### Mission and Vision

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 without breast cancer.

#### Goals

**Goal-Specific Strategies**

- Improve public health messaging on risk-reduction strategies both in terms of content & design
- Promote changes that are within individual control
- Promote changes that require collective action at neighborhood, local or even state level
- Translate research from medical, epidemiological and behavioral disciplines & latest research on best practices in motivating & supporting individuals & groups needing to make and sustain lifestyle and environmental changes

#### EDUCATION CAMPAIGNS: Development and Delivery

1. **SCIENCE and EVIDENCE**
2. **TARGET AUDIENCE(S)**
3. **UNDERSTAND COMMUNITY CONTEXT, PERSPECTIVES & PRIORITIES**
4. **TRANSLATE SCIENCE AND CURATE INTO KEY MESSAGES**
5. **MATERIALS AND CAMPAIGN DESIGN – Content, creative concept, format**
6. **DISEMINATE – In person/digital/print/third parties**
7. **EVALUATE EFFICACY – Update**
8. **EXPAND – Additional languages, formats and/or platforms**

#### Target Audiences

- Pre-Teens
- Teens
- Prospective Parents
- Survivors
- Everyone

### Focus on integrated risk reduction messaging (what)

#### Reach underserved communities (who)

Collaborate with organizations within targeted demographics in order to:

- Promote the importance of health literacy to youth, teens and mothers
- Promote awareness of the role and value of psychosocial & quality of life support in adopting and sustaining risk reducing behaviors
- Promote evidence based strategies to help women successfully transition from active treatment to the healthiest form of survivorship they can attain

### Champion everyday health and wellness (how)

Reinforce that adopting healthy behaviors generally is one of the most important breast cancer risk reducing strategies individual or groups can follow

### Values and Principles

- Ongoing focus on disparities in breast cancer prevention in disadvantaged and underserved communities
- Promoting & practicing the Precautionary Principle
- Collaborating with organizations already working with underserved populations
- Taking risks & challenging conventional thinking
- Ensuring a diversity of opinions and perspectives at all levels of our work

### Assumptions and Risks

- Breast cancer arises due to environmental (physical and socio-economic), behavioral & biological risk factors
- An essential element of prevention to reduce & reverse modifiable risk factors at an individual & community level is a health & wellness focus
- Genetically determined risk factors are generally beyond our current scope of work
- Prevention strategies require sophisticated resources to address cultural & linguistic differences; lasting system changes or individual behavior modifications are very resource intensive and there is still a lack of solid evidence on what does, or doesn't work.