Welcome to the Webinar!

Our Environment and Breast Cancer: Working for a Healthier Future
Webinar Housekeeping

• Live transcript (captioning)
• Q & A function
• Chat is view only
• Recording link will be emailed
Who is here today?
Our Environment and Breast Cancer: Working for a Healthier Future

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Program Director

October 21, 2021
The Land We Are On
Zero Breast Cancer
Health Equity

Justice: Remove the fences in the system
Breast Cancer Risk Factors

<table>
<thead>
<tr>
<th>Things we can’t control</th>
<th>Things we can change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Genes</td>
<td>Diet</td>
</tr>
<tr>
<td>Family history</td>
<td>Physical activity</td>
</tr>
<tr>
<td>Being female</td>
<td>Avoiding alcohol</td>
</tr>
<tr>
<td>Aging</td>
<td>Avoiding tobacco</td>
</tr>
<tr>
<td>Grand/parents’ chemical exposure</td>
<td>Sleep / Light at night</td>
</tr>
</tbody>
</table>

Social & built environments

Our toxic chemical exposures
Health Inequity & Environment

Individual Actions

System Change
Chemicals Can Cause Cancer

Silent Spring

- EPA *in vitro* test data (EHP, July 2021)
- 296 chemicals increase hormones
- 29 affect mammary gland
  - pesticides
  - consumer product ingredients
  - food additives
  - drinking water contaminants

From Rizzo 2014
CHDS & Generations Study

Women giving birth in 1950s-60s
• DDT (pesticide) exposure & breast cancer

Girls whose grandmothers were exposed to DDT
• More obesity
• Earlier first menstrual periods

3 Generations exposed in pregnancy (Adapted from Perera F, Herbstman J, 2011)
Generations Study - Advisors
Protecting yourself protects future generations.

Pesticides can be harmful. Choose organic whenever possible, especially for fruits and vegetables with more or less pesticides.

Microwave safe doesn’t mean safe for you. Avoid harmful chemicals by microwaving in glass or ceramic, not plastic.

Shampoo, deodorant, cosmetics, etc. can contain harmful chemicals. Use an app to choose safer products.

Use a stainless steel or glass bottle. Drinking from plastic, even BPA-free, exposes you to harmful chemicals.

Dust and dirt have harmful chemicals that get into our bodies. Wash hands often, especially before eating.

Ask for an eReceipt. Touching receipts can expose you to harmful chemicals.
Generations Campaign - Evaluation

- 93% trusted information
- 80% poster makes more likely to choose organic
- 93% found poster messages clear
- 60% do and 34% may want to learn more (QR code or weblink)
- 72% felt information for them
Generations Campaign - LIVE

Online now!
zbclink.org/gen

Seeking funding to post:
• Buses, trains, stations
• Medical offices
• Schools
Today’s Speakers

Nsedu Obot Witherspoon, MPH

Deysi Flores
What we can do!

• Read & sign CFE Joint Statement
• Check out environmental issues in your area
• Work with environmental or cancer org on policy
• Use Detox Me app (Silent Spring)
• Vote with your dollars
  • Think Dirty and Healthy Living apps
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ZIP Codes & Breast Cancer
Culture in Breast Cancer

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