17, 2010). Available at: [www.cancer-rates.info/ca/index.php](http://www.cancer-rates.info/ca/index.php)
4. Jemal A, Ward E, Anderson RN, Murray T, Thun MJ. Widening socioeconomic inequalities in U.S. death rates, 1993-2001. *PLoS ONE*. 2008; 3(5):e2181.
5. Passel J, Cohn D. U.S. Population Projection: 2005-2050. Pew Research Center, 2008. Available at: [pewhispanic.org/files/reports/85.pdf](http://pewhispanic.org/files/reports/85.pdf)

## ZBC Youth Advisors Win Awards for Activism



Youth Advocates Wendy Mazariegos & Daniela Cuba

Congratulations to San Rafael High School senior Wendy Mazariegos, who was one of six youths to receive the 2011 Martin Luther King Jr. Humanitarian Award from the Marin County Human Rights Commission at the awards dinner on January 20th. Wendy was recognized for her contributions as youth advisor to ZBC’s Latina Adolescent Outreach Program and for her volunteer work at the Canal Alliance tutoring Marin Latino children. Wendy assisted ZBC staff with bi-lingual communication at the 2010 National Latino Cancer Summit, and she is dedicated to reaching members of her Latina community who lack access to breast cancer information.

At the first annual Marin Teen Girl Conference on March 5, 2011, Wendy spoke about her work with ZBC during a panel presentation to 250 adolescent girls. Her future goal is to become a pediatrician.



Also kudos to ZBC Youth Advisor Daniela Cuba, a San Marin High School senior who will receive the 2011 AAUW Project Recognition Award from the American Association of University Women - Novato Branch. Project Recognition honors high school girls who are committed to their schools and communities and who are role models for other teen girls. Dani serves on the board of the Novato Youth Center and volunteers at the Novato Teen Center where she promotes ZBC’s Latina adolescent brochure. In addition to her work with ZBC at health fairs, she joined ZBC in community outreach media work with the Novato Public Access TV program, Encuentro Latino. Her “live reporting” experience at the 2010 National Latino Cancer Summit influenced her future goal to become a television journalist reporting on health.

Daniela’s reflection on her work with ZBC: “I am so fortunate to have been given the opportunity to become part of such an amazing organization at such a young age. I feel like I, as a teen, am making a big difference in this world because of everything that I am learning.”



Zero Breast Cancer was a Community Partner to the first annual Marin Teen Girl Conference, sponsored by the Marin Women’s Commission on Saturday, March 5th at the Embassy Suites Hotel in San Rafael. This conference reached 250 students from grades 7 – 12, and created a forum for Marin teen girls to gain self-confidence in making positive choices and support for their future success. Zero Breast Cancer hosted a resource table at the Teen Girl Mall that provided adolescent educational materials focusing on environmental factors associated breast cancer risk and promoting lifetime physical activity and positive health habits.

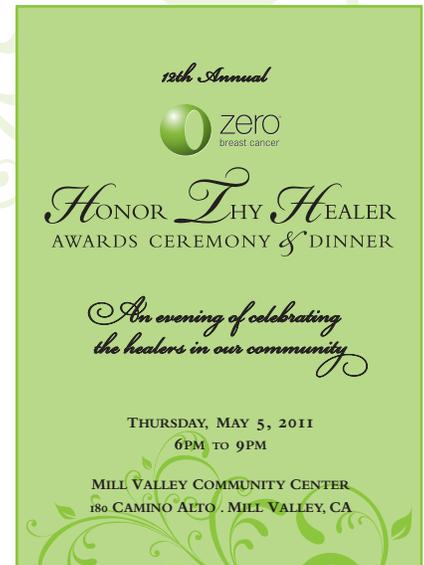


## Honor Thy Healer

Join us on Thursday, May 5, 2011, as Zero Breast Cancer celebrates the 12th annual Honor Thy Healer awards program. This year we will pay tribute to a Marin County medical oncologist, a team of biologists who are looking at how specific toxic exposures may affect breast cancer development, a medical center administrator with a deep commitment to the health of the community, a Mill Valley nutritionist and trainer who founded a company dedicated to helping people live healthier lives, and a healing partner who is supporting her dear friend through a recurrence of breast cancer.

Our 2011 honorees are: *Healing Professional, Krista Muirhead, MD*, Chief of Oncology, Kaiser Permanente San Rafael Medical Center; *Community Breast Cancer Research, Mary Helen Barcellos-Hoff, PhD*, (NYU Langone School of Medicine), *Zena Werb, PhD*, (University of California San Francisco), *Paul Yaswen, PhD*, (Lawrence Berkeley National Laboratory) with the Bay Area Breast Cancer and the Environment Research Center; *Community Leadership, Patricia Kendall*, Medical Group Administrator, Kaiser Permanente San Rafael Medical Center; *Francine Levien Activist, Kim Juarez*, Founder, LOLA / living our lives actively; *Healing Partner Susan Mulvey*, nominated by Roni Peskin Mentzer, Director Emeritus of Zero Breast Cancer.

We are delighted that ZBC's friend and Emmy-winning ABC7 newscaster, Cheryl Jennings, will preside over the evening at the Mill Valley Community Center. A Cinco de Mayo-themed dinner will be presented by Insalata's. Tickets are \$135 each and can be purchased over the phone at 415-507-1949 x 102 or online at [www.zerobreastcancer.org](http://www.zerobreastcancer.org). The evening begins with a reception at 6:00 pm followed by dinner and the awards program.



## Honor Thy Healer Grand Travel Raffle

Imagine yourself enjoying a fabulous weekend for two at the luxurious Beverly Hills Montage!

Ticket price ~ \$100  
Only 100 tickets will be sold

Drawing will be held on Thursday May 5, 2011 at

*HONOR THY HEALER*  
(Need not be present to win)

Early bird drawings. In addition to the grand travel prize drawing, there will be three early bird drawings. Early bird raffle winners will be announced at [www.zerobreastcancer.org](http://www.zerobreastcancer.org) the day of each drawing.

**EARLY BIRD DRAWING #1** } Tickets received by **April 1** will be entered into the drawing for an overnight at the Inn at the Tides, Bodega Bay. Valid until 5/31/2012.

**EARLY BIRD DRAWING #2** } Tickets received by **April 15** will be entered into a drawing for a \$250 travel gift card from AAA. Valid until 12/31/11. Must be redeemed at either the San Rafael or Larkspur AAA branches.

**EARLY BIRD DRAWING #3** } Tickets received by **April 29** will be entered into a drawing for dinner at Balboa Café in Mill Valley.

Please indicate the number of raffle tickets you would like to purchase on your RSVP card (enclosed).



### LUXURY BEVERLY HILLS WEEKEND GETAWAY RAFFLE



#### GRAND TRAVEL PRIZE

- Round trip airfare for two, San Francisco – Los Angeles
- Two nights at the Beverly Hills Montage
- Brunch at the Beverly Hills Montage
- \$100 dining credit at the Four Seasons Beverly Wilshire
- Champagne & Spa Basket in your room

No blackout dates. Valid until 12/31/11

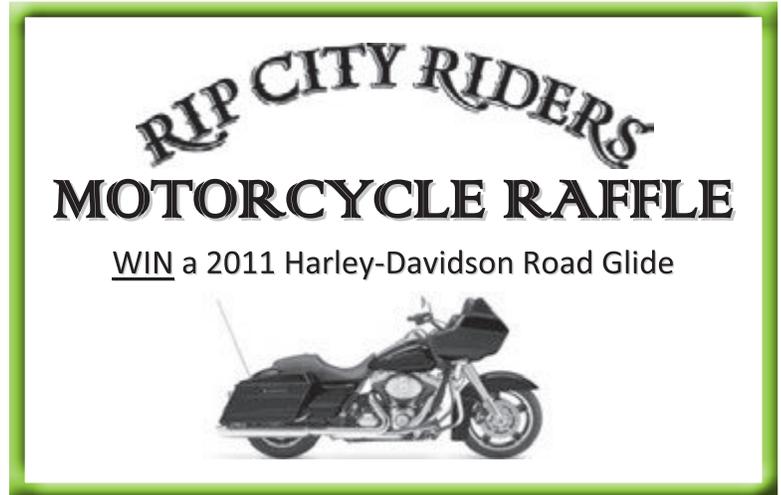
Only 100 tickets will be sold for this year's Honor Thy Healer Grand Travel Raffle.  
*What great odds!*

In addition, there are three opportunities to win wonderful prizes with the early bird raffles.

To obtain a raffle ticket contact Sharon Doyle at 415-507-1949 x 102

## RIP CITY RIDERS

Rip City Riders, a local group of motorcycle enthusiasts who share a love of motorcycle riding, have been active philanthropists in our community for over 20 years. Their mission is improve the lives of people in the counties where they live – Marin and Sonoma – which they do by donating the proceeds from their annual motor cycle raffle to a local nonprofit organization. Some past recipients include: Hospice by the Bay, The Marin Community Food Bank, Juvenile Diabetes Research Foundation, Project Open Hand, Boys and Girls Clubs of Marin & Southern Sonoma Counties, and the Kid Street Learning Center.



Zero Breast Cancer is pleased to announce that we will be the Marin County beneficiary of the annual motorcycle raffle this year. The lucky winner will ride home on a 2011 Harley Davidson Road Glide.

Tickets are \$5 each. Please call the ZBC office at 415-507-1949 x102 with questions or for information on buying tickets, or go to [www.ripcityriders.org](http://www.ripcityriders.org) to purchase online. The drawing will be held on October 1, 2011 at the Petaluma Fairgrounds.

## Plexus Art Group Reception



The evening of November 11th was a special gathering of some of Zero Breast Cancer's founding supporters along with members of the Plexus Art Group to celebrate ZBC's acquisition of a collection of one-of-a-kind hats.

The hats, each exquisite art pieces, are permanently on display at the Zero Breast Cancer office. They are available to be loaned out for shows or exhibits and have already been on display throughout the Bay Area.



Back by popular demand is the 4th annual Racing for Research karting day at the Jim Russell International Karting Centre at Infineon Raceway.



Getting ready to drive



Participants at the 2010 Racing for Research day

Great Father's Day or Graduation Gift Idea!



Friends and family at Racing for Research

The date is Sunday, June 5th and the cost is \$300 per person. Space is limited, so sign up today!

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

**Dipsea Hike/Run Lite**  
**September 17th**

Zero Breast Cancer's annual Dipsea Hike/Run Lite will be on Saturday September 17, 2011, on Mt. Tamalpais. Registration opens at 8:00 am and kickoff is at 9:00 am. Hundreds of people from throughout the Bay Area participate in this yearly community event that highlights ZBC's prevention message about the benefits of physical activity and its effect on breast cancer risk reduction.

The 6 mile course utilizes several of the trails on Mt. Tamalpais, including the famous Dipsea steps. It is designed to accommodate both trail runners and hikers and attracts a wide range of ages from young school-aged children to people in their seventies and beyond. The Dipsea Hike/Run Lite is an excellent way for us to demonstrate this important breast cancer risk reduction message while encouraging people of all ages to keep physically fit.

**Please join us! For details visit:**  
[www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)



*Zero Breast Cancer gratefully acknowledges all of the 2010 donors and contributors that allow us to continue our important work:*

### \$5,000 & above

Autodesk  
Avon Foundation  
Brayton Purcell, LLP  
Kaiser Foundation  
Health Plan, Inc.  
Marin County Board of  
Supervisors  
The Mechanics Bank  
Catherine O'Neill  
Safeway Foundation  
Wareham Property Group Inc  
Steve and Britt Thal

### \$2,500 - \$4,999

Bank of Marin  
Caroline Everts  
Fenwick Foundation  
Lifefactory, Inc.

### \$1,000 - \$2,499

Janice and Steve Barlow  
Comcast - North Bay  
Dandelion Foundation  
Diageo Chateau &  
Estate Vineyards  
Dollinger Family  
Leslie Harrison  
Marin Radiation Oncology  
Medical Group  
Barbara Meislin,  
The Purple Lady Fund  
Dr. William Mentzer and  
Roni Peskin Mentzer  
Osterweis Capital Management  
Stanley and Georgene Pasarell  
Seadrift Realty  
Trade 4 Hope

### \$500 - \$999

Chris and Connie Benz  
Bruce Bern  
Clif Bar, Inc.  
Fred Ebert  
Terry Feeny  
Steve Fisch and Rochelle Ereman  
Joe and Jane Gray  
Michael Harris  
Brian Lee  
Lucasfilm Foundation  
Marin General Hospital  
Marshall Arts  
Northgate Mall Associates  
Pacific Heights Cleaners  
Cara Peck

Julia Pollock  
Tamalpa Runners, Inc.  
Gary Truesdill  
Westamerica Bank  
Whole Foods

### \$100 - \$499

Autodesk Matching Gifts  
Program  
Arthur and Deborah Ablin  
Hon. Susan Adams, RN, PhD  
Julia Althoff  
Craig Anderson  
John Anderson  
Sarah Andrews  
Colin Bach  
Sara Basque  
Bank of America  
Imke Beator  
Jeff Belingheri, Bregante & Co.  
Flavia and David Belli  
Kathryn Benson  
Jon Benz  
Berkeley Nucleonics Corporation  
Cecile Ojeda Bodington  
Marjorie Bonner  
Katharine Born  
Gerard Bourguignon  
Peter Bretan  
Eric and Eri Brevig  
Cindy Burkhardt  
Don Bushee  
Bruce and Pam Byers  
Kathlynn Capdeville and L. Baskin  
Alison and Matthew Carothers  
Heather Chartrand  
Dennis Cheatham  
William Childress  
Maddie Cincebeaux  
Catherine Cohen  
Janis Cohen  
Richard Cohen, MD  
Elly Glazer Cohen, PhD  
Mary Compagno, B-Jeweled  
County of Marin Health &  
Human Services  
Maureen Cronan  
Kathie Dalessandri, MD  
Jeffery DalPoggetto  
William Daniels  
Ron Doerr  
Sharon and Greg Doyle  
Electronic Arts  
Matching Gifts Program  
Gretchen Elkus

Louise Elving and Steve Carr  
Toni Esposti  
Sarah Fenner  
Cynthia Fenton  
Douglas and Jane Ferguson  
Carol Fink  
Ken Frankel  
Fremont Group Foundation  
Anne Garden and  
Leonard Mastromonaco  
Sybil Garrett  
Florencia Gascon-Amyx and  
Tim Amyx  
Beverly Giraudo  
Connie and Paul Goldsmith  
Joel Gouillon  
Erica Gould  
Carmel Greenberg  
Morris Greenfield  
Gaille and Richard Grissom  
Donald Guttman, DDS  
Carie Harris and Larry Haimovitch  
Bobbie Head, MD, PhD  
Erica Heath and Lee Pollard  
Kurt Heibert  
Mary Helmer  
Pete Henig  
Valerie Herzog  
Gregg Higdon  
Michael Hislop  
Teri Hollowell,  
One World Incentives, Inc.  
Maria Howard  
Meagan Huerta  
Catherine Hughes  
Kathy Hunter  
Jackson's Hardware  
Rose and Richard Jeweler  
Kristie Durand Johnson and  
Scott Johnson  
Josh & Judy Weston  
Philanthropic Fund of the  
JCF of Metrowest  
Kim and Richard Juarez  
Leigh Kenny  
Jeffrey Kerrin  
KETIV Technologies Inc.  
Daniel Kim  
Emily Kunhardt  
Lawrence Kushi, ScD  
Brian Lahart  
Drs. David Lakes and  
Stephanie Fein  
Judy Lane  
Karen Larsen

George and Kit Lee  
Mr. and Mrs. Ted Lehmann  
Rachel Hannah and Matt Leonard  
Justine Leonardo  
Ana Levaggi  
Eleanor Lewis  
Sherman Lim  
Jennifer Livengood  
Jim and Diana Long  
Heather MacKenzie  
Ralph Maiano and Mei-Yung Lee  
Mary Malone  
Olie Mathieson and Patt Slattery  
Katherine Mc Adams  
Elaine McCarthy  
Kevin McClure  
Mary McEachron  
Barbara and John McKinney  
Alice Mead and Richard Flaster  
Molly Mentzer  
Larry Meredith, PhD  
Merrill Lynch & Co.  
Foundation, Inc.  
Julie Munro  
John and Barbara Nimmons  
North Bay Corvette Association  
Cheryl and Mark Northfield  
Fern Orenstein, MEd and  
David Donenfeld  
Lenore and James Parisi  
Daisy and James Patrick  
Carol Patterson, DrPH  
Lucille Pearson  
Peet's Coffee and Tea  
Laura Powell and Chuck Byce  
Ellin and Ned Purdom  
Bonnie Raitt  
Mike Ray  
Gregory Reber  
William Reilly  
Catherine Abby Rich  
Karen and Fred Rodoni  
Margo Rohrbacher  
Dominica Rossman  
Dwight Russell  
Kriss and Kevin Ryan  
Ed and Denise Sauve  
Alison and Tom Scheffler  
Susan and David Schwartz  
Erik Selvig  
Sarah Sheviakov  
David Shiao  
Gary Smith  
The Stanley S. Langendorf  
Foundation

Mrs. Wendell Steavenson	Janet Babb	Sherry Corcoran	Paul and Cassandra Gaenger
Hon. William Stephens	Barbara Babow	Janna Cordeiro, MPH	Lee Garrett
Mary Stephenson and Lawrence Papale	Kelly Baker	Richard and Marguerite Couvillion	Carolyn Garriott
Frima and Joe Stewart	Kaya Balke	Brian and Caroline Crawford	Catherine Gay
Chris and Kimberly Stewart	Lisa Barger	Anooshik Cronin	Lori Geraty
Toni and Earl Stewart	Marc Barie	Dennis and Melissa Crowe	Sibdas Ghosh, PhD and Jayati Ghosh
The Store Mill Valley	Lori Barra	Susan Crowther	Shelley Giannotta
Ross and Rebecca Sullivan	Sandy and Christie Batanides	Mary Cullen	Laurie Giesen
Michelle Syufy	Aggie Bayer	Jan Cummins	Eric Gilmore
Karin Szarvas-Kidd	Craig and Kristin Beacock	Kevin Cummins	Sue Glader
Tamalpais Bank	Nina Beaurang	Craig Curtis	Susan Glick
Tamalpais Paint & Color	Joni Beemsterboer	Marcia Custer	Barbara Gobar
Catherine Tobin	Brenda Bercun, MSN	Katie Dauser	Dixie Goldsby
Shari Tracy	Michael and Patricia Bigelow	Christine Davis-Jeffers	Carolyn Goodman
Jacke Peterson Tulsy	Renata Bihun	Stephanie Defabio and Michael Champie	Michael Gothelf, MD
United Markets	Maria Gabby Black	Suzanne and Bruce Degen	Liz Gottlieb
US Pure Water Corp	Gabriela Blanco	Gabriel deGuzman	Maria Luisa Graham
Mark Vallindras	Richard Boccoli	Lisa Della Valle	Gerald Gray
Bojil Velinov	Laura Boone	Vicki DeMenno	Millicent Green
Noel Voskuil	Deborah Borg-Tedrick	Sheryl Denker	Judith Grether
Lela and Wiley Wadsworth	Nancy Boughey and Neil Simon	Cyndi Devereaux	Carol Griffin
Mary Ann Walker	Anne Bowen	William and Sarah Devlin	Zeina Grifoni
Carol Sweeney Wallace	Gray Boyce	Victoria Dewitt	Maureen Groper
Julie Wallace	Fran and Marek Bozdech	Suzan Dexter and Ted Burik	Mary Lou and Herman Grossberg
Larry Wasserman	Marucia Britto	Ursula Dinter	Marie Growney
Seth Weinberger	Jeff Brooks	Rebecca Dolan	Irmelin Hafstad
Rona Weintraub	Brent Buccine	Mary Dombrovski	Amy Hamilton
Phillip and Carol Wells	Andrea Buccine	Bernadette and Bill Dowd	Kirk and Fiona Hansen
Thomas Witt	Victoria Buder	Nancy Dowling	Leslie Hansen
Linda Woodwell	Joan Bullen	Caroline Doyle	Eileen and Lisbet Hansen
Jim Wuthnow	Cynthia Bunim	Allison Doyle	Kay Moore Harris
Sondra and Al Wuthnow	Eliza and Bob Burton	Donald and Kathryn Drake	Martha Hartrick
Gerald Wyneken	Abigail Burton	Margaret Rose Duggan	Mr. and Mrs. Ed Harvey
Amy Yakaitis	Anna Buss	Aimee Duhagon	Jennifer Harwood
Lana Zakon	Julie and Grant Busta	Alice Dunning	Janet Hayward
Jan Zeller	Dave and Catherine Capper	Ronald Durand	Susan Hee
	Joan Carlson	Allison and Bill Duryea	Edie Heller
	Hernan Carrillo	Trisha Ekstrom	Hilde Helmer
	Alice Cason	Peggy Elkus	Susan Helmrich
<b>Up to \$100</b>	Tiffany Chang	Keely Enna	Rusty Hendley
John Aldsworth	Felicia Chavez	Stephanie Ericson	Michelle Heston
Beverly Alexander	Vicki and Dennis Chegwin	Renee Evans	Evelyn Hofele
Mari Allen	Cheveux Studio for Hair	Vanessa Exelby	Sean Holcomb
Christy Allen	C. Chew	Exxonmobil Foundation	Gudrun Hommer
Daniel and Daan Hein Alsem	Armenak Chobanian	Tin Fan	John Taylor and Hilary Estin Hood
Ana Amaya	Amy Cifarelli	Sheila Felix	Joe Hopkins
Marisa Amyx	Jennifer Clark	Laura Fenster, MD	LaRaye Houston
Chester and Guyla Amyx	Maria Clothier	Melanie Field	Patricia Hudson
Kirkman Amyx and Katie Nash	Paul Cohen and Nancy Masters	Randi and Jessica Fields	Cathy Huettinger
Jennifer Ancona	Isaac Cohen	Tyler Fields	Kim and Bruce Huff
Mary Anderson and Lizzy Labeeuw-Anderson	Donna Cohen, C.P.A.	Christina Fitzgibbons	Amanda Imram
Meredith Anderson	Catherine Colin	Cindy Flinn	Carolyn Ingram
Lydia-Maria Arellano	Mary and Jamie Collie	Amy Fox	Sandra Inachowski
Christine Armstrong and Louis Dangles	Kathleen Colloton, RN	Nina Frank and Phoebe Kranefuss	Linda Jaskol
Pat and Peter Arrigoni	Diana Conn	Nicole Frias	Carolyn Jensen
Lisette Averhoff	Kara Connors, MPH	Robert Frommer	Francesca Johnson
	Eve Cooper and Andre Borgman	Dana Fugate	Pamela Jolliffe
	Sky Cooper		

Cherry Jones	Anna Mae Maly	Armand Quintana	Carlyn Tandrow
Cindy Kamm	Marin Human Race	Catherine Ramirez	Tracy Tatum
Chris Kane	Merri Lee Marks	Barbara and Patrick Rauber	Fred and Sue Taylor
Judy and Daniel Katsin	Kirsta Martino	Audrey Redle	Pamela Taylor
Laurence Kaufman	Cleve Massey	William Reilly	Carol Tereszkwicz
Susan Kay	Vicky Mattson	Maureen Richardson and William Cook	Michael Tex Duncan
Ann Kaye	Tim McCarthy	Roberta Ricketts	Marla Theofel
Kysa Kelleher	Patricia Lynne McClure	Bobbe Rigler	Debbie Thoma
Carol Keller	Patricia and Mel McCormack	Beverly Robbins	Lauren Thomas
Regina Kennedy	Meredith McGarvey	Kemplen Robbins	Kayla Thomas
Deborah and Peter Keresztury	Marta McGovern	Leslie Roberts	Matilda Thompson
Grace Kim	Peggy McKay	Lisa Roberts-Raade	Jeanine Thompson
Joanne Kimmey	Robin McNally	Barry Robinson	Ellen Tobin
Dana King	Judy McWard	Judith and Dennis Rodoni	Krista Tokarz
Lauren Klein and Randy Hayes	Anthony Melendez	Fernanda and Armenio Rodrigues	Ian Tonks
Amanda Klein	Daniela and Ebony Melendez	Michael and Sheila Rokeach	Rachel Tracy
Sonja Klobucar	Jeanine Michaels	Stephanie Rosin	Kristine Travis-Brown
Mary Koenig	Mill Valley Market	Elijah Rossman	Kris Tresley
Adrienne Kolb	Jennifer Millard	Sally and Allan Rubens	James and Melinda Triplett
Mark and Talia Krahling	Fred and Keitha Miller	Donna Rutter	Stacey Troxtel
Katie Kramer	Mary Alice Miller	Janet Sadoff	Dana Tryde
Karen Kramer	Caroline and Robert Miros	Kathleen Safer	Linda Turner
Lynn and Doug Krueger	Lloyd Miyawaki, MD, MPH	Maryann Saltonstall	Damon Uriarte
Mike La Rotonda	Tiffany Money	Philip and Joanne Salz	Saskia Van Bergen
Nora Laherty	Rachel Moody	Esther Sasbon	Monique Viola
Lawrence Lahl	Daphne Moore	Suzanne Saunders	Rose Marie and Cosmo Violante
Karen Lamb	Inge Morrison	Timothy Secor	Christina Voyles
Jennifer Lanciault	Hernan Moyano	Eileen and Charles Seifert	Patricia Wakimoto, DrPH
Heather Landgraf	Susan Mulvey and Mark Temple	Steve Sell	Washington Vegetables Co.
Jennifer Lapitsky	Leah Mycoff	Emma Sell	Linka Watridge
Pat LaRondelle	Carol Nadler	Rose Shaddock	Robin We
Leslie and Stephen Laskin Reese	James Nason and Marietta Gonzales	Anastasia Sheldon	Leslie Decker and Chris Weber
Susan Lassetter	Kathy Neylon	Julie Shemano	Elyse Weinstein
Greg Lawrence and Kim Travaglini-Lawrence	Stephen Nolan	Carole and Rick Sheviakov	Dan West
Wayne Lee	Leslie Nolte	Melissa Silver	Diane White
Eileen Lennon	Nancy Obletz	Judy Smith	Julie White
Mr. and Mrs. Daniel Lennon	Laurie O'Hara-Torres	Barb and Larry Sommer	Cynthia and Arthur Whitman-Bradley
Melissa Lewis	Meybel Oliva	Erik Sommer	Linda Wight
Monica Lewis	Anael Ott	Karin Sommer	Laura Williams
Olivia Lewis	Leslie Owen	Anna Sommer Lux	Tony Williams
Elizabeth Lewis and Susan Husari	Maureen and James Parton	Catherine Soper	Gayle Windham, PhD
Carol Lieberman	Joan and James Pasternak	Joe Soule	Lloyd Withers and Sandra Compagno-Withers
Catherine Lilledahl and Catherine Rosekrans	Kevin Peck	Karen Spalding	Suzanne Wittwer
Michael Lipsett, MD and Deena Levine-Lipsett	Lana Peck	Walter and Dana Spicer	Kirk and Melanie Wollenweber
David Lipton	Jordan Penman	Glenn Stanfield	Michele Andrea Wolpe
Douglas Long	Jordana Perman	Jillian Steadman	Judy Wong
Vera Long	Catherine Peterson	Teague Sterling	Betty Wood
Annie Longley	Debbie Peterson	Jennifer Stevens	Christie Woolard
Karen Lorentson	Eleanor Petri	Arianna Stocking	Monique Wright
Brandon Love	Tracey Pettis	Matthew Storms and Anna Rascon	Todd Wuthnow
Raymond Lum	Joy Phoenix	Bill Swafford	Cary Zakon
Nancy and John Lundy	Kim Pipkin	Lily Taft	Gretchen Zeller
Vanessa Lyons	Patricia Pizza	Lisa and Alex Taft	Rachel Zimmerman
Elana Maggal	Nikol Plass	Hank Taft	Michelle Zolezzi
	Joe Preston	Ryk and April Tanalski	
	Cynthia and Seth Prosterman		

## Donations In Honor 2010

**In Honor of Katie Beacock**  
Frima Stewart

**In Honor of Sandra Daniels**  
William Daniels

**In Honor of Aliza Lauter's Bat Mitzvah**  
Judy and Daniel Katsin

**In Honor of Mrs. Marcelle Marcus**  
Ms. Julia Pollock

**In Honor of Roni Peskin Mentzer**  
Flavia and David Belli  
Louise Elving and Steve Carr  
Molly Mentzer  
Steve and Britt Thal

**In Honor of Mrs. Peggy McKay**  
Liam McKay

**In Honor of Cathy O'Neill**  
Carol Sweeney Wallace

**In Honor of Lu Pearson**  
William and Sarah Devlin

**In Honor of Robin**  
Robert Frommer

**In Honor of Linda Watson**  
Suzanne and Bruce Degen

## Donations in Memory 2010

**In Memory of Annie Fox**  
Marjorie Bonner  
Julie and Grant Busta  
Alison and Matthew Carothers  
Lynn and Doug Krueger  
Maureen and James Parton  
Stephanie Rosin

**In Memory of Catherine Coffey**  
Alice Cason

**In Memory of Val Madrieres**  
Bernadette and Bill Dowd

**In Memory of Helen Durand**  
Ronald Durand

**In Memory of Nina Barbalacci**  
Dixie Goldsby

**In Memory of Sammie Dunn**  
Maureen Groper

**In Memory of Helen Riviello**  
Mr. and Mrs. Ed Harvey

**In Memory of Davia Kimmey**  
Joanne Kimmey

**In Memory of Sarah Jane Pinto**  
Greg Lawrence and Kim Travaglini-Lawrence

**In Memory of Marilyn Breslin**  
Ms. Rose Shadduck

### Honor Thy Healer Sponsors

#### Platinum

Jackson's  
Marin Cancer Institute at  
Marin General Hospital

#### Gold

Anonymous (2)  
Autodesk  
Brayton Purcell LLP  
Kaiser Permanente  
Mechanics Bank  
Wareham Development

#### Silver

Bank of Marin  
Fenwick Foundation  
Seadrift Company Realtors

#### Bronze

Comcast  
Marin Radiation Oncology  
Drs. Halberg, Miyawaki,  
Poen & Torigoe

#### Stars

Anonymous  
Berkeley Nucleonics

**Wines Donated By**  
Sterling Vineyards

### Dipsea Hike/Run Fundraisers

Aggie Bayer  
Leslie Belingeri  
Katharine Born  
Anne Bowen  
Anna Buss  
Heather Chartrand  
Cecilia Conte  
Caroline Doyle  
Mary Ellison  
Keely Enna  
Connie Goldsmith  
Carmel Greenberg  
Kathleen Helmer  
Catherine Hughes  
Kim Juarez, Team LOLA  
Jerry and Elizabeth Leith  
Melissa Lewis  
Melissa Martin  
Chloe and Susan Mayne  
Armand Quintana  
Karen Rodoni

Margo Rohrbacher  
Maryann Saltonstall  
Alison and Tom Scheffler  
Emma Sell  
Anna Sommer Lux  
Jennifer Stevens  
Toni Stewart  
Kristine Travis-Brown  
Saskia Van Bergen,  
Young Survival Coalition,  
Northern CA Affiliate  
Julie Wallace  
Dan West  
Gayle Windham  
Erica Wuthnow  
Cary Zakon  
Pure Energy Team:  
Isabella Amyx, Sara and  
Shea Drake, Dakota Juarez,  
Jackson and Emma Sell,  
Ben Pantelate, and Lilly Taft

### 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.



4340 Redwood Highway, #C400  
San Rafael, CA 94903

[www.zerobreastcancer.org](http://www.zerobreastcancer.org)

Printed on 100% recycled, chlorine-free paper

---

## upcoming events

---

### Thursday, May 5, 2011

#### Honor Thy Healer

6:00 pm – 9:00 pm

Mill Valley Community Center

Tickets \$135 per person

To register, visit

[www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

(415) 507-1949 ext 102

### Sunday, June 5, 2011

#### Racing for Research

Jim Russell International Karting Centre

9:00 am – 3:00 pm

Infineon Raceway

Tickets \$300 per person

To register, visit

[www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

(415) 507-1949 ext 102

### Saturday, September 17, 2011

#### Dipsea Hike/Run Lite

8:00 am Registration; 9:00 am Kickoff

Old Mill Park, Mill Valley

Registration \$35 for adults;

\$20 for students & kids under 10 are free

To register, visit

[www.zerobreastcancer.org/events.html](http://www.zerobreastcancer.org/events.html)

(415) 507-1949 ext 102

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

---



# How to Reduce Your Risk of Breast Cancer Around Your House with Green Cleaning

Many cleaning chemicals being sold in the U.S. today contain chemicals that can harm our health. In addition, products labeled **green** can be expensive and are not regulated. Natural products, however, are safe and effective for cleaning your home and using them will reduce your and your family's exposure to harmful chemicals in our environment.

Keep these points in mind:

- Buy a few high quality spray bottles that you can use many times. Bottles with ounce measurements on them are especially useful for measuring and mixing.
- Be sure to label your mixtures to avoid confusion.
- ALL cleaners, whether homemade or store bought, and cleaning ingredients should be kept safely away out of the reach of children and pets in locked cabinets or high places.

## BAKING SODA

We all own a box of baking soda and now that we are facing some economically challenging times ahead, it makes sense to take a trip to the dollar store to stock up on a few more boxes of this precious eco-friendly powder.

1. **Deodorize your dishwasher:** Simply sprinkle **1/2 cup** of **baking soda** on the bottom of your dishwasher before running a cycle.
2. **Freshen up your sponge:** If your kitchen sponge or towel starts to get a bit stinky, soak it overnight in **2 cups** of **warm water**, **2 tbsp** of **baking soda** and **5 drops** of **tea tree oil**.
3. **Clear a clogged drain:** Mix **1/2 cup** of **baking soda** with **1/2 cup** of **white vinegar** (careful as when you add the vinegar, it may bubble over). Pour down drain followed by **2 cups** of **boiling water**.
4. **Moldy shower curtains:** Throw a mildew/mold stained shower curtain into the washing machine with a couple of bath towels. Add **1 cup** of **baking soda** to the detergent and add **1 cup** of **vinegar** to rinse cycle.
5. **Clean combs, brushes:** Freshen up your bristles by whirling them around in a bowl of **3 cups** of **warm water** and **2 tsp** of **baking soda**.
6. **Dandruff remedy:** Wet your hair and then rub a **handful** of **baking soda** vigorously into your scalp. Shampoo and condition with sodium lauryl sulfate (SLS)-free products and repeat for the next 5 or 6 times that you wash your hair.
7. **Deodorize your carpet or rug:** Lightly sprinkle **baking soda** over your carpet. Let it settle for 30 min and then vacuum.
8. **Paving stones:** Keep the weeds from growing in between paving stones by sprinkling **baking soda** onto the paving stones and sweep it into the cracks.
9. **Clean your grill:** Scour yucky grill racks with a paste made from **2 tbsp baking soda** and **2 tbsp of water**. Apply paste with a brush, leave for 15 minutes and then rinse.

10. **Clean your car:** Use a solution of **1/4 cup baking soda** in **1 quart of warm water** to clean your car lights, chrome, windows, tires, vinyl seats and floor mats without worrying about unwanted scratch marks. Apply with a sponge or soft cloth to remove road grime, tree sap, bugs, and tar. For stubborn stains use baking soda sprinkled on a damp sponge or soft brush.

## LEMONS

The acid in lemons makes the citrus a great cleaning agent, and it has a bleaching effect, particularly when exposed to sunlight. When it comes to clothing, work quickly, then rinse, and wash clothing immediately.

1. **Clean copper pots and pans:** Dip **half a lemon** in **salt** and scrub tarnished copper pots to remove oxidation stains.
2. **Plastic food-storage containers:** To bleach stains from tomato soup and other acidic foods on dishwasher-safe items, rub **lemon juice** on the spots, let dry in a sunny place, then wash as usual.
3. **Banish stains on a cutting board:** Cut a **lemon in half**, dip it in **table salt**, and rub it over the stained area.
4. **Remove stains on countertops:** Start by squeezing some **lemon juice** on the stain and scrubbing with a cloth. If that doesn't work, sprinkle with **table salt** and scrub gently. You can use lemons on marble countertops, but only if absolutely necessary because the acids can damage the marble.
5. **Garbage Disposal:** Cut a **lemon** in half, then run both pieces through the disposal. It cleans and keeps your garbage disposal smelling fresh.
6. **Clean stains on stainless steel appliances:** by applying a **paste of lemon** and **salt** or **lemon** and **baking soda**. Allow the paste to sit for five minutes before washing and rinsing the stained area.
7. **Remove rust or mildew stains from textiles:** by rubbing with a paste of **lemon juice** and **salt**. Work quickly and wash clothing or other fabric item immediately.
8. **Remove oil stains:** Gently rub a **few drops of lemon** into the stain. Wash clothing immediately.
9. **Remove tough coffee or wine stains (from white fabrics):** Spray with **lemon juice** and hang in sunlight to bleach the stain away.
10. **Ink stains:** Start by blotting as much of the ink stain as possible, then saturate the stain with **lemon juice**. Sprinkle with **salt** and rub the **salt** into the stain with your fingers or an old toothbrush. Wash the garment right away.

## SALT

Famously, salt provides an inhospitable chemical environment for most bacteria, including Salmonella, E. Coli, and it serves double duty against bacteria in that it also removes water from food and cells, making it harder for bacteria to grow without moisture. Salt also is a good non-abrasive scrubber and provides many uses in the home and for the body for this reason.

1. **Cleaning greasy or baked-on food** - The greasiest iron pan will wash easily if you use a little **salt** in it and wipe with paper. Or if you are facing the awful task of scrubbing out a roasting pan, dampen the pan and sprinkle **salt** all over. The salt will lift off the baked on food.
2. **Cleaning ovens** - **Salt** and **cinnamon** take the "burned food" odor away from ovens and stove burners. Sprinkle spills while oven and burners are still hot; when dry, remove the salted spots with a stiff brush or cloth.
3. **Cleaning refrigerators** - Use **salt** and **soda water** to clean and sweeten the inside of your refrigerator. It won't scratch enamel either.
4. **Cleaning tarnished silverware** - Rub tarnish with **salt** before washing.
5. **Removing onion odors from hands** - Rub fingers with **salt** moistened with **vinegar**.
6. **Restoring sponges** - Give sponges new life by soaking them in **cold saltwater** after they are washed.
7. **Removing rings from tables** - White rings left on tables from wet or hot dishes or glasses can be removed by rubbing a **thin paste** of **salad oil** and **salt** on the spot with your fingers, letting it stand an hour or two, then wiping it off.
8. **Brightening colors** - Wash colored curtains or washable fiber rugs in a **saltwater solution** to brighten the colors. Brighten faded rugs and carpets by rubbing them briskly with a cloth that has been dipped in a strong **saltwater solution** and wrung out.
9. **Removing mildew or rust stains** - Moisten stained spots with a mixture of **lemon juice** and **salt**, then spread the item in the sun for bleaching; and finally, rinse and dry.
10. **Ditch the stain remover:** Many stain removing sticks can be toxic. Instead make a solution with **4 tbsps** of **salt** in **2 cups** of **hot water**. This is especially good on yellow perspiration stains. Simply sponge the solution onto the stain and rub until the yellow disappears. Wash as normal.

## VINEGAR

The acidic liquid is a powerful cleaner, eating through lime and grime, and killing many viruses and bacteria. From cleaning calcium buildup to unclogging drains to detoxifying your home, it seems like there's nothing vinegar can't do, and it's easy on the environment and your wallet.

1. **Remove cloudy buildup:** If your stemware is cloudy from the dishwasher, wrap the glasses in **paper towels** soaked in **vinegar**, let them sit, and the cloudy deposits will rinse right off
2. **Clean soap scum, mildew, and grime from bathtub, tile, and shower curtains:** Simply wipe the surface with **white vinegar** and rinse with **water**.
3. **Clean a toilet bowl:** Pour in **1 cup** of **white vinegar**; let it stand for five minutes, and flush.
4. **Unclog a shower head:** Unscrew the shower head, remove the rubber washer, place the head in a pot filled with **equal parts vinegar** and **water**, bring to a boil, then simmer for five minutes.
5. **Windows:** Put **3 tbsp vinegar** per **1 quart water** in a spray bottle. For extra-dirty windows try this: **1/2 tsp liquid soap** , **3 tbsp vinegar** and **2 cups** of **water**. Shake well. The best way to get streak-free windows? Use newspaper instead of paper towels to wipe them.
6. **General dusting:** It's better to dust with a damp cloth. Try **1 tsp olive oil** per **1 cup vinegar**. Mix together in a bowl and apply with a soft cloth.
7. **Wash walls:** Wipe down your walls with a **vinegar water mixture**, which helps absorb odors and clean surfaces.
8. **Deodorize a room filled with cigarette smoke or paint fumes:** Place a small bowl of **white vinegar** in the room.
9. **Remove lint from clothes:** Add **1/2 cup** of **vinegar** to the rinse cycle of the washing machine. This will also help brighten fabric colors.
10. **Remove decals or bumper stickers or price tag:** Soak a cloth in **vinegar** and cover the decal or bumper sticker for several minutes until the vinegar soaks in. The decals and bumper stickers should peel off easily.

### Resources:

Lundquist, Pamela (2007, March 31). Recipes for Safer Cleaners. *Health Child Healthy World*. Retrieved March 4, 2011, from [http://healthychild.org/blog/comments/recipes\\_for\\_safer\\_cleaners/#ixzz1FfrWXxLz](http://healthychild.org/blog/comments/recipes_for_safer_cleaners/#ixzz1FfrWXxLz)

Bond, Annie B. (2007, December 27). 23 Wonderful Ways to Use Salt. *care2 make a difference*. Retrieved March 4, 2011, from <http://www.care2.com/greenliving/23-wonderful-ways-to-use-salt.html#ixzz1IyKMg4V2>

Breyer, Melissa (2010, June 10). 51 Fantastic Uses for Baking Soda. *care2 make a difference*. Retrieved March 4, 2011, from <http://www.care2.com/greenliving/51-fantastic-uses-for-baking-soda.html#ixzz1Fg3KtxlD>

Mel, selected from DivineCaroline (2010 May 2) 23 Ingenious Uses for White Vinegar. *care2 make a difference*. Retrieved March 4, 2011, from <http://www.care2.com/greenliving/23-ingenious-uses-for-white-vinegar.html#ixzz1Fg47drdr>

NaturallySavvy.com (2010 September 24) Lemon Aid Natures All Purpose Stain Remover. *Planet Green*. Retrieved March 4, 2011, from <http://planetgreen.discovery.com/home-garden/lemon-aid-natures-all-purpose-stain-remover.html>