

Zero Breast Cancer's 2011 Forum Focuses on Informing, Involving Young Women

"How do we get the younger women in the community involved in breast cancer prevention?" was the key question posed during a panel discussion and the overarching focus of the **2011 Forum on Younger Women and Breast Cancer Prevention** on October 15, 2011 at Bakar Auditorium, UCSF Helen Diller Family (HDF) Comprehensive Cancer Research Building in San Francisco. The panel discussion, facilitated by leaders Veronica Shepard, Gail Bishop and Peggy McGuire, generated numerous strategies for involving young women in breast cancer health. The all-day forum attracted more than 55 Bay Area community members, healthcare professionals, women's health advocates, breast cancer organizations, college students, and a faith-based youth group, as well young women with breast cancer and their partners.



Dr. Judith Luce, MD, Director of Oncology Services and Dr. Lori Strachowski, MD, Director of Women's Imaging at UCSF San Francisco General Hospital

Co-hosted by Zero Breast Cancer and the San Francisco General Hospital Avon Comprehensive Breast Care Program, the forum featured presentations by UCSF faculty members, who explored breast cancer incidence and risk factors for women under 40, as well as preventive health strategies, and other topics focused on younger women.

UCSF Faculty Presentations

Dr. Judy Luce, UCSF Clinical Professor of Medicine/Oncology and Director of Oncology Services at San Francisco General Hospital, presented an overview on breast cancer risk factors for young women of average and higher risk, observing that while 80% of all women who develop breast cancer fall into the average risk category, younger women at higher risk do differ by ethnicity, yet there are things you can change that affect breast cancer risk at all ages, including avoiding weight gain and alcohol, exercising



Young Women's Forum community attendees

regularly beginning in adolescence, and avoiding hormone replacement therapy." She also addressed environmental risks from cumulative exposures, such as radiation to a girl's chest area during childhood. Regarding inherited risk and family history, Dr Luce observed there are several genes that may pre-dispose younger women to higher risk and many are yet to be discovered, saying, "A positive family history slightly increases your risk and requires closer medical monitoring for some younger women." For women under 40 who have developed breast cancer, she addressed targeted treatment and reproductive issues relevant to their life stage, and medical and health behavior approaches to preventing relapse.

In addition, Dr. Lori Strachowski, UCSF Associate Professor and Director of Women's Imaging at San Francisco General Hospital, described unique factors in younger women who may be at higher risk for breast cancer which warrant specific imaging technologies, such as digital mammography, MRI's, and ultrasound screening and diagnostic procedures. Explaining the options and issues, she noted, "Each of these imaging technologies has potential benefits and controversies, including whether a younger woman's health plan will cover tests other than screening mammography. It is important to know your consumer rights and protections with respect to breast imaging."

The forum also delved into how early life exposures, especially from the man-made environment, may affect reproductive development and the developing breast. UCSF Associate Professor Tracey Woodruff, PhD, MPH, and Director of the UCSF Program on Reproductive Health and the Environment, presented results of studies on the effects of "weak estrogens" such as Bisphenol-A (BPA) that can influence fertility, diabetes, obesity,

inside

- 3 • Research
- 7 • Community Education
- 10 • Supporting our Mission
- 11 • 2011 Contributors
- 16 • Upcoming Events



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.

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(1931 – 2001)

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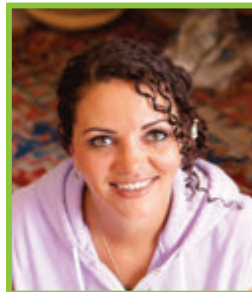
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ZBC Announces New Board Member James N. Patrick

Zero Breast Cancer is pleased to announce the newest member to our Board of Directors, James N. Patrick. He has been in the financial services industry for 28 years, and has extensive expertise in private wealth management consulting for executives and their families relating to liquidity, financial planning, asset management, diversification strategies, and transition management. Jim is a First Vice President, Certified Financial Manager (CFM), Chartered Retirement Planning Counselor (CRPC), and Senior Portfolio Manager with Merrill Lynch Private Client Group in Mill Valley. He attended Queens College in New York City before transferring to San Francisco State University to complete his studies in business administration. Jim lives in Mill Valley with his wife Daisy and their two sons, Blaine and Kyle, and enjoys playing softball and golf. He and Daisy are very active in their local community, supporting education and the arts.



ZBC Welcomes Danielle Detrick

Danielle Detrick has joined the Zero Breast Cancer team as the new Office and Operations Manager, bringing more than six years experience in office administration, event planning, and volunteer coordination. Prior to joining Zero Breast Cancer, Danielle served as the Office Manager at Marin Magazine. She earned a bachelor’s degree in Psychology, with an emphasis on research design and methodology from Pomona College, and is excited to use her strong organizational skills to further the mission of

Zero Breast Cancer. She grew up in Marin and currently lives in San Anselmo with her husband Chris and dogs Brutus and Django.

ZBC Says Farewell to Adrienne Kolb, Sharon Doyle and Maureen Cronan

Zero Breast Cancer wishes to announce that Adrienne Kolb, Administrative Director, Sharon Doyle, Development Director and Maureen Cronan, Board of Directors have left the organization since the publication of our last newsletter. They will be missed. We thank them for their many contributions over the years to Zero Breast Cancer’s success and sustainability. We wish them well in their new endeavors.

Cover Story continued from page 1

and early onset of puberty, which is a known lifetime risk factor for breast cancer. “Exposures matter during critical periods of susceptibility, from pre-natal to adulthood, and cumulative exposure to endocrine disrupting chemicals (EDC’s) such as phthalates, present in consumer products, may contribute to adverse reproductive and other health outcomes.” Formerly a senior scientist and policy advisor with the U.S. Environmental Protection Agency Dr. Woodruff encouraged participants to take specific steps to counteract environmental exposures: avoiding or reducing exposure to pesticides and known EDC’s; buying organic foods when possible; and promoting public policies that prevent or reduce exposures to harmful chemicals.

To inspire younger women to think of affecting their environment at the policy level, Dr. Irene Yen, PhD, MPH, and Associate Professor in the UCSF Division of General Internal Medicine, provided success stories of communities working to increase access to healthy food and improve recreation and physical fitness facilities, including safe walking and bicycle pathways, saying, “There are more than 60 studies showing that physical activity, especially active exercise beginning in adolescence, is protective for breast cancer risk.” She provided examples of

See Cover Story page 3

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Cover Story continued from page 2

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Community Participation

Additionally, a panel of community experts shared their programs that successfully reach younger women. Rina Olea, Manager of Programs and Outreach at Breast Cancer Connections, described the Gabriella Patser Program for uninsured and medically underserved Bay Area women under 40 who have breast cancer risk concerns. Casandra Aldsworth, MPH, and Zero Breast Cancer Community Outreach and Translation Core Coordinator for the Bay Area Breast Cancer and the Environment Research Program (BCERP), presented the award-winning Breast Biologues, an educational video that explains how exposures to potential cancer-causing chemicals might influence breast cancer risk (see sidebar for viewing details). Representing the Bay Area Disparities Coalition, Veronica Shepard reminded participants of the health and social issues in some communities that may make it difficult for younger women to focus on breast cancer prevention, suggesting the effective use of digital technology to connect with younger women.

Lastly, forum participants gathered in groups to identify and summarize issues related to breast cancer and younger women. UCSF Associate Professor Nancy Burke, PhD, and a medical anthropologist with the UCSF HDF Comprehensive Cancer Center, moderated reports from the groups and identified themes for potential research and community collaboration. Nearly 95% of forum participants agreed that, thanks to the forum, they knew more about risk factors and ways to reduce breast cancer risks.

Access forum topics on University of California Television

All of the four UCSF faculty presentations and the Breast Biologues video can be viewed on the UCTV Web site: WWW.UCTV.TV/ZEROBREASTCANCER

With Appreciation

The 2011 Forum on Younger Women and Breast Cancer Prevention was sponsored with funding from the Avon Foundation and the Safeway Foundation. Community Partners who promoted participation in the forum included the Women's Cancer Resource Center, the Charlotte Maxwell Complementary Clinic, and the Cancer Resource Centers of Mendocino County. Forum planners included Susan Schwartz, Fern Orenstein, Janice Barlow, Dr. Judy Luce, Casandra Aldsworth, and Carolina Bravo. The forum organizers thank all of the participants for their time and dedication to preventing breast cancer in younger women. Special thanks to the forum volunteers, group facilitators, and UCSF Educational Technology Services.

VIEW THE 2011 YOUNG WOMEN'S FORUM ON UCTV



Zero Breast Cancer encourages the public to access the following four videos on the University of California Television Web site channel, featuring all ZBC-UCTV education programs, at [HTTP://UCTV.TV/ZEROBREASTCANCER](http://UCTV.TV/ZEROBREASTCANCER)

"Environmental Exposures, Reproductive Development and Periods of Susceptibility"

Tracey Woodruff, PhD, MPH, Director of the UCSF Program on Reproductive Health and the Environment, illuminates the effects of the environment on reproductive development and cancer susceptibility. (show ID=23067)

"Taking Charge: Physical Activity, Neighborhood Environments, City Planning and Health"

Irene H. Yen, PhD, MPH, Associate Professor in the UCSF Division of General Internal Medicine, explores the relationship of exercise and obesity to breast cancer risk, and how city and neighborhood planning groups can support policies that promote physical activity and public health. (show ID=23068)

"Breast Cancer Incidence, Risk Factors, Prevention and Treatment for Younger Women"

Dr. Judith Luce, M.D., Director of Oncology Services at UCSF San Francisco General Hospital, presents incidence and medical issues for younger women of average and higher risk for breast cancer, including lifestyle factors that potentially reduce risk, and medical treatments and prevention strategies (show ID=22921)

"Breast Imaging Options and Issues for Women under Age 40"

Dr. Lori Strachowski, M.D., Director of Women's Imaging at UCSF San Francisco General Hospital, presents breast imaging techniques, technologies, terminology and guidelines for younger women at increased risk for breast disease, as well as younger women's consumer rights. (show ID=23066)

About University of California Television

(UCTV) broadcasts educational and enrichment programming from the campuses, national laboratories, and affiliated institutions of the University of California, reaching 23 million homes nationwide on satellite (Dish Network, Ch. 9412), cable (WWW.UCTV.TV/CABLE), and worldwide via live stream, video archives and podcasting at [HTTP://WWW.UCTV.TV](http://WWW.UCTV.TV). To date, Zero Breast Cancer's ten educational videos on UCTV have received over 400,000 Web views!

Spotlight: Two Endocrine Disruptors' Effects on Obesity, Development

Endocrine disruptors are external agents – such as chemicals – that may disrupt the endocrine system by interfering in some way with natural hormones in our bodies. Although research studies on these environmental exposures have not found clear effects on human health, concern about endocrine disrupting chemicals is growing because they persist in the environment and may act like, or interfere with, hormones which influence and control many critical physiologic functions, including the reproduction system and growth and development in children.

Currently, two new types of endocrine disrupting chemicals are being researched: **obesogens**, which are chemicals that may act as endocrine disruptors and increase obesity, and **zearalenones**, which are chemicals commonly found in grains, meat and dairy that may affect when girls start puberty.

Obesogens: An Environmental Link to Obesity

Obesity and metabolic syndrome diseases – such as type 2 diabetes and cardiovascular disease – have exploded into an epidemic. Today, over 34% of the U.S. population is clinically obese (with a BMI greater than 30) and 68% are overweight (with a BMI greater than 25). By 2020, the number of overweight people in the U.S. is expected to increase to 86%. Obesity has also been linked to an increased risk of postmenopausal breast cancer. Eating lots of foods, especially high-calorie foods, and not getting enough exercise are generally accepted to be causes of obesity. But could external environmental factors – like endocrine disrupting chemicals – expose genetic differences or worsen the root causes of obesity?

There's evidence that chemicals have effects on the endocrine system, and in 2002, researchers began exploring the role environmental chemicals may play in the obesity epidemic. We know that hormones play an important role in regulating weight by aiding in the control of appetite, metabolism, fat cell development, and fat cell balance distribution. And now scientists are exploring how **obesogens** may disrupt hormones, leading to weight gain and obesity by inappropriately stimulating fat cell production and fat storage, disturbing fat tissue balance in the body, and altering control of appetite/satiety.

Chemicals found to have obesogen-like effects in animal and cell studies include environmental estrogens such as diethylstilbestrol (DES), genistein, bisphenol A (BPA) and anti-diabetic drugs that increase fat storage and the number of fat cells in humans at all ages. In addition, researchers have found that phthalates found in urine correlate with waist diameter and insulin resistance in humans.

Compounds like phthalates, organotins, BPA, alkylphenols and PFOA may cause fat cells to develop in vitro. The best-studied obesogen is an organotin called tributyltin which is used in wood preservation and marine paints; as a pesticide; and as an anti-fungal agent in textiles, industrial water systems, refrigeration water systems, wood pulp and paper mill systems, and breweries.

Zearalenone May Impact Growth, Development

Zearalenone (ZEA) and zeranol are two estrogen-like chemicals present in grains and other plant foods, due to fungal contamination. ZEA and zeranol are also found in some animal products such as meat, eggs, and dairy through deliberate introduction of zeranol into livestock (to promote growth and improve beef/meat production) and/or by indirect contamination as a result of animals eating contaminated feed.

Zeranol, the synthetic derivative of zearalenone, is a U.S. FDA-approved agent commonly used as growth promoter in beef production. It has been banned in many other countries, including the European Union. Due to its estrogen-like activity, zearalenone has been classified as a phytoestrogen, mycoestrogens (estrogens produced by fungi) and growth promoters. However, it is not yet clear what effects zeranol and zearalenone have on human health.

A new study, published just last year by Elisa Bandera, MD, PhD, and Helmut Zarbl, PhD at the Cancer Institute of New Jersey, analyzed these chemicals in urine of girls aged 9 to 10 years old who are participating in the Jersey Girl Study to determine what effect zeranol and zearalenone may have on body size and breast development. These chemicals were found in the urine of nearly 80% of the girls and were associated with eating beef and popcorn. Girls with zearalenone and zeranol in their urine tended to be shorter and less likely to have reached the onset of breast development. This suggests that mycoestrogens like zearalenone and zeranol may act like isoflavones, a naturally occurring compound found in soybeans and soy products, and may require further study of their effects on young girls' development.



IOM Report on Breast Cancer and the Environment: A “Life Course Approach”

A new report by the Institute of Medicine (IOM)¹ offers some advice to women trying to reduce their risk of breast cancer: maintain a healthy weight, limit alcohol consumption, don't smoke, forego use of combination estrogen-progestin post-menopausal hormone therapy if possible, and avoid excessive medical imaging. According to the IOM Committee's report, conclusive evidence links each of these environmental factors to breast cancer, while the evidence supporting other factors—notably, exposure to industrial and workplace chemicals—remains less clear.

The 360-page report, released in December, 2011 at the San Antonio Breast Cancer Symposium, was prepared by a 15-member panel from academia and community health centers, and included Dr. Robert A. Hiatt, the Principal Investigator of the Coordination Center of the Breast Cancer and the Environment Research Program and a professor at UCSF. The IOM Committee defined “environment” as any type of factor that isn't inherited through DNA, and relied on evidence compiled by the International Agency for Research on Cancer and the World Cancer Research Fund, in addition to findings from peer-reviewed studies.

Dr. Lawrence Kushi, who is the Principal Investigator of the Breast Cancer and the Environment Research Program's CYGNET study, contributed to the report for the World Cancer Research Fund. Janice Barlow, Executive Director of Zero Breast Cancer, spoke to the IOM Committee on breast cancer and the environment from a community perspective.

Based on the IOM review of scientific research on environmental factors that may affect breast cancer risk, environmental factors were slotted into three categories—established, possible, and biologically plausible—based on the strength of the data. Established risk factors were supported by strong human epidemiology data, in addition to positive results from animal and laboratory studies. Risk factors were assigned a “possible” status if the human data were in conflict but there is a “biologically plausible” explanation supported solely by animal and laboratory studies. The IOM report states that laboratory data linking chemicals to human cancer hazards “may warrant consideration by regulatory agencies [to reduce] population-based exposures.”

The IOM's chief recommendation is that researchers adopt a “life course” approach to studying breast cancer and the environment, with more emphasis on early-stage human exposure, such as what is being done by the Breast Cancer and the Environment Research Center. “One reason that we might be missing the boat on the human data is that we're looking at adult women, while carcinogenic effects may result from exposures that happen while the breast is still developing, or during pregnancy and lactation,” says Dr. Hiatt.

“We know from animal experiments that these are windows of vulnerability to chemical insults.” The early results from the Breast Cancer and Environment Research Program figured in a major way in the deliberations of the IOM Committee.

¹<http://www.iom.edu/Reports/2011/Breast-Cancer-and-the-Environment-A-Life-Course-Approach.aspx>



Have you watched The Breast Biologues?

It's available for viewing on our website at

[HTTP://ZEROBREASTCANCER.ORG/RESEARCH.HTML#BREASTBIOLOGUES.](http://zerobreastcancer.org/research.html#breastbiologues)

The video is part of an educational toolkit that also includes a narrative comic book.

The video, narrated by Peter Coyote, is a 15-minuted animation with a science-based storyline. The Breast Biologues incorporates time-lapse imaging to explain how the normal breast develops and how exposures to potential cancer-causing chemicals at specific points during development might influence future breast cancer risk.

The narrative comic book, available in English, Spanish, and now Vietnamese is a colorful booklet with artwork from the video and brief descriptive prose. We'd love to send you a copy—or several copies. It is free of charge.

Place an order for The Breast Biologues education kit and join our email list at

[ZEROBREASTCANCER.ORG/SURVEY.](http://ZEROBREASTCANCER.ORG/SURVEY)



Message from the Executive Director *Janice Marie Barlow*

Now is the time to think differently

Breast cancer does not begin with a positive mammogram or a visit to your physician's office. Research on the time course of breast cancer suggests that it develops over years – possibly decades. We are

learning through the innovative research being done at the Breast Cancer and the Environment Research Program (BCERP) that critical events affecting breast cancer risk begin early – during fetal development and continuing through puberty, adolescence, and adulthood. The breast, unlike any other organ in the body, undergoes stages of development (in utero, neonatal, puberty, pregnancy, lactation and menopause) across the life span. It is during these periods of rapid change (referred to as “windows of susceptibility”) that the breast may be most susceptible to cancer causing chemicals and environmental exposures.

If this is true, breast cancer studies and preventive interventions should begin early in life, but this rarely happens. Until recently, most research studies focused on adult women before and after being diagnosed with breast cancer. There have been few studies on in utero, adolescent and early adult life styles and environmental exposures and future breast cancer risk. Zero Breast Cancer has been an integral part of three studies that are being done here in the San Francisco Bay Area that specifically focus on “windows of susceptibilities” and breast cancer risk. The studies are: The CYGNET Study: Environmental and Genetic Determinants of Maturation of Girls (Dr. Larry Kushi, ScD, Kaiser Division of Research); Prenatal Environmental Determinants of InterGenerational Risk (Dr. Barbara Cohn, PhD, Public Health Institute); and Environmental Effects on the Mammary Gland across the Lifespan (Dr. Zena Werb, PhD, UCSF). Additional information about the studies can be found at [HTTP://WWW.BCERP.ORG](http://www.bcerp.org).

The good news is that this line of research will provide new opportunities to intervene early in life and across the lifespan – from in vitro to post-menopause – to prevent breast cancer. To do so, we must first believe that, despite the complexity of the disease, breast cancer is a preventable disease. It's time we expand the way we think about breast cancer to include how to prevent it – not just treat it. We must vigorously share the information and implement what we already know about breast cancer prevention. Research on breast cancer risk and physical activity is a good example. Now we know that women who are more physically active, from the onset of menarche throughout premenopausal years, can reduce the

risk of breast cancer by at least 25%. Also, research shows that being overweight or obese in childhood is associated with early pubertal development, which increases breast cancer risk. Clearly, rather than eliminating physical education in our school, we should be expanding those programs. Plus, communities can work toward a healthier population – and ideally decrease the incidences of breast cancer – by planning more parks and play areas, and encouraging nutritious eating at all ages.

Society has a role to play in ensuring that a healthy environment and healthy choices are universally available, regardless of income, education, or ethnic background. Further, we must take action even when the science is conflicting and/or uncertain. In December of 2011, the Institute of Medicine (IOM), which advises the government on medical issues, released a much-anticipated report about breast cancer and the environment. The report goes beyond the “there's no evidence of harm” approach that has been very common in the mainstream medical communities, and instead acknowledges how hard it is to get human data on environmental chemicals and breast cancer. Much of the limited amount of research we have on environmental exposures and breast cancer risk comes from laboratory studies. As a society, we need to be willing to take steps (testing products for safety, and removing or replacing them with safer chemicals) to universally reduce exposures from chemicals when there is evidence of a link to breast cancer, either in the laboratory, in humans, or both.

What's more, we need to invest more in research focused on prevention. Today, only a small fraction of federal and non-federal funding for breast cancer goes to prevention; most funding is devoted to research on cancer treatment and cancer biology. Less than 1.5 % of total biomedical research funding is devoted to health services and implementation of effective prevention programs. Accordingly, less attention is paid to the translation of scientific discovery to effective prevention programs. Research alone is not enough. To be of value, research must be shared and applied.

Finally, we need a new way of thinking to accelerate progress in understanding breast cancer prevention and the environment. A side benefit of innovative research is that it can breed even more innovation to drive creative questions and lead us down a path to new answers. It enables leaps forward in progress and can set in motion avenues of research that haven't been conceived or pursued before.

**Now is the time to think differently
about breast cancer.**

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Join Zero Breast Cancer for an evening of inspiration and community celebration, which includes a reception and dinner catered by Insalata's. The program highlights Zero Breast Cancer's research and education programs and recognizes individuals, businesses, and organizations that have made a significant difference in the lives of those affected by breast cancer, in the healing process, and in the health of our community.



*Honorary Chair
Paul Liberatore*

Zero Breast Cancer will honor the following individuals and organizations for their contributions:

The 2012 **Healing Professional** honoree is **Dr. Jennifer Lucas, MD**, a medical oncologist with Marin Specialty Care, affiliated with Marin General Hospital. Dr. Lucas is being recognized for her expert medical treatment and compassionate care of women with breast cancer.

The 2012 **Hal Brown Shining Star** honoree is Mark Wood of **BioMarin Pharmaceutical, Inc.**, a global company based in Marin that is developing innovative biopharmaceuticals for serious diseases and medical conditions.

The 2012 **Community Breast Cancer Research** honorees are **Nancy Burke, PhD**, and **Claudia Guerra, MSW**, from the UCSF Helen Diller Family Comprehensive Cancer Center, who have collaborated with Zero Breast Cancer in community-based research and on educational programs for younger women and Latina women.

The 2012 **Francine Levien Activist** honoree is Kathy Gerwig of **Kaiser Permanente Environmental Stewardship** and Safer Chemicals program initiative that promotes healthier communities through the use of specific, eco-sustainable practices in the healthcare environment.

The 2012 **Healing Partner** honoree is **Sue Glader**, author of the award-winning book, *Nowhere Hair*, which helps children and adults understand and cope with the effects of breast cancer treatment.

The **Honorary Chair** is **Paul Liberatore**, noted Marin County journalist and peer support facilitator.



May 10, 2012

6:00 pm to 9:00 pm

Mill Valley Community Center

Cascade Room

180 Camino Alto, Mill Valley

Individual ticket: \$135

Raffle tickets: \$100

Sponsorship levels available

RSVP by May 7, 2012

2012 Honorees



Jennifer Lucas, MD



Mark Wood



Nancy Burke, PhD



Claudia Guerra, MSW



Kathy Gerwig



Sue Glader

Sue Glader: Award-winning Healer with Heart, Humor + “Nowhere Hair”

When Sue Glader, winner of ZBC’s 2012 “Healing Partner Award,” was diagnosed with breast cancer in 1999, the then 33-year-old mother and writer got together with her two sisters-in-law and, armed with margaritas and two boxes of Nice ‘n Easy, attempted to turn her locks blonde. The result was shocking orange.

As Sue recalls, “In the end, I didn’t look so great as a blonde, but it didn’t matter – I lost it all, anyway.”

Sue’s Mill Valley life as a wife, writer, and mother of an energetic, one-year-old baby boy changed instantly when she found a lump near her left armpit. “That was a hard day,” she recalls. “Within a week, the tumor was out. Within a month, I had started chemo.” And she lost her hair – every orange strand of it.

In the first year after her treatment, Sue wrote a 16-stanza poem for children talking about her experience with breast cancer and losing her hair. The poem had “the gleam of a book,” but the young mother chose to spend her precious time with her family, putting aside the book idea for nearly a decade. “I wanted to be a mother, instead of worrying about writing a book,” she says.

Fast forward to 2010, when Sue was inspired to share her breast cancer experience with other mothers and their children. As the mother of a now nearly teenage son, Sue decided it was time to write the book, saying, “It’s impossible to explain the ‘What the hell just happened to me?’ feeling that comes when treatment ends. But you are changed. Words are my thing and I had always wanted to write a book – cancer lit the fuse.”

The result was *Nowhere Hair*, an award-winning children’s book that explains a loved one’s cancer to kids ages 3 to 10 in a fresh, honest, and “non-scary” way. Published in September, 2010, *Nowhere Hair* has already won the Gold Medal from the Moonbeam Children’s Book Awards (health category), and is recommended by Livestrong and the American School Counselor’s Association. It is used in more than 100 cancer hospitals and oncology practices nationwide.

It’s What’s Inside That Counts

The overarching message of *Nowhere Hair* is to be kind, especially to people who look a little different. As the book’s narrator says at the end of the book:

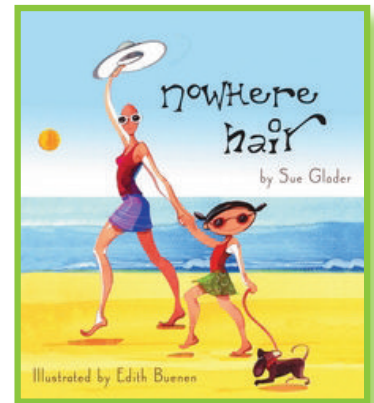
*So if you see her, please be kind.
Don’t snicker and don’t stare.
I’m thinking that’s what you’d prefer
if your own head was bare.*

*It’s hard to see her without hair.
I miss her curls that bounce.
And though I know her hair will grow,
it’s what’s inside that counts.*

Nowhere Hair is available online at NOWHEREHAIR.COM, and also in Mill Valley at the Book Depot, the Mill Valley Hatbox and All Wrapped Up, and at Book Passage in Corte Madera. You can read Sue’s blog, Poking Around Life, at SUEGLADER.WORDPRESS.COM.

“A breast cancer diagnosis at age 33 was a shot across the bow,” says Sue. “As a writer, I gravitate toward books for comfort, and when I did, the children’s books I found on this topic were... to put it delicately... frightening. The illustrations made the women look freaky, and the stories were often dreary or super-technical. I vowed to offer something to young women with children that would be upbeat, informative, beautiful, hip and brave. I wanted my book to buoy their spirits.”

Sue delivered: *Nowhere Hair* is uplifting, informative and yes, playful, with engaging pictures by Edith Buenen, an illustrator from the Netherlands whose women figures Sue describes as “powerful, elegant and cool.” Even though they live nine hours apart, Sue and Edith worked together online, over email. “That process was so much fun – the whipped cream on top of the cake,” says Sue. When the book was complete, Sue dedicated it to her son, who was only one year old when she was diagnosed, and her husband: “For Hans. Who stroked my bald head and giggled. And for Anders. Who shaved my head and told me I was beautiful.”



Nowhere Hair begins with a child noticing her mother’s hair is missing. Whimsical illustrations show the little girl looking for her mother’s hair under the bedcovers, in the car, everywhere. The child finally asks her mother and learns the truth: ‘I’m bald because of medicine I take to cure my cancer.’

“I think *Nowhere Hair* is honest... it explains cancer can’t be ‘caught’ and it’s nobody’s fault,” says Sue. “And, just as important, it has enough silly in it to feel like a children’s book.” Above all else, she’s positive about this: Cancer hits home and “You will have to answer the questions.”

Nowhere Hair uses a light touch to help adults answer the tough questions – “Will Mommy ever be the same Mommy?” “Did I cause it?” – and address a child’s fear, sadness and guilt. “It’s hard to talk to kids about things that scare you, and I think a cancer diagnosis is about the scariest thing that you can be faced with.”

The book has become a healing aid and an inspiration to parents, doctors, nurses, and therapists around the world. “Oncology nurses hug me,” notes Sue. “And people whose job it is to offer educational materials tell me that they’ve been waiting a long time for a book like mine. It’s very validating.”

Sue was nominated for our 2012 Healing Partner Award by ZBC supporters Nancy Novack and Kim Juarez. Nancy, a clinical psychologist, is founder of Nancy’sList.org. In her nomination of Sue, Nancy wrote, “I give this treasure trove (*Nowhere Hair*) to women to share with their small children. It so carefully and cleanly answers some of their scary questions. Doctors, nurses, social workers, and support group facilitators are universal in their love for this simple book.”

Kim, who is also Sue’s running partner, won the 2011 Francine Levien Activist Award, named for ZBC’s late founder. A nutritionist, personal trainer, and mother of four, Kim is a health and fitness business woman whose enterprise LOLA (Living Our Lives Actively) motivates clients to improve their health with activity and nutrition. In Sue’s nomination, Kim wrote, “Sue works hard every day to get her book out to those who need it.”

Like her healing book, Sue’s life philosophy is elegantly simple: “Squeeze life. Be brave. Take risks. Amazingness happens when you do.”

“I vowed to offer something to young women with children that would be upbeat, informative, beautiful, hip and brave.”

- Sue Glader, Author of *Nowhere Hair*



ZBC Monograph

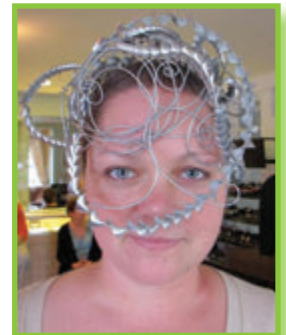
Available now – the Zero Breast Cancer monograph: *Engaging Communities, Expediting Research and Eliminating Breast Cancer in Marin and Beyond* a brief history of the organization that details what has been accomplished, what we've learned and how we have applied what we have learned toward fulfilling our vision of a world without breast cancer.

This slim, attractive volume details how ZBC has distinguished itself 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.

If you haven't read this volume yet, order it at
ZEROBREASTCANCER.ORG/ZBCREPORT

Hats Off: ZBC's Collection Appears in "Mondays at Racine" Film

Zero Breast Cancer's renowned collection of creative hats recently made its film debut in "Mondays at Racine." The film's title was inspired by a real life event: Every third Monday of the month, two benevolent sisters open their Long Island beauty shop, Racine Salon, to women diagnosed with cancer. As their locks of hair fall to the floor, the film documents how the women chat, giggle, weep, face their fears and some tears, and discover unexpected beauty.



A model wearing one of the hats in "Mondays at Racine"

"Mondays at Racine" premiered at several film festivals in April, including the Independent Film Festival in Boston and the Nashville Film Festival. Produced by Cynthia Wade, along with producer Robin Honan (who works with Zero Breast Cancer when it was called Marin Breast Cancer) the film will broadcast on HBO early next fall.



Hats on display at Racine Salon

ZBC's hat collection is a traveling art exhibit of 38 hats hand-crafted by the Plexus Art Group, a San Francisco Bay Area organization of artists who create fine art exhibits to shed light on social issues. In November, 2010, the collection of hats were donated to ZBC. The hats were made in response to the recurrence of breast cancer in one of their fellow Plexus artists and founding ZBC Board member, Roni Peskin Mentzer. When she was re-diagnosed, the art group wanted to do something to support her, and Roni

suggested that they create hats that would be beautiful pieces of art. Each hat is a distinct work of fiber art, embellished with fabric, flowers, feathers, and creative touches.

The traveling hat/art exhibit, which has been on display at several Bay Area organizations, is on permanent display at the Zero Breast Cancer office in San Rafael, CA. The collection is available to be loaned out for shows or exhibits, and friends of ZBC are invited to stop by the office to see these unique works of art.

For more information on the film "Mondays at Racine," as well as future screenings, visit WWW.FACEBOOK.COM/MONDAYSATRACINE



Participants in the film, "Mondays at Racine"



Racing For Research August 4, 2012

Jim Russell International Karting Centre
Infineon Raceway
29305 Arnold Drive, Sonoma

Sign up now for a full day of racing on Infineon Raceway's lightning quick karting track with professional driving instruction courtesy of Jim Russell Racing Drivers School. In addition to instruction, you will have the use of a kart, a driving suit and helmet, lunch and the possibility of being one of 10 finalists who will compete in a timed lapping at the end of the day.

Space is limited.

To RSVP, call **415-507-1949** or email janiceb@zerobreastcancer.org.

Dipsea Hike September 22, 2012

Old Mill Park, Mill Valley

Get out and get physical with Zero Breast Cancer's fall Dipsea Hike. This noncompetitive, all-ages event follows a 6-mile trail loop starting and ending at the famous Dipsea steps. Enjoy food, music, and individual and team prizes in Old Mill Park as you spend the day doing something healthy with family and friends. The Dipsea Hike is a benefit for Zero Breast Cancer's research and education programs, and is conducted in partnership with Tamalpa Running Club volunteers.



For more information, please email info@zerobreastcancer.org.

Breast Cancer and the Environment Research Program Annual Scientific Conference: *Windows of Susceptibility* November 15 & 16, 2012

San Francisco, California

The Breast Cancer and the Environment Research Program Annual Scientific Conference is free and open to the public.

Registration and information about the conference can be found at www.bcerp.org.



Zero Breast Cancer gratefully acknowledges all of the 2009 donors and contributors that allow us to continue our important work:

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Thanks, Rip City Riders!



Zero Breast cancer is grateful to the Rip City Riders for their generous donation of \$15,000 that they raised during their 6th Annual Rip City Riders Chilly Billy Memorial Run last October. This benevolent group of motorcycle enthusiasts supports many non-profit organizations in Marin and Sonoma counties, organizing fundraisers and raising money through their annual motorcycle raffle to help the less fortunate in our local communities. Here's to you, Rip City Riders – *you make a difference!*

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Teri Hollowell: A Zest for Life, a Zeal for Giving



◀ Teri Hollowell with son, Cody Jackson Costopoulos, who was 15 months old when this photo was taken in September, 2011.

Imagine creating a memorable dinner experience for 300 people – on the Great Wall of China. Or coordinating an event in the Cathedral of Notre Dame, complete with a children's choir, in Paris. And consider the logistical challenges of staging a five-day event in Bali. Planning any event takes imagination and organizational jujitsu, but doing it in another country – now that takes talent.

Teri Hollowell, friend and supporter of ZBC, combined her passion for world travel and corporate event planning expertise, which she honed at another company, to launch her own event planning business with a partner in 1998. She went solo in 2001 with One World Partners, formerly a Sausalito-based business that stages international corporate events. "The corporations were often local, but wanted to create international events – product roll-outs, sales meetings, incentives, and conferences – all over the world," explains Teri. "I would be in 10 or 12 countries a year, coordinating magnificent events in places like Thailand, South Africa, and Istanbul. It was fantastic."

In 2009, Teri sold One World Partners to BCD M&I, a meeting and incentive company headquartered in Chicago, which now operates the former One World Partners out of San Francisco. "It's a good match," says Teri. "They share a lot of my philosophy about giving back to the community."

Building relationships – with employees, corporations, and in the countries where events were staged – has been a central theme in Teri's life, influenced by her travels. Her compassion and concern for the poverty and challenges she witnessed in the world became the foundation for her company's own corporate giving strategy. "We started 'Footprints' and the philosophy was that we would leave every place that we visited a little better than we found it," explains Teri. Footprints succeeded on several levels. First, the One World's staff was encouraged to donate food, supplies, money, and time to agencies, foundations, and people in the countries and communities they visited and worked in. Additionally, One World made financial contributions to local non-profits. One World also encouraged its clients to support its philanthropic efforts, and would work with the client's team to identify ways they could support local programs and people. "Many times, it was for local children's organizations," says Teri. "In South Africa, we served wines where part of the profits went towards saving the cheetah."

As a small business with less than 15 employees, One World Partners became an active and generous donor to various causes around the world and in Marin. "Over the last 10 years we donated about \$100,000 to charities. If you do it piece by piece like that, year by year, it's really pretty easy to do," says Teri.

"Part of my motivation for giving to ZBC was that almost eight years ago I was diagnosed with Ductal Carcinoma In Situ (DCIS) which is actually a pre-cancerous breast condition. I got a manageable diagnosis, as far as breast cancer goes. I had a lumpectomy and radiation." Teri notes her family has a history of breast cancer; she lost two aunts to the disease and her mother had a mastectomy. "It's definitely something I'm very aware of," she says, but that didn't make her DCIS diagnosis any easier. "I thought I was doing everything right – lots of exercise, a low fat, high fiber diet – and I was actually quite annoyed when I got the diagnosis. I thought, 'Wait a minute, I've done everything right.'"

Teri's diagnosis shifted her charitable focus to breast cancer resources in Marin. "One of the things I noticed when I was going

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Grace and Gavin Boothby and Cadie and Sammy Larson



On a sunny afternoon in July, 2011, six-year-old Grace Boothby and her friend, seven-year-old Cadence Larson, had a plan. Assisted by their little brothers, the four kids held a bake sale and a jewelry sale for breast cancer research. They baked chocolate chip cookies, and made homemade lemonade and bracelets to sell to the neighborhood. The sale was a hit, and neighbors came from all four directions, bringing other friends and family members to support the cause. The enterprising fundraisers raised over \$30 for Zero Breast Cancer.

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