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zero breast cancer

Proud to Partner With

Every Body
WALK!

Zero Breast Cancer releases new materials in April!

NOW AVAILABLE TO THE PUBLIC!



We are excited to have launched our newest health and wellness, breast cancer-risk reduction campaign on April 20th, 2017 at our Community Reception and Fundraiser in Berkeley.

This campaign - called Girls' New Puberty - includes a powerful infographic (available in [English](#) and in [Spanish](#)) and an interactive eGuide which you can access [here](#).

The infographic provides the essential context for the campaign - girls entering puberty at earlier and earlier ages in greater and greater numbers. There are several concerning health consequences related to this trend. Our focus is of course on breast cancer risks. Early puberty is implicated in two ways. Puberty, a time during which breast tissue responds to hormonal signals to grow and develop, is well recognized as a 'window of susceptibility' for young girls. There is evidence that DNA in rapidly dividing breast cells may be more vulnerable to adverse effects of known carcinogens, environmental toxins and endocrine mimicking compounds in plastics, personal care products, pesticides and household products. Early puberty may in fact prolong this 'window of susceptibility'. Another reason for our concern is that early puberty per se is associated with increased breast cancer lifetime risk. Central to our mission is to raise awareness about how girls can achieve and maintain health and wellness before, during and beyond puberty as part of our dedication to breast cancer risk reduction and prevention in the next generation.

When you visit the eGuide be sure to check out its terrific features;

- Original videos featuring teens in their own voices

- Quizzes
- Links to third party reliable sources for helpful tips and additional information
- Learn More >> links at the bottom of each chapter connecting you to a resources page on our web-site that we intend to grow and enlarge over time.

The eGuide is fully mobile optimized and works well on smart phones, tablets and phablets (larger than normal smart phones such as the iPhone 6 plus and iPhone 7). You can help spread this information by sharing this email with friends, family and colleagues. Please like and share our all new Girls' New Puberty Facebook page [here](#).

We want this campaign to reach young girls together with their parents, caregivers, educators, health care professionals and those who are responsible for promoting and supporting public policies that can stop and reverse the rising tide of childhood obesity.

We are also pleased to release an all new look ZBC Biannual Community Report 2015 & 2016 to acknowledge you, our donors and supporters, and give you all a birds eye view of our impact and many changes over the previous two years. You can access a PDF of the report [here](#).

We thank you all for you continued concern for reducing the burden of this disease and for joining us in our awareness raising efforts.

Yours in health,

Rose Barlow

Rose Barlow
Executive Director

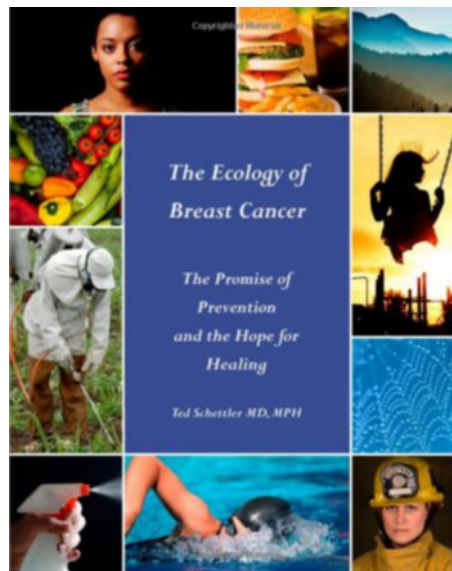
Read More

Also in this edition:

- [Book Review](#)
- [Volunteer Spotlight](#): The Dandelion Jazz Quartet with members Amy Friedrichs, Mary Burke, Cecilia Compana and Sharon Tilley
- [Wisdom Study](#)

ZBC Blogs about Books - # 8

New book review on *The Ecology of Breast Cancer: The Promise of Prevention and the Hope for Healing* by Ted Schettler, MD, MPH



Dr. Schettler introduces the Ecological model, a model of complex and interrelated systems, as a framework to understand breast cancer risk and health interventions to reduce risk. The book gives an in depth overview of the latest scientific research on known risk factors for breast cancer. The author points out that while some evidence on breast cancer risk is strong, the body of evidence varies widely, results are often conflicting and studies are fraught with limitations. There are many uncertainties and unknowns when it comes to understanding the scientific complexity of this disease. How do we sift through the intricacies of the data to know what actions to take for reducing risk in our lives? How can we move forward with the best evidence available to create healthier communities for ourselves, our families and for society? Dr. Schettler's book addresses these timely and critical questions.

Check out the full review [here!](#)

Spotlight on ZBC Volunteers The Dandelion Jazz Quartet for making

our 4/20/17 Community Reception and Fundraiser very entertaining!

Special thanks to Amy Friedrichs, Mary Burke, Cecilia Compana and Sharon Tilley who volunteered their time at our Community Reception and Fundraiser!



Check out their website [here!](#)

Wisdom Study

Breast cancer screening advice can be confusing. A new study in California aims to find a better way forward and is actively recruiting participants. Please consider how you can help. Click on the image below to visit the study website.

It takes WISDOM to find a better way forward in breast cancer screening. Share yours.

Watch this video here to learn [more!](#)

UNIVERSITY OF CALIFORNIA

Join the **Wisdom** Study

Help End Mammogram Screening Confusion

We need your help! Partner with University of California medical researchers in a study designed to end the confusion about when to start and how often to have a mammogram.

- Learn about your personal risk for breast cancer
- Help us clarify mammogram guidelines for ourselves, our sisters, our daughters, and future generations.

Learn more and join the study at wisdomstudy.org

Zero Breast Cancer promotes breast cancer risk-reduction through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life.

We envision a world with zero breast cancer!

Visit Our Website

STAY CONNECTED:

