Zero Breast Cancer
Biannual Community Report
2015 & 2016
In 2016, Zero Breast Cancer began an extensive strategic review. The board approved expenditures of $707,353 but as soon as it became apparent that a number of revenue streams would be lower than predicted, expenses were sharply curtailed as it became apparent that a number of revenue streams would be lower than predicted, expenses were sharply curtailed. Two plus decades later we have some answers. Breast cancer risks are not clear-cut or sudden; they are complex, they interact and they are embedded in our physical and our social environments. Genetic or familial risk is estimated to account for between 5% and 10% of breast cancers. Environmental exposures and lifestyle risk factors are estimated to account for another 30%-40% of breast cancers. Frustratingly for most women (and more rarely men) the question of why they develop breast cancer remains unanswered.

As Zero Breast Cancer transitioned from its second to its third decade in 2015-2016 change was in the air. The headline good news was that finally the data showed that breast cancer rates in Marin and the Bay area had declined from the 1990s and in Marin in particular, in the 1990s. As Zero Breast Cancer transitioned from its second to its third decade in 2015-2016 change was in the air. The headline good news was that finally the data showed that breast cancer rates in Marin and the Bay area had declined.

The bad news continues to be that the lifetime risk for breast cancer remains stubbornly high at one in eight for women nationwide. More bad news is that the survival rates of patients with advanced breast cancer and metastatic disease have not really budged.

This is not acceptable and there is more work to be done! I would like to take this opportunity to thank Erica Heath, Zero Breast Cancer Board President 2015 and Connie Goldsmith, Zero Breast Cancer Board President 2016 for their full and unqualified leadership as the ZBC Board of Directors left no question unasked, and no opportunity unexamined, in considering the impact that Zero Breast Cancer can have going forward, drawing from the knowledge gleaned through research and partnerships over the last 21 years. There is no choice; risk reduction and prevention efforts must be multi-faceted, incremental and sustained. Together we can and must persist and remain focused on the vision of a world with zero breast cancer.

Yours in health,
Rose Barlow
Executive Director
2015 Milestones

Keynote Speaker
Honorary chair and keynote speaker, Laura van’t Veer, PhD is the Leader of the Breast Oncology Program and Associate Director of Applied Genetics, UCSF Helen Diller Family Comprehensive Cancer Center and a European Union 2014 Women Innovator’s Prize winner. Among her many major contributions towards personalized medicine in the field of breast cancer care, Dr. van’t Veer invented MammaPrint®, a diagnostic test that foretells the risk of recurrence for breast cancer patients.

2015 Hal Brown Shining Star Award
“...Everything we are doing is to facilitate that disease [breast cancer] going out of business so that one of these days we don’t have to do it!”
—Bob Kaliski, Board Chairman, Harbor Point Charitable Foundation

2015 Community Breast Cancer Research Award
“As an epidemiologist I feel very strongly that basing social change and improving the lives of people should depend on facts, real information and not opinions”
—Barbara Cohn, PhD, Director, Child Health Development Studies, Public Health Institute

2015 Healing Professional Award
“I think of my job as being one of teaching ... those are my most important skills as a physician ... (so that patients) understand what is happening to them, discover the right choices ... feel physically healed but emotionally ready to get past their difficult experience.”
—Leah Kelley, MD, Breast Surgical Oncology and Gynecological Surgery, Marin General Hospital, Prima Medical Group

Janice Barlow Retires
After 15 successful years, Janice Barlow, Executive Director of ZBC, retired. Under her leadership, the organization grew from being grass-roots to having a regional and national influence as a respected model for other communities interested in prevention and the elimination of breast cancer.

“I am especially proud of having played a critical community engagement role in the San Francisco Bay Area Breast Cancer and the Environment Research Program and in two ground-breaking reports: The California Breast Cancer Mapping Project: Identifying Areas of Concern in California and Breast Cancer and the Environment: Prioritizing Prevention. These will fill current gaps in our knowledge and influence and guide future generations of researchers and public health professionals.”

16th Annual Honor Thy Healer

2015 Healing Partner Award
“...Taking care of really a complicated bunch of people, their lives are complicated, they are multi-lingual and multi-ethnic, their needs are many—meeting the needs of women with a complex disease like breast cancer was going to be a challenge.”
—Judith Luce, MD, Director of Oncology (now Retired), founder of SF General Hospital/San Francisco Department of Public Health, Breast and Cervical Cancer Services Patient Navigation Program

2015 Francine Levien Activist Award
“...Wellness is about prevention. That is why gyms play such a huge role...People come to a health club for wellness, for well-being, and the last thing they want to be is in contact with things that are unhealthy for them. That's why we eliminated chemicals and toxins with the Tersano Cleaning system.”
—Zsolt Jackovics, Co-owner, Fitness SF

2015 Healing Professional Award
“I think of my job as being one of teaching ... those are my most important skills as a physician ... (so that patients) understand what is happening to them, discover the right choices ... feel physically healed but emotionally ready to get past their difficult experience.”
—Leah Kelley, MD, Breast Surgical Oncology and Gynecological Surgery, Marin General Hospital, Prima Medical Group

Photos clockwise from upper left: Dr. Laura van’t Veer; Bob Kaliski with Janice Barlow, ZBC ED Emeritus; Dr. Barbara Cohn with Catherine Thomsen, ZBC Program Director; Dr. Leah Kelley with Jeffrey DalPoggetto, ZBC Board Member; Assembled Guests, Mill Valley Recreation Center; Zsolt Jackovics (right) and Sebastyn Jackovics of Fitness SF with Connie Goldsmith, ZBC Board Member; and Barbara Cicerelli, MPH, (second from right) with colleagues from the SF General Hospital/SF Department of Public Health, Breast and Cervical Cancer Service Navigation Program.
Along the way, I was befriended by a wonderful group of ladies on a hiking team called the “Aware Wolves” that has hiked this event several times. Among them were at least one breast cancer survivor, but we were all there because someone in our lives has been stricken with this disease.”

—Gil Zeimer, Freelance Copy Writer, Solo Hike Participant, author of SWEATING FOR A GREAT CAUSE: ZERO BREAST CANCER DIPSEA HIKE

2015 Program Highlights

Geographic Information Systems (GIS) Conference

BC collaborated with academic and community partners to develop and convene a day-long workshop, ‘GIS for Community Impact: From Technology to Translation.’ About 50 diverse participants gathered at this California Breast Cancer Research Program-funded event to better understand the art and science of spatial and temporal imaging of health data. In addition to an overview of new GIS and related statistical approaches and unique California data resources, attendees shared how GIS methods have been used to study breast cancer in Northern California and how community organizations use spatial data to support their efforts to affect positive change in lower-income and racially diverse neighborhoods. A short-course introducing GIS technology was offered the previous day to students and advocates. Participants by the numbers: 10 students/postdoctoral fellows • 10 researchers • 10 public health professionals • 9 representatives of community organizations • 5 interested community members • 11 full scholarships were awarded to students, public health officials, community organization representatives and community members.

Exercise and Breast Cancer

In November, Kathryn H. Schmitz, PhD, MPH, FACSM, Professor at the University of Pennsylvania’s School of Medicine, presented “Exercise and Breast Cancer: Research Update and Practical Tips” at an evening arranged by Zero Breast Cancer in partnership with Marin General Hospital. Dr. Schmitz’s long-term professional goal is to see that all oncologists, fitness trainers and cancer patients are aware that exercise is as useful for cancer control as it is for preventing and controlling heart disease. “We have evidence, excellent evidence, from well done randomized trials, what should be prescribed: yoga for sleep, weight training for bones and lymphedema, aerobic activity for fatigue and CIPN (chemo-induced peripheral neuropathy) and what people can do to help themselves.”

Youth Advisory Board

In April, Youth Advisory Board members met with pre-teen girls at Oakland Youth Aspire (oaklandyouthaspire.org) to discuss wellness. They focused on physical activity, healthy eating, getting enough sleep and other ways to manage the stress of the transition into high school.

13th Annual Dipsea Hike

THANK YOU FOR MAKING AN IMPACT ON BREAST CANCER PREVENTION IN THE NEXT GENERATION.

$80,000 RAISED

450 HIKERS
850 DONORS
38 TEAMS
16 SPONSORS
50+ VOLUNTEERS
53 IN-KIND DONORS

“Along the way, I was befriended by a wonderful group of ladies on a hiking team called the “Aware Wolves” that has hiked this event several times. Among them were at least one breast cancer survivor, but we were all there because someone in our lives has been stricken with this disease.”

—Gil Zeimer, Freelance Copy Writer, Solo Hike Participant, author of SWEATING FOR A GREAT CAUSE: ZERO BREAST CANCER DIPSEA HIKE
Your contributions In Honor or In Memory of those close to your heart help ZBC share breast cancer risk reduction messages with the next generation.

Visit www.zerobreastcancer.org to make an impact.
In January, ZBC launched a new website and blog, and added a monthly book review feature later in the year.

Marilyn Kovan, PhD, studies the long-term health effects of cancer treatment, specifically lymphedema and breast cancer survivors. She presented new information on who’s at risk of lymphedema and racial/ethnic disparities in lymphedema and breast cancer treatment, in a conference arranged by ZBC in partnership with Marin General Hospital.

Celebrating 21 years with a makeover!
Three up-and-coming leaders are making a big investment in our community—JT and Jake Peterson and colleague Marcus Hall of Ripped Body Fitness in Mill Valley. They are the best of their generation: they work hard, play hard and focus on healthy living in every respect, including giving back to the community very generously.

Members of the Pink Club, Oakland School for the Arts, are excited to receive their posters, brochures and other materials to support their breast cancer risk reduction awareness efforts.

Recognized the teen cooks who volunteer at The Ceres Community Project and who prepare delicious and nutritious meals for breast and other cancer patients and their families. They do so under the supervision of expert nutritionists and chefs. All of these young people make a commitment and have an impact even when they don’t personally know the people they are helping.

ZBC debuts new trifold brochures in English and Spanish for schools, conferences and community events—over 2,000 distributed to date, from Hawaii to New York!

Breast cancer risks are not clear cut or sudden; they are complex, they interact and they are embedded in our physical and our social environments. Therefore, risk reduction and prevention efforts must be multi-faceted, lifelong, incremental and sustained.

DOCTORS ADVISE.

It is very important to work towards preventing breast cancer. If you have any questions, consult your doctor.

Knowing your family history of hormone replacement therapy and breast cancer may be multi-faceted, lifelong, incremental and sustained.

DONATIVE.

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2017 and beyond

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.

GOALS

Focus on integrated risk reduction messaging
Improve messaging on risk-reduction strategies. Focus on modifiable individual and communal behaviors. Integrate research findings on lifestyle, environmental risk factors and medical recommendations.

Reach underserved communities
Collaborate with organizations already established in and trusted by program target demographics.

Champion everyday health and wellness
Reinforce that adopting healthy behaviors generally is one of the most important breast cancer risk reducing strategies individuals and groups can follow.

Program Priorities & Support

- Youth & Teens
- Survivorship
- Community Engagement
- Research Support
- Infrastructure
- Fundraising

Cross-Cutting Approach

- Monitoring, Evaluating, Translating and Integrating Research from a variety of sources
- Public, Community and Business Relationships
- Education, Outreach and Dissemination
- Provision of Technical Expertise and Perspective

Based on Stuart, de Jong, and Kaboolian, Stanford Social Innovation Review, Spring 2017