

An Introduction to Using This Guide

This guide offers information and interactive material that will increase your awareness of environmental risks in relation to breast cancer and give you great ideas for communicating this information to others.

The guide is divided into four sections:

- **Take Care** covers the actions you can take to minimize your personal risks of exposure to harmful environmental toxins. Areas for improving awareness include nutrition and maintenance, body vulnerabilities at varying stages of a woman's life, product toxins and finally, specific toxins in the areas we live. We have also included resources from leading organizations such as the Center for Disease Control whose efforts have pinpointed key areas for environmental concern as well as access to online guided search resources to help you explore prevention issues.
- **Take Action** addresses the things you can do, as an individual or in a group, to take public action in the effort to prevent breast cancer --such actions as voicing concerns to legislators, exercising local leadership (for programs and efforts that can influence policy), and getting the word out by emailing brochures and action cards.
- **Tools for Educators, Presenters, and Supporters** includes strategies for communicating about safety in health products, specifically safe cosmetics.

This section also focuses on Teachers' Guides that will optimize the use of the DVD content for both high school and college audiences, Lunafest Event Hosting, where you can organize a group and show "Climb Against the Odds" or the "Why We Climb" feature at a venue of your choice!) and useful ideas that will help you organize and promote educational events. You will feel great about your efforts toward the now global breast cancer prevention movement.

- **Timelines: How Far We've Come** gives a nod to those who have shown true leadership in addressing breast cancer concerns in the past as well as more recent efforts of those who are leaders within the breast cancer prevention movement.

We hope you will get a lot out of the guide and will contact us if you have additional ideas for getting the word out. We're excited you are joining us in our challenge to eliminate the preventable causes of breast cancer.

Take Care

Becoming helpful to someone else begins with keeping yourself safe. Get to know the safe practices that make a difference in breast cancer prevention, for yourself and for your children, and [why prevention is so important now](#).

The resources run the gamut; from media on understanding harmful chemicals in the environment, to recommended nutrition and exercise information to understanding the female body and its vulnerabilities at different stages in life,

Get the facts: Key Reports and Information on Environmental Concerns

[Research and promote the precautionary principle](#), a collaborative group whose primary purpose is to influence and catalyze protections for health and the environment decision-making. It achieves our protections through education and outreach, public mobilization, grassroots participation, and policy reform

[Download the new State of the Evidence Report](#) which demonstrates that a significant body of scientific evidence exists to link exposure to radiation and synthetic chemicals to an increased risk of breast cancer and review the [Center for Disease Control and Prevention's Issues Report \(pdf\)](#) on Chemicals in Americans. This report summarizes the levels of 148 different chemicals in the blood and urine. Their sample was 2,400 people, the largest study to date on the chemical "body burden" in humans.

Get to know the passage of bills, such as the [Senate Bill 1379 on biomonitoring in California](#), which helps scientists and community members better understand the effects of chemical exposures on human health, and current campaigns such as [the pledge led by manufacturers and the states to make safer health and beauty products](#). Both these efforts work towards eliminating the presence of toxic ingredients in the environment.

Body and Product Toxin Prevention

Understanding Your Body

Vassar College Environmental Risks and Breast Cancer (link to Quicktime

project addressing how the environment affects the human body at various life stages)

[Body Burden: The Pollutants in People](#)

Personal Biomonitoring

Understanding Products

[Chemical Safety: Practice Healthy Purchasing](#)[Radiation Safety](#)[Know What's in Your food](#)

[Use Caution with Plastics](#)

[Safe Cosmetics](#) (information reports, FAQs, and resources)

[Skin Deep, a news site about the safety of specific health and beauty products](#)

[Chlorine-free Products](#)

[Healthy Homes](#)

[Chemicals in Homes](#) (A click on a graphic reveals likely chemical loads in each room of a house and possible substitutions, Canadian website)

Toxic Nation Spring Cleaning Guide (non-toxin cleaning supplies)

[Green Home Store](#) (non-toxic products recommended for each room of the house)

Toxipedia (chemical names, what they have been used for and their toxicity)

Nutrition and Health for Breast Cancer Prevention

[The Cancer Project: Cancer Prevention and Survival](#)

[The Breast Health Project \(some on prevention\)](#)

[Know What's in Your Food](#)

[Fruits and Vegetables for Prevention](#)

[Reducing Calories, Vegetables and Biomarkers](#)

[Estrogen and Vegetables](#)

[Glycemic Index and Breast Cancer Risk](#)

[Breast cancer and Exercise](#)

[Small Steps to Promote Healthy Eating and Active Lifestyles](#)

[Annie Apple Seed Project on Nutrition](#)

[Food Watch](#) (Canadian website on pollution in foods)

[Dietary Carbohydrates and Breast Cancer Risk](#)

[Dairy Foods and Cancer Risk](#)

[Rethinking Soy](#)

[Red meat and Breast Cancer](#)

[No more tamoxifen](#)

Community Toxin Prevention

[State of the Evidence 2006 Report](#)

[Breast Cancer Fund Book List](#), including Sandra Steingraber, Rachel Carson, Marc Lappe

[CDC Report on Population Exposure to Chemicals Using Biomonitoring Now with Bill Moyers](#) (an in-depth transcript of a broadcast on environmental risks)

Trade Secrets, a Bill Moyers Report on Toxic Chemicals in our Environment

The Breast Cancer Fund on Environmental Biomonitoring and Prevention

Cornell Environmental Biomonitoring and Cancer Risk Resources

[CDC Report on Population Exposure to Chemicals Using Biomonitoring](#)

[Prevent Cancer Now newsletters](#) highlighting current news in cancer prevention (Canada)

[Scorecard, the Pollution Information Site](#) (At the site, enter your zip code to see how your community is handling area toxins)

[Endocrine Disruption through Environmental Contaminants](#)

[Deciding Whether and How to Document Chemicals in Your Community](#) (Commonweal)

[Community Biomonitoring](#)

[Taking It All In: a Report Documenting Chemical Pollution in Californians Through Biomonitoring](#)

Healthline: Guided search on Breast Cancer and Prevention

Healthline offers a guided search on healthcare in general, but also includes information on breast cancer and prevention. If you are interested in learning the latest research and recommendations, put in “Breast Cancer Prevention” or “The Environment and Breast Cancer” in the search box and Healthline will deliver well-filtered results from its database of top medical schools and research facilities.

For more information and to use the guide, go to [Healthline \(www.healthline.com\)](http://www.healthline.com)

Take Action

As you can see from the motivations of those genuinely inspired--climbers as well as breast cancer supporters--the time has come to push back. No longer is it acceptable to stand by while increasing numbers of women and men get breast or other cancers, at increasingly younger ages. Or acceptable to pretend the risks in our environment are not playing a significant part in the increased incidence of breast cancer throughout the world.

Indeed, the voices from all those participating on or touched by the climbs have unified into a resolve to learn how to make a difference. If you are one of those people and hear the stories as the wake-up calls that they are, take advantage of the fact sheets, tips, guides, resources and links that comprise this toolkit, and begin to help make --one meaningful step at a time-- our world breast cancer-free.

Get Involved in Legislative Advocacy

Find out who to contact in your area to help pass a bill or affect legislation.

[Locate Your Congressman.](#)

Learn about the Breast Cancer Fund's legislative advocacy efforts to prevent breast cancer. Explore their **[toolkit for promoting bio-monitoring, safe cosmetics, and radiation elimination efforts.](#)**

Get to **[know the Breast Cancer Fund](#)** and how they actively engage in identifying and eliminating harmful exposures to the environment

Exercise Local Leadership in the Effort to Prevent Breast Cancer

[Participate in the Strong Voices Leadership program](#), a great opportunity to speak out in your own community about breast cancer and prevention while being supported along the way.

[Use Your Voice to Influence Policy through Individual Efforts](#)

[Meet with elected officials.](#) It's an effective way to seek policy change and learning about the process.

[Donate](#) to one of the Breast Cancer Fund's many vehicles to eliminate breast cancer.

[Get Involved in the Safe Cosmetics Campaign](#)

Email Brochures and Action Cards to Your Friends To Promote Awareness Here (and in the Take Care section) are some highly informative e-brochures and information sheets on preventable causes of breast cancer. One click of a button will help spread the word. Your friends will appreciate your thought about their protection too.

[Unmasked: 12 Ugly Truths Behind the Myth of Cosmetic Safety](#)

Tools for Supporters, Educators and Presenters

Often, as concerned citizens intent on garnering interest and spreading the word, all we need are a few useful tools in the form of presentation guidelines, tips of leading an informative get together or handouts that interested people can take away for themselves. The following resources can be used in a range of venues: from informal gatherings in the home to talks to the local community to film hosting to professional teaching in high schools and universities.

If you would like to discuss a presentation idea with a member of our staff, or if you have any additional resources that would be helpful in the effort to promote understanding about breast cancer prevention, please let us know. The person to contact is: ???

Safe Cosmetics Presentation Guides and Handouts

[Safe Cosmetics Talking Points](#)

[Safety Tip Card](#)

[Posters to Introduce Your Presentation](#)

[Great Ads Promoting Cosmetic Safety](#)

[Campaign for Safe Cosmetics Fact Sheet](#)

[Healthy Cosmetics House Party Tips](#)

Teacher Guides for a Course or Seminar for High School and College Students

[Climb Against the Odds for High School Educators.pdf](#)

[Climb Against the Odds for College Educators.pdf](#)

Lunafest Hosting

[What is a Lunafest?](#)

[Hosting Events in General](#)

[Hosting a Lunafest Event](#)

[Products for Sale to Support Your Educational Event](#)

Organizing and Promoting Your Own Event

[A General Approach](#)

[Products for Sale to Support Your Educational Event](#)

Timelines: How Far We've Come

We each open up spaces for those that follow us.

Sandra Steingraber, Scientist and Environmental Health Activist

Acknowledging Breast Cancer Advocacy

It is often not well understood how much those who advocate for change accomplish over time through their efforts. Only in looking back can we see the amazing forward movement that is often the result.

Early advocacy first centered on detection. In the 1930's, the American Society for the Control of Cancer (later known as the American Cancer society) formed the women's field army and delivered the first early detection message through leafletting, lectures and exhibitions. The strategy originated from the intervention of powerful male physicians. In the 1940's, the first study was undertaken that identified breast cancer risk as one in twenty women getting the disease.

In the 1960's, the emphasis broadened. Rachel Carson, the first woman author to write about the connection between environmental toxins (pesticides) and our health is herself diagnosed with breast cancer, causing her death four years later. And in the 1970's, along with the idea of women's right to choose, several famous women, Shirley Temple Black (1973), Betty Ford (1974) and Happy Rockefeller (1975) broke with tradition and publicly talked about their breast cancer diagnoses. The effect was to bring breast cancer out of secrecy and into the public domain. The need for treatment options and the impact of losing a breast could now be discussed openly in the media as well.

And in the 1980's, many books emerged to encourage the formation of support groups and resource centers, which, in turn, initiated organized strategies for challenging federal research agendas.

The Breast Cancer Prevention Movement

In the 90's, we entered a new era in breast cancer advocacy, the beginnings of a nationwide effort to look at the connections between the environment

and breast cancer. The breast cancer prevention movement highlights these current accomplishments and puts public attention now on identifying the preventable causes of breast cancer.

And the accomplishments are significant. For an overview of how far we've come, check out our [Breast Cancer Prevention timeline.pdf](#).