

## Toss your couch ... and house? Avoiding flame retardants just got harder

*Liza Gross, Guest Contributor*

In the summer of 1969, the oil-slicked Cuyahoga River in Ohio burst into flames reaching 50 feet high and burned for nearly half an hour. Fourteen months later, the first Earth Day marked the dawn of the environmental movement and a growing awareness that pollution could harm not just our environment but also our bodies.



Ever since, health-conscious consumers have scoured product labels in foods and consumer products in an effort to keep toxic chemicals out of our homes. We've found alternatives to BPA-containing Nalgene water bottles, phthalate-laden pacifiers and toys, and mercury-tainted seafood. That's why many of us were shocked to learn that a toxic chemical banned from baby pajamas 36 years ago has resurfaced in everything from car seats to couches.

Thanks to California's now-famous flammability standard, called Technical Bulletin 117—a once obscure rule requiring foam in furniture and baby products to withstand an open flame for 12 seconds—researchers are finding flame retardants wherever they look. The chemicals are building up in the environment, wildlife, our house dust, food, breast milk, children, pets and may even be seeping from our walls.

Manufacturers of flame retardants maintain that the fire safety benefits of their products—which include everything from baby strollers and couches to electronics, wire cables and building insulation—outweigh the unproven health risks. Yet independent studies show negligible differences between treated and untreated products while the evidence of harm continues to mount.

### **Potential Health Risks**

Most of the health data come from studies in laboratory animals, which includes evidence that the chemicals can disrupt thyroid, neurological and reproductive function, suppress the immune system and cause cancer. Preliminary research on humans links flame retardant exposure to altered thyroid activity in men, reduced fertility in women, lower IQ in children and early puberty in girls. And in the largest study of children to date, released in February, a team led by Brenda Eskenazi at UC Berkeley found that children exposed to PBDEs in the womb or early in childhood are more likely to have

trouble paying attention, perform poorly on fine motor skill tasks and score lower on IQ tests.

Citing concern about the potential health impacts of flame retardants, researchers funded by the National Institute of Environmental Health Sciences and National Toxicology Program have ramped-up studies looking at the short-term and long-term effects of these chemicals on humans.

Flame retardants come in different formulations but researchers are most concerned about the halogenated compounds, chemicals that contain chlorine

### inside

- 3 • Research
- 7 • Community Education
- 9 • Supporting our Mission
- 11 • 2012 Contributors
- 16 • Upcoming Events

*See Cover Story page 3*



zero breast cancer

### Mission Statement

*Our mission is to find the causes and prevention 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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Francine Levien  
(1931 – 2001)

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## ZBC Welcomes New Board Member Shelley Anderson

Shelley Anderson has joined Zero Breast Cancer's Board of Directors, who brings 25 years of experience in the financial services industry to the organization. She has lived in Marin County since 1984 and currently works for a private investment firm in Mill Valley. She has extensive experience with small to medium sized business operations and financial management. Shelley became involved with Zero Breast Cancer as an event participant. She is a strong supporter of research into the environmental causes of cancer, outreach programs and survivor support programs. Welcome, Shelley!

## ZBC Welcomes Marissa Kobayashi

Marissa Kobayashi has joined the Zero Breast Cancer team as the Desktop Support Technician/Administrator. Before taking on her new role at Zero Breast Cancer, Marissa was the Event Coordinator for the Dipsea Hike in 2012. Prior to joining Zero Breast Cancer, Marissa served as a Network Technician for the Network Security and Communications Services Department at Sonoma State University, where she helped maintain and upgrade the campus network. She earned a bachelor's degree in Computer Science with a minor in Mathematics from Sonoma State University. She is excited to use her strong computer and organizational skills to further the mission of Zero Breast Cancer. She grew up in Marin and currently lives in Rohnert Park with her cat, Kekoa. We welcome Marissa to our staff!

## ZBC Says Farwell to Danielle Detrick

Since the last newsletter, Danielle Detrick, Office & Operations Manager has departed from Zero Breast Cancer. Danielle brought more than six years' experience in office administration, event planning, and volunteer coordination to Zero Breast Cancer. She applied her exceptional organizational skills and creativity to every task and project she undertook. Special thanks to Danielle and we wish her our best in her new endeavors.

## ZBC is Going Green!

In an effort to be more environmentally friendly, ZBC will be switching to an electronic version of our newsletter. Starting in Fall 2013, an e-version of our newsletter will be sent to all our supporters for whom we have an email address for.

If you like to opt-in to still receive paper copies of our newsletter or provide us with your email address, please call us at **(415)507-1949** or email us at **INFO@ZEROBREASTCANCER.ORG**

## Cover Story continued from page 1

or bromine. These include Tris and the polybrominated diphenyl ethers (PBDEs) known as Penta, Deca and Octa. Although Tris was banned from children's pajamas in 1977, after UC Berkeley researchers Arlene Blum and Bruce Ames showed it could cause cancer, it's still used in sofa cushions. Manufacturers stopped making Penta and Octa in 2004 (after California banned the chemicals the year before) and in 2009 agreed to stop manufacturing Deca.

### **A Rota of Poisons**

But as Blum and her colleagues reported last year in *Environmental Science and Technology*, when manufacturers phase out one chemical, they simply replace it with similar formulas that lack independent safety data. To find out what manufacturers used in place of the phased out chemicals, the team tested foam samples taken from 102 couches bought in the United States between 1985 and 2010.

Eighty-five percent of samples contained flame retardants: close to 40% had Penta, a quarter had Tris and 20% had Firemaster 550. A 2011 study linked prenatal and childhood exposure to Penta with reduced fertility, lower birth weight and impaired cognitive abilities in children. Tris is a suspected human carcinogen. The health effects of Firemaster 550 remain obscure.

Thanks to California's fire standard, if you live in the state you have higher levels of flame retardants in your house dust and body. But you don't have to live in California to have a flame-retardant-laden couch. Because California is such a big market, most manufacturers build their products to comply with TB 117 to avoid the cost of maintaining double inventories.

### **Fire Safety without Toxics**

Speaking at the Breast Cancer and Environmental Research Program in San Francisco in November, Blum, a visiting scholar at UC Berkeley and executive director of the Green Science Policy Institute, was optimistic that a new fire safety standard would be in effect within a year. Confident that the items in our homes would soon be safer, she had her eye on an even bigger problem: the buildings themselves.

She explained that building regulations require a 15-minute thermal barrier, a thick wallboard, that's supposed to separate the insulation and a room during a fire. That insulation is treated with flame retardants. But treating insulation with fire retardants doesn't help any more than treating couches with the chemicals, Blum told the crowd of breast cancer activists and researchers.

"By the time you hit the insulation, you've had a raging fire in your house for 15 minutes," she said. "Having flame retardants in the insulation just makes the fire more toxic."

But finally, it seems, policy makers have gotten the message. Last June, Gov. Jerry Brown ordered the Bureau of Home Furnishings and Thermal Insulation—the state agency charged with regulating fire safety—to find a way to ensure fire safety without using toxic chemicals. Activists expect the bureau to release a revamped draft fire safety standard on February 8—the first time the agency revised its standard since 1975.

And new legislation aims to accomplish the same result for foam in buildings. In January, California Assemblywoman Nancy Skinner, a Democrat from Berkeley, introduced a bill to limit the use of flame retardants in building insulation, calling them unnecessary and a significant health risk.

### **Reduce Your Exposure**

While these developments are clearly good news, what are you supposed to do with your toxic couch and insulation? If it's time to buy a new couch or nursing pillow, avoid products made with polyurethane foam—also known as solid gasoline for its propensity for burning so quickly—and choose materials made from cotton, wool, down or polyester.

But not everyone can afford to simply toss a big-ticket item like a couch. Researchers think flame retardants get into our dust and bodies by sloughing off from foam. Frequent vacuuming with a Hepa filter and wet mops can help minimize exposure, as can washing your hands. Be especially minding of children—hand-to-mouth contact is the most likely route for their exposure.

The Green Science Policy Institute recommends avoiding foam carpet padding as well as most most carpets and draperies, which may contain not just flame retardants but other toxic chemicals like stain repellents. Unfortunately, unless you plan to remodel your house or build a new one, for now, there's not much you can do to limit your exposure, other than frequent vacuuming and hand-washing.

► *Flame retardants are being studied by the CYGNET Study as a risk factor for early puberty and breast cancer. For more information on how to reduce your exposure to flame retardants, visit the Green Science Policy Institute's Information for Consumers page: [WWW.GREENSCIENCEPOLICY.ORG/INFORMATION-CONSUMERS](http://WWW.GREENSCIENCEPOLICY.ORG/INFORMATION-CONSUMERS) and the Healthy Building Network web site: [WWW.HEALTHYBUILDING.NET](http://WWW.HEALTHYBUILDING.NET).*

## The Breast Cancer and the Environment Research Program Annual Meeting in San Francisco

Zero Breast Cancer and the Breast Cancer and the Environment Research Program Coordinating Center worked together to organize The Annual Breast Cancer and the Environment Research Program (BCERP) Scientific Meeting that took place November 13-16, 2012 at the Hilton Financial District in San Francisco. This year's annual meeting focused on the multiple "windows of susceptibility" that may represent periods of particular vulnerability to specific chemical, dietary, or psychosocial stresses. Session topics included: in utero, puberty, and menopausal periods as well as sessions on pregnancy and on the translation of research into public policy, with a focus on flame retardants. The meeting was attended by BCERP members, scientists specializing in breast cancer and mammary biology, environmental epidemiology or children's health, and community, environmental health, and breast cancer advocates.

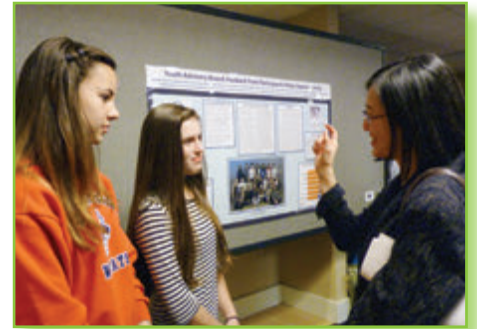
This year's meeting featured a special interactive session on communicating science sponsored by Zero Breast Cancer and Huntington Breast Cancer Coalition, which was led by the Center for Communicating Science at Stony Brook University. The session included a short video hosted by Alan Alda and presented principles on how to help scientists and health professionals craft short, clear, conversational statements about what you do and why it matters and also included a discussion on how to translate technical materials for your audience.

The meeting also featured a poster session for which the CYGNET Youth Advisory Board (YAB) and study staff created two scientific posters to be presented that described who the YAB is and what they do for the CYGNET study. The YAB poster created by CYGNET staff won "Best Community Outreach and Translation Core/Community Partner Poster" at this year's poster session. In addition, two members of the YAB, Rachel

Cornejo and Shelby Aszklar, presented the poster at the session and spoke with researchers and community advocates about their experiences on the board and as members of CYGNET. The 2012 BCERP annual

conference was a great success and Zero Breast Cancer is already looking forward to participating in this year's conference in Madison, Wisconsin.

You can access video of the conference and select presentations on the University of California Television (UCTV) website at [WWW.UCTV.TV](http://WWW.UCTV.TV). Programming will be available May 2013.



*CYGNET Youth Advisory Board Members Shelby Aszklar & Rachael Cornejo discussing the YAB poster with a BCERP researcher at the 2012 BCERP Annual Meeting Poster Session*

### BREAST CANCER FACTS & FIGURES

- ▶ Approximately 227,000 new cases of invasive breast cancer and another 63,000 new in situ cases are expected to be diagnosed in US women in 2012.
- ▶ Approximately 2,200 new cases of invasive breast cancer are expected to be diagnosed in US men in 2012.
- ▶ Breast cancer incidence rates (the number of new cases of breast cancer per 100,000 women per year) are highest for White women, next higher for African American women, followed by Hispanic, Asian and Pacific Islander, American Indian and Alaska Native women.

Taken from "Breast Cancer and the Environment: Prioritizing Prevention" produced by the National Institute of Health Interagency Breast Cancer & Environment Research Coordinating Committee, released in February 2013.

## ZBC Continues to Lead Successful CYGNET Youth Advisory Board

As the head of the Community Outreach and Translation Core for the CYGNET Study on early puberty, Zero Breast Cancer is approaching the completion of the first year of the study's Youth Advisory Board (YAB). Over the course of the first year of the program, ZBC has worked with the 22 members of the YAB to help them develop an understanding of the research process as well as the skills necessary to conduct their own research in the future. In addition to youth development, the YAB has proven to be an important resource to study investigators for gaining useful feedback and important suggestions for improving study measures and activities. YAB members helped to redesign CYGNET's bimonthly menstrual calendar diaries (MCDs) to simplify instructions and aesthetics. They also shared concerns about privacy issues surrounding the mailing method which resulted in the addition of a mailing envelope to improve participation. In addition, YAB members also shared suggestions on incentive methods for CYGNET participants and parents to improve clinic attendance and MCD participation.

*Continued page 5*



**Message from the Executive Director**  
*Janice Marie Barlow*

**What's a Girl to Do?**

The benefits and risks of routine mammographic screening are becoming even less clear. Recently, articles have appeared in both peer reviewed scientific journals and in the popular media raising the

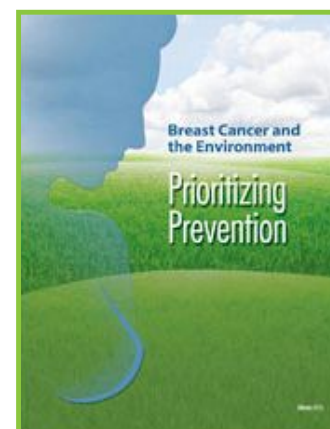
question of whether breast cancer is being over-diagnosed and over-treated.

From 1980 to the present, the incidence of breast cancer has risen substantially. Early stage disease accounts for the bulk of the increases in incidence rates. The rates of locally advanced cancer and the absolute risk of dying of breast cancer have not changed considerably. Some argue that screening with mammography has led to the detection of tumors that would never have come to clinical attention and would never have progressed during a woman's lifetime.

The percentage of all breast cancer cases (both invasive and DCIS) estimated to be over-diagnosed and over-treated varies. The Cochrane Collaboration Review reviewed seven trials that involved 600,000 women who were randomly assigned to receive screening mammograms or not. The review estimated that screening leads to a reduction in breast cancer mortality of 15% and to 30% over-diagnosis and over-treatment of all breast cancer cases (both invasive and DCIS). This means that for every 2000 women invited for screening throughout 10 years, one will have her life prolonged (i.e., will avoid dying of breast cancer) and 10 healthy women, who would not have been diagnosed if there had not been screening, will be treated unnecessarily. The problem is that no-one can predict

which breast cancers caught early by mammography will turn out to be life-threatening.

No one, even the authors of papers on over-diagnosis and over-treatment of breast cancer, recommend that women not have mammographic screening so the continuing debate isn't very helpful to most women. What would be helpful? Here are a few suggestions to consider:



*The cover of the Interagency Breast Cancer and Environmental Research Coordinating Committee (IBCERCC) report, "Breast Cancer and the Environment: Prioritizing Prevention"*

- ▶ Women should be fully informed of both the benefits and risks, including over-diagnosis and over-treatment, before they make a judgment on whether routine mammography screening is right for them. In the past, health policy makers have tended to oversell the benefits of routine screening and understate its risks.
- ▶ In an ideal world, mammography screening should be done more selectively. Women would sit down with their doctors for an annual individualized breast cancer risk assessment. Based on the assessment, a personalized breast cancer prevention strategy would be developed. They would receive information on ways to reduce their future risk of breast cancer. Women who are considered high risk for breast cancer may choose to be screened more often than women considered low risk. Not only

*Continued page 6*

**CYGNET Youth Advisory Board continued from page 4**



YAB members have also participated in the research process by writing and developing their own materials about CYGNET to share with the public. The YAB created a scientific poster in their own words that was presented at the 2012 Breast Cancer and the Environment Research Program (BCERP) Annual Conference which you can read more about in our article on the BCERP annual meeting. They also wrote and designed a "What to Expect in Clinic" Flyer for Year 8 of the study, which was shared with all study participants to help increase the comfort level of participants at clinic visits by describing what activities they would be participating in and why each is important to the study. Finally, the YAB helped to create a new CYGNET website to promote retention and engagement in the study population in the future.

The first year of CYGNET's YAB will culminate in the creation of a video project about the study which will be available to the public to inform them about what CYGNET is all about. The video project will consist of an interview section, where YAB members will interview CYGNET investigators about the study and how they contribute to it, as well as an important messages section, where important health messages will be shared with the public by YAB members. UCTV will film the project, which will then be available on the web for anyone interested in learning more about the study. We hope to have the opportunity to lead a second year of the YAB project in the future!

## Zero Breast Cancer is a proud member of the California Breast Cancer Mapping Project

The California Breast Cancer Mapping Project was funded by the California Breast Cancer Research Program of the University of California to explore the feasibility of mapping areas in the state with elevated breast cancer rates in a manner that is useful to diverse stakeholders. Multi-disciplinary staff affiliated with the Public Health Institute recruited an advisory group (AG) of breast cancer advocates, clinicians, and public health practitioners to develop a mapping protocol that would identify geographic areas most impacted by breast cancer.

The project staff and AG developed a mapping protocol that would identify areas with elevated breast cancer rates within and across county boundaries and that reflected AG priorities. These priorities included (1) maintenance of scientific rigor; (2) elimination of false positive findings; (3) protection of patient confidentiality; and (4) provision of information that is meaningful and actionable to stakeholders. To maximize utility for communication and public health action, the protocol- which was based on an established statistical method- also included the analysis of demographic characteristics for the women diagnosed with breast cancer and the population living in areas with elevated rates.

The analysis conducted using this mapping protocol yielded new information by identifying areas- no longer restricted by county boundaries- with elevated rates of invasive breast cancer and producing new maps for the entire state. This analysis identified four areas of concern (represented below), where invasive breast cancer was 10-20% higher than the state average during the time period of 2000-2008.

The report and other project information are available at [WWW.CALIFORNIABREASTCANCERMAPPING.ORG](http://WWW.CALIFORNIABREASTCANCERMAPPING.ORG).



Map of the census tracts in the North San Francisco Bay Area of concern.

### Whats a Girl to Do? continued from page 5

would risk-based screening be more effective and a much better way to apply resources, it may also be an important way to move beyond the ongoing controversy about annual and bi-annual screening and educate women that there may be more appropriate ways to use screening technology. The money saved on screening everyone annually or even bi-annually could be re-purposed to provide more personalized, evidence-based preventive health care services.

- ▶ The introduction of molecular profiling to characterize DCIS and breast cancer subtypes provides an opportunity to reclassify lesions on a spectrum of high risk to low risk biology and reframe current treatment options. Ideally, molecular profiling should become a standard of care for all women diagnosed with breast cancer.

Clearly, never having breast cancer is preferable to having breast cancer diagnosed early and/or treated aggressively. Collectively, we need to focus our research and resources on finding ways to prevent breast cancer and breast cancer recurrence.

Early this month, the federally mandated **Breast Cancer & Environmental Research Coordinating Committee (IBCERCC)** released its report, *Breast Cancer and the Environment: Prioritizing Prevention*. This report is a call to action to develop a national strategy to increase research in breast cancer prevention with a focus on how environmental factors affect the development of the breast across a woman's

lifespan and her risk of breast cancer. The report offers seven recommendations and highlights the urgent need for coordinated, targeted efforts to identify and mitigate the environmental causes of breast cancer.

Zero Breast Cancer is a proud member of IBCERCC committee and is pleased that many of the recommendations from the committee reflect our organization's seventeen year mission to find the environmental causes of breast cancer through community participation in the research process. We will use the recommendations from this report to guide us as we continue to carry out our mission. *Like you, we look forward to the day when we have an early preventive strategy for breast cancer.* The full report is posted at:

[WWW.NIEHS.NIH.GOV/IBCERCC](http://WWW.NIEHS.NIH.GOV/IBCERCC)

#### PREVENTION & BREAST CANCER FACTS

- ▶ The National Institute of Health spent \$2.4 billion on breast cancer research for fiscal year 2008 to 2011.
- ▶ The Department of Defense spent \$2.8 billion on breast cancer research from fiscal year 1992 to 2012.
- ▶ Non-governmental Organizations (i.e. Avon, Susan G. Komen, etc.) for fiscal year 2005 to 2009 spent \$1.6 billion on breast cancer research.
- ▶ Less than 10% focused on prevention or environmental health research.

## A Mother's Guilt: DES, a Tragedy of Three Generations

Hannah Klein Connolly, Guest Contributor

A week ago, over 3,000 miles away, my fate and that of many women diagnosed with breast cancer resided in Boston in the hands of a judge, a jury, and 42 lawyers, 40 of whom worked for pharmaceuticals. Perhaps I am being a bit overly dramatic; it's how I felt. The case was *Fecho v. Eli Lilly* and was brought by four sisters who had all been exposed to DES in utero and all had developed breast cancer. The fifth sister was not exposed, and did not develop breast cancer. *Fecho v. Eli Lilly* (the major manufacturer of DES) was as much about emotion as it was about physical injury, corporate accountability and ultimately, about vindication. The trial started on Tuesday, January 8th and by mid-day Wednesday 9th Eli Lilly, the defendant, reached an out of court settlement with the plaintiffs and agreed to pay an undisclosed financial settlement but not to admit to any guilt.

Over 50 years ago, my pregnant mother was prescribed diethylstilbestrol (DES), a "miracle" drug manufactured by several companies with Eli Lilly owning the largest market share. DES, a "cash cow" for the drug companies, was regularly administered to women to prevent miscarriages—my mother had already had four miscarriages when she was prescribed the drug. Confined to complete bed-rest, my mother diligently took her medication for the duration of the pregnancy. This in spite of the fact that, some 9 years earlier, a study in the American Journal of Obstetrics and Gynecology revealed women taking DES suffered a higher number of miscarriages, revealing that the "Bigger and Stronger Babies" marketing claim of the 1950s was based purely on fiction. However, the drug was still prescribed to my mother, as it was for millions of other women around the world until 1971, when it was found to be linked to a rare form of vaginal cancer in the daughters born to these women.

What kind of a company does this? What kind of a company creates a drug, markets it to millions of women, ignores evidence of serious side effects, and continues day in day out to manufacture it regardless of the devastating impact research suggests it may have on the health of generations of women? After years of grappling with these questions, I can offer no simple answer.

In 1971, a report was published in the New England Journal of Medicine linking DES to a rare vaginal cancer. Still, this same company, aware that their product did not work as claimed and was a carcinogen, did not remove it from the shelves. By 1979, the house of cards continued to tumble. Eli Lilly lost the first court case linking DES to a vaginal cancer. Before and after that time, numerous studies and research has shown that DES exposed daughters have reproductive issues and auto-immune diseases at a higher rates, and are 40% more likely to get breast cancer in their 40s than the average woman (1 in 25). Even at the 2011 San Antonio Breast Cancer Symposium, Dr. Robert Hiatt, from UCSF, presented a

slide from a new report from the Institute of Medicine, Breast Cancer and the Environment: A Life Course Approach, to thousands of doctors, researchers, and advocates detailing the undeniable connection between DES and breast cancer – I still have the slide on my smart phone!



I have lost both my breasts and my ovaries. I've given birth to two preemies. I have auto-immune issues too numerous to count and whose names contain too many letters to pronounce. As this most recent case progressed, I've reflected a lot. I've felt angry, stunned, anti-climactic, and now sad. And, I realized yesterday that when I first met with the lawyer a few years ago, my goal in being involved in this lawsuit was to make sure this never happened to anyone again, but that sentiment got lost last week and I've found myself wading through the important process of sorting through my myriad of feelings.

Cases, including mine, are still pending because these drug companies refuse to admit fault and fail to assume liability for peddling a drug that has caused so much emotional and physical devastation. Over the years DES was on the market, these 40 drug companies have made huge, fat, profits. Eli Lilly has been in this mediation position before. Of course, financial compensation will help DES exposed daughters and will reimburse a fraction of the pain and suffering. But I want more. I want acknowledgment of accountability and a commitment to change.

**DRUG COMPANIES MUST RIGOROUSLY TEST PRODUCTS. DRUGS NEED TO BE PROVEN SAFE BEFORE THEY REACH CONSUMERS BECAUSE IT'S NOT MY JOB TO DEMONSTRATE THAT THEY ARE HARMFUL TO MY HEALTH.**

Big Pharma stands in a powerful and important place and confronts a serious opportunity to heal and restore the faith of hundreds of thousands who depend on their products. They have an opportunity to move forward and commit to good science practiced with integrity. I want Lilly to be held accountable for mistakes of the past (and possibly future – with my daughter). I want an apology. And most of all I want change so that this never happens again. If this case ends up being the hand-slap that warns all others, so be it. I certainly hope it is. Even so, cost to women should never have been so great— all from an "untested" product that has cost too many of us our breasts, our dignity, and our humanity.

Until these companies currently on trial take responsibility for their actions, I will continue to fight for accountability. I will fight for justice – not merely financial vindication—in the name of all our mothers, ourselves, and our daughters.

## ZBC Partners with Living Our Lives Actively to Serve San Pedro Elementary School

Zero Breast Cancer is excited to announce a new partnership between ZBC and the Living Our Lives Actively (LOLA). LOLA programs serve women and young girls in Marin, Contra Costa and San Francisco communities and their participants range in age from 8 to over 70. Zero Breast Cancer and LOLA have successfully partnered for the past five years in sponsoring the annual Dipsea hike, which has been an opportunity for us to reach thousands of women, young women, and girls about the benefits of being physically active in reducing risk of breast cancer and breast cancer recurrence. We will now be partnering with Kim Juarez and the LOLA organization to create The San Pedro Elementary School Living Our Lives Actively Project.

Recent studies focused on adolescent physical activity and future breast cancer risk found a nearly 20% reduction in breast cancer risk compared to those who were most active and those who were least active. Additionally, each one-hour increase in physical activity per week during adolescence was associated with a 3% reduction in risk. The US Department of Health and Human Services suggests that children and adolescents should get 1 hour or more of physical activity every day. Based on these findings, the goal of the project is to educate Latina girls attending San Pedro Elementary School in Marin County about the importance of good nutrition and physical exercise for health and well-being, while reducing their risk for breast cancer in the future. It will be a six week program for thirty third and fourth grade girls attending San Pedro Elementary's after school program, where LOLA leaders will lead weekly classes on nutrition, exercise and stretching. ZBC and LOLA will also partner to host a Family Workout Session for participants and their parents and siblings one weekend during the program to help promote the same values of fitness and wellness among Latino families. We're looking forward to partnering with LOLA to improve the health of young girls in the community and reducing their risk of breast cancer in the future.



Members of the Living Our Lives Actively (LOLA) girls running group

## Documentary Featuring Plexus Hat Collection Nominated for Academy Award

*"Mondays at Racine"*, a documentary by Cynthia Wade and Robin Honan that tells the story of two sisters who open the doors of their Long Island hair salon to women diagnosed with cancer and undergoing chemotherapy every third Monday and the support system that they create, was recently nominated for an Academy Award in the "Best Documentary Short" category. The film features Zero Breast Cancer's collection of hats created by Marin County's own Plexus Art Group.

Formed in 2007, the Plexus Art Group is composed of Bay Area artists who make and exhibit fine art that addresses social and political concerns directly impacting its members and the community at large. This 38-hat collection was made in honor of fellow Plexus artist and emeritus ZBC board member Roni Peskin-Mentzer. After Roni learned that her breast cancer had returned, the group wanted to do something to support her, and Roni suggested that they create hats that would be beautiful pieces of art. The Plexus Art Group responded with enthusiasm, generosity, and creativity.



Members of the Plexus Art Group:  
 (Back row, from left) Jennifer Kim Sohn, Elise Cheval,  
 Ventana Amico, Juline Beier, Karen Balos, Stuart Wagner,  
 Roni Mentzer, Diana Shore and Susan Doyle,  
 (Front row, from left) Roz Ritter, Marla Brill, Giselle Kappos,  
 Pam Leith and Julie Garner.

**The hats, which are on display at the ZBC office, can be loaned out to community groups for use at fund-raising events, conferences, and community exhibits.**

**For more information about how you can bring these hats to your event, please contact ZBC at (415) 507-1949**



## HONOR THY HEALER

### LUXURY PUERTO RICO GOLF COMMUNITY GETAWAY RAFFLE



#### GRAND TRAVEL PRIZE

- Four night, five day stay for one or two guests in a casita at the Royal Isabela private golf community in Isabela, Puerto Rico
- Daily complimentary continental breakfast for each guest
- Golf & carts for each guest each day, and range privileges, subject to availability. (Caddies are required)
- \$500 Airfare Credit

*Puerto Rico trip must be redeemed by April, 30, 2014*

Sitting on ocean front land on Puerto Rico's northwestern coast and designed by Pete Dye disciple David Pfaff, this one-of-a-kind private membership club and golf community is incomparable in dramatic beauty.



**Raffle Ticket Price ~ \$100**  
**Only 100 tickets will be sold**

Drawing will be held  
Thursday, May 9, 2013  
at Honor Thy Healer  
(Need not be present to win)

**To purchase tickets:**  
**Please call 415-507-1949**

*Proceeds benefit Zero Breast Cancer's research and educational programs*

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

The 2013 **Healing Professional** honoree is **Dr. David Gullion, MD**, a medical oncologist with Marin Specialty Care, affiliated with Marin General Hospital. Dr. Gullion also directs the Marin General Hospital Center for Integrative Health and Wellness and is recognized for his clinical expertise and compassionate treatment of women with breast cancer.

The 2013 **Healing Partner** honoree is psychologist and advocate **Dr. Carol Kronewetter, PhD**, from the California Pacific Medical Center Breast Health Center in San Francisco. Dr. Kronewetter leads specialized groups for women with breast cancer and guides them through survivorship.

The 2013 **Community Breast Cancer Research** honorees are CYGNET study researchers **Dr. Julianna Deardorff, PhD**, (UC Berkeley), **Dr. Louise Greenspan, MD**, (Kaiser Permanente), and **Dr. Gayle Windham, PhD**, (California Department of Public Health), who are investigating how environmental, biological, and social factors influence girls' transitions through puberty and future breast cancer risk.

The 2013 **Hal Brown Shining Star** honoree is exercise educator **Regan Fedric** who co-founded the Sunflower Wellness Program for persons living with cancer. Ms. Fedric is affiliated with Marin General Hospital, the Bay Club San Francisco, Bay Club Marin, and Club One Fitness Centers that provide facilities for this program.

The 2013 **Francine Levien Activist** honorees are **Stig Westling** (CEO), **Jonathan Mooney**, and **Janine Elliott**, co-founders of Skip to Renew, a Dominican University Venture Greenhouse enterprise that produces bio-degradables, cost effective and environmentally friendly lubricants and greases for industry and bicycle chain links. Mr. Westling also teaches environmental chemistry at Dominican University of California in San Rafael.

The **Honorary Chair & Keynote Speaker** is **Tom Scott**, Director of Global Brand & Innovation for the Bill & Melinda Gates Foundation.



*Honorary Chair*  
**Tom Scott**

May 9, 2013  
6:00 pm to 9:00 pm

**Mill Valley Community Center**  
**Cascade Room**  
**180 Camino Alto, Mill Valley**

**Individual ticket: \$135**  
**Raffle tickets: \$100**

**RSVP by May 6, 2013**

*For information about sponsorship or tickets contact*  
**Marissa Kobayashi**  
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## Racing For Research August 17, 2013

Simraceway Performance Karting Center  
Sonoma Raceway  
29305 Arnold Drive, Sonoma

Sign up now for a full day of racing on Sonoma Raceway's lightning quick karting track with professional driving instruction courtesy of Simraceway Performance Karting Center. 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!**

RSVP by calling **415-507-1949** or email **JANICEB@ZEROBREASTCANCER.ORG**.

## DIPSEA Hike for zero breast cancer

### Dipsea Hike

September 7, 2013  
Old Mill Park, Mill Valley

Get out and get physical with Zero Breast Cancer's annual Dipsea Hike! This 6 mile non-competitive, all-ages trail loop is a great way to spend time with friends or to make new ones – experience breathtaking Mount Tamalpais views, the legendary Dipsea steps and enjoy food, live music and prizes with family and friends.

This event raises awareness that regular physical activity reduces the risk of breast cancer, while also raising funds for Zero Breast Cancer's prevention-focused research efforts to learn why Marin and Bay Area women have higher rates of Breast Cancer.



Members of Team Schultz at the 2012 Dipsea Hike for Zero Breast Cancer

Hike or run as an individual or create a team and fundraise for a chance to win additional prizes!



The Dipsea Hike

For more info, please visit:

**DIPSEA.ZEROBREASTCANCER.ORG**

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### Ways You Can Support Zero Breast Cancer

► **MAKING A CONTRIBUTION.**

Please visit our website at:  
**ZEROBREASTCANCER.ORG**

► **WORKPLACE GIVING.**

If your employer has a workplace giving campaign, you can designate Zero Breast Cancer as the recipient of your payroll deductions. Please include the following information on your form:  
ZERO BREAST CANCER  
4340 Redwood Highway,  
Suite C400  
San Rafael, CA 94903  
Nonprofit tax ID:  
#68-0386016

► **MATCHING GIFTS.**

Check to see if your company has a Matching Gift Program. Many companies will donate a percentage or even double the amount of your gift.



**We would like to send a special thank you to**



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## upcoming events

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### Thursday, May 9, 2013

#### Honor Thy Healer

6:00 pm – 9:00 pm

Mill Valley Community Center

Tickets \$135 per person

To register, visit

[www.zerobreastcancer.org](http://www.zerobreastcancer.org)

Contact Marissa at (415) 507-1949 ext 105

### Sunday, August 17, 2013

#### Racing for Research

Simraceway Performance Karting Center

9:00 am – 3:00 pm

Sonoma Raceway

Tickets \$300 per person

To register, contact

Janice at (415) 507-1949 ext 101

### Friday & Saturday, May 17 – 18, 2013

*California Breast Cancer Research*

*Program Symposium*

Keynote Addresses by Dr. Susan Love &

Dr. Dennis Slamon

Hilton Orange County/Costa Mesa, Costa Mesa, CA

Register by April 26th at

[www.cbcrp.com/symposium](http://www.cbcrp.com/symposium)

### Saturday, September 7, 2013

#### Dipsea Hike for Zero Breast Cancer

8:00 am Registration; 9:00 am Kickoff

Old Mill Park, Mill Valley

Registration \$35 for adults;

\$20 for students & kids under 10 are free

For more information, visit

[www.dipsea.zerobreastcancer.org](http://www.dipsea.zerobreastcancer.org)

(415) 507-1949

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