

## Announcing

### *Upcoming 2010 TV Broadcasts and Web Access*

on University of California Television [www.uctv.tv](http://www.uctv.tv)

January 15, 2010

### ***Breast Cancer Prevention ~ Community Education Forum for Younger Women***

<http://www.uctv.tv/series/?seriesnumber=554>

*This forum took place on Saturday, February 7, 2009  
at the Carr Auditorium of San Francisco General Hospital & Trauma Center*

***Sponsored by Zero Breast Cancer and the UCSF/SFGH AVON Comprehensive Breast Care Program  
with funding from the Avon Foundation, Safeway Foundation, and the Marin County Board of Supervisors***

**Access upcoming forum videos online via this February 2010 broadcast schedule :**

<http://www.uctv.tv/search-details.aspx?showID=17114>

#### ***Breast Cancer in Younger Women: Breast Imaging, Screening Guidelines and Clinical Breast Exams***

Presented by Lori Strachowski, MD, Associate Clinical Professor - UCSF, Medical Director, Avon Comprehensive Breast Care Center at San Francisco General Hospital and Nancy Dunn, MS, RNC, President-Consultant, PRO-Health Inc. Director of Training, Mamma Care – West

*(will air on February 1, 2010; first broadcast on November 16, 2009 – 59 minutes)*

<http://www.uctv.tv/search-details.aspx?showID=17678>

#### ***Breast Cancer in Younger Women: Genetic Risk Assessment and Prevention***

Presented by Robin Lee, MS, CGC, Genetic Counselor, UCSF/San Francisco General Hospital Cancer Risk Program and Mary Beattie, MD, MAS, Associate Professor – UCSF & Director of Clinical Research, UCSF Cancer Risk Program and Women's Health Program

*(will first air on February 8, 2010 – 52 minutes)*

<http://www.uctv.tv/search-details.aspx?showID=17797>

#### ***Breast Cancer Incidence, Relevance and Medical Prevention Treatments for Young Women***

Presented by Judith Luce, MD, Clinical Professor – UCSF, Director of Oncology Services, UCSF/San Francisco General Hospital

*(will first air on February 15, 2010 – 46 minutes)*

<http://www.uctv.tv/search-details.aspx?showID=17798>

#### ***Preventing Breast Cancer: Promoting Breast Health Access for Younger Women***

Panel presentation by Laura Kleinman, MSW, Community Health Resource Center; Diane Carr, RN, NP, Director, Breast and Cervical Cancer Services/San Francisco Dept of Public Health; Rina Bello-Olea, Program Manager, Gabriella Patser Program: Breast Cancer Connections, Palo Alto; & Barbara Clifford, RN, CNM, MPH, Program Manager, Cancer Detection Program Every Woman Counts (Northern California region)

#### ***Environmental and Lifestyle Strategies for Breast Cancer Risk Reduction***

presented by Janice Barlow, Executive Director, Zero Breast Cancer

*(will first air on February 22, 2010 – 58 minutes)*

**About University of California Television (UC-TV):** The above links provide currently scheduled air dates/times for this program, as well as different options to view it once it is uploaded (approximately 7-10 days after the premiere date, if not sooner). This includes Flash video and audio and video podcasts. This program and other videos are available online on UCTV's web site at [www.uctv.tv](http://www.uctv.tv) UCTV presents educational and enrichment programming from the campuses and national laboratories of the University of California. UCTV can be seen in over 22 million households nationwide via:

\*Cable throughout California (visit [www.uctv.tv/cable](http://www.uctv.tv/cable) for complete list of cable markets).

\*Dish Network, Channel 9412; 24 hours/day, 7 days/week \*Worldwide on the Internet

<<http://www.uctv.tv>> : live webcast, video-on-demand archives, audio and video podcasts. Also available on iTunesU and YouTube (<http://www.youtube.com/uctv>) and via local public access television stations.

*The “Young Women’s Forum” videos include speakers from the UCSF faculty, community-based research leaders and clinical experts. This program presents breast cancer incidence and risk factors, and genetic assessment and breast diagnostic approaches for young women under age 40, along with environmental factors, prevention strategies and model programs for access to breast health services.*

The e-magazine, Breast Cancer Prevention Community Education Forum for Younger Women, can be accessed on the Zero Breast Cancer Website:

[http://www.zerobreastcancer.org/education/ywf09\\_ezine\\_english.pdf](http://www.zerobreastcancer.org/education/ywf09_ezine_english.pdf) This e-magazine (“e-zine”) is also available in Spanish, [http://www.zerobreastcancer.org/education/ywf09\\_ezine\\_espanol.pdf](http://www.zerobreastcancer.org/education/ywf09_ezine_espanol.pdf)

The video presentations include:

- Speaker’s topics and power points
- Community panel presentations
- Question and Answer sessions

*Viewer Advisory*

*The video archives of the **Breast Cancer Prevention ~ Community Education Forum for Younger Women** is solely intended for community educational purposes and is not intended to substitute for professional medical advice. Viewers should consult their health care providers for questions related to personal breast cancer risk, medical services eligibility and clinical decisions.*



Zero Breast Cancer is a nonprofit organization dedicated to finding the causes of breast cancer through community participation in the research process. We focus on identifying environmental factors and the role they play in the development of breast cancer at all stages of life.



The mission of The San Francisco General Hospital AVON Comprehensive Breast Care Program is to provide, protect and sustain high quality comprehensive, compassionate and culturally sensitive breast care to all women who receive the services of San Francisco General Hospital and Trauma Center. This vital program serves the medically underserved communities in San Francisco from the point of mammography through diagnostic evaluation and treatment for breast cancer, including educational and social support service programs.

*Forum Community Partners: Women’s Cancer Resource Center, the Charlotte Maxwell Complementary Clinic, the Cancer Resource Centers of Mendocino County and Bay Area breast cancer education and advocacy programs*