



From the Executive Director: Building on the Success of Think Before You Pink®

By Karuna Jaggur, Executive Director



It's been an exciting and powerful few months. So much has happened since our last newsletter. Since you received the last *Source*, we launched our new five year strategic plan; we published our much anticipated brochure "*Should I Get a Mammogram? Understanding the Harms and Benefits of Routine Breast Cancer Screening*"; we hosted our 4th Annual Food for Thought event; and we just concluded our most wide-reaching Think Before You Pink® campaign yet. And on top of that, in September we moved to a new office space. It's been a productive and busy few months. Thanks for all you've done to make it happen.

You can read about all of this, and more, in the current issue, which is full of great information. And, as always, I encourage you to join us on Facebook and Twitter for real-time updates on our work.

Many of you were part of this year's Think Before You Pink campaign—you shared our information with your community, you sent letters to offending pink ribbon companies, you signed our petition asking Susan G. Komen to break ties with the fracking industry, and you joined us at an educational or direct action event across the country.

Since the beginning of our Think Before You Pink campaign in 2002, BCAction has called for more transparency and accountability in breast cancer fundraising and marketing. Over the years, we've launched more than a dozen campaigns targeting different corporations and non-profits for using the pink ribbons to exploit people's goodwill in the name of breast cancer. This year, the first October of our new strategic plan, we launched a sweeping critique of pink ribbon culture and marketing during what we have long called "Breast Cancer Industry Month." We called out the harms of many pink ribbon promotions by pointing out how pink ribbon culture and marketing isn't just missing the mark—it's actively harming women's well-being in key ways.

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From the very beginning, pink ribbons were invented by corporations to sell products and generate customer loyalty. To sell products, companies need to sell us a story. They drive up fear and then



offer false promises to give consumers a sense of urgency and hope—"this terrible problem can be solved if only we buy some pretty pink trinkets" they tell us. They sanitize the uncomfortable realities and unacceptable injustices of the disease to make breast cancer palatable—and thus profitable. They degrade women through sexualized, cute, and titillating marketing under the guise of "doing good." And they expose us to toxic chemicals in the name of "finding a cure".

Time and again we see that pink ribbon campaigns harm women's health and well-being through empty awareness, misinformation, corporate profiteering, pinkwashing, degrading of women, and a "tyranny of cheerfulness" that hides the lived realities and the social injustices of breast cancer.

Those of you who have been with us for a number of years know just how far we've come since we first launched Think Before You Pink. Even as recently as a few years ago, I was routinely asked, "isn't any money for breast cancer good?" Now we have the Better Business Bureau promoting our critical questions and *Consumer Reports* magazine announcing in this October's issue that "the message of 'think before you pink' has gotten out." Pinkwashing is now a household word. For a full recap of highlights of this year's Think Before You Pink campaign, check out the article in this issue of the newsletter.

Whether you are one of 10,000 new members who joined BCAction during October or one of the 50,000 members who have been standing with us for years, THANK YOU for making our work possible. Together we are standing up to pinkwashing corporate giants and their non-profit partners and changing the status quo of breast cancer. Together we are working to achieve health justice for all women at risk of and living with breast cancer. We could not do this work without you and I am deeply grateful for all the ways you join us and support our work. Thank you for being part of our powerful grassroots movement.

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“Should I Get a Mammogram?” Understanding the Harms and Benefits of Routine Breast Cancer Screening

By Sahru Keiser, MPH, Education and Mobilization Coordinator

Are you confused by all the information and ongoing “debates” about mammography screening for breast cancer? You’re not alone. As a woman and a trained public health worker, I’m very aware that understanding the harms and benefits of routine breast cancer screening can be overwhelming.



So with this in mind, and in response to ongoing emails, phone calls and questions from so many of you about mammography, we’ve developed a new brochure. It’s designed to provide information about breast cancer screening for women of “average risk” who don’t have a family history of breast cancer, have not been diagnosed with breast cancer, and have no other known risk factors.

[Read and share our brochure: “Should I Get a Mammogram? Understanding the Harms and Benefits of Routine Breast Cancer Screening” at http://bcaction.org/resources/breast-cancer-action-toolkits/](http://bcaction.org/resources/breast-cancer-action-toolkits/)

As the watchdog of the breast cancer movement, we’ve been paying close attention to the issue of mammography screening for years, and we’ve been carefully reviewing all the research along the way.

This brochure can be of service to you in your thinking about whether or not you should get a mammogram. Because of our strict corporate contributions policy you can be assured that when we review the evidence about mammography, we do it from an unbiased, patient-centered perspective.



I sincerely hope this brochure will help you more fully understand the harms and benefits of mammography screening so that you can make the decisions that are right for you, based on the evidence and your own values and priorities.

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Here's what people have been saying about the brochure:

"[This resource] is unusually honest and transparent. Congratulations!"

-Gerd Gigerenzer, Director of the Harding Center for Risk Literacy, Berlin, Germany

"An amazing toolkit that walks you through the evidence"

- Amanda Kelly, web producer, *Global News*

"[I've been] following this for years, & [this is the] best overview I've seen."

-Lori Anders, BCAction member

"Thank you for having the faith and forthrightness to come out this boldly and be unafraid on this topic. I am so happy to have an organization like yours to lean on, for unbiased information for myself and to share with my daughter and friends. Keep up the good work!"

-BCAction member

Top 5 Highlights from Think Before You Pink® 2014

By Karuna Jaggard, Executive Director

Together, over the years, we've changed the landscape of pink ribbon marketing. Pinkwashing is now a household word. People understand that you always have to "follow the money" in pink ribbon marketing. We've exposed the hypocrisy in pink ribbon fundraising and achieved some momentous wins against corporations. Even *Consumer Reports* magazine said this October that "the message of 'think before you pink' has gotten out." And this year's Think Before You Pink campaign generated the largest grassroots opposition to pinkwashing ever. Together, we are turning the tide and we couldn't have done it without you. In four short weeks, here's a glimpse of the impact we've made:

1. This October, we took Think Before You Pink a step further and targeted some of the most outrageous pink ribbon promotions that exemplify everything that's wrong with pink ribbon culture. We called out the empty awareness, the misinformation, the profiteering, the pinkwashing, the degrading of women, and the "tyranny of cheerfulness" that hides the social injustices and harsh realities of this disease. - Our Think Before You Pink campaign, [Stop the Distraction](#),



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exploded like a firestorm. Within days of the launch over 1,500 people contacted six corporations and organizations that exemplify how pink ribbon culture and marketing distract from meaningful progress on breast cancer.

2. Our graphic calling out the NFL's misleading "Crucial Catch: early detection saves lives" campaign reached over 200,000 people on social media and generated conversations all over the mainstream media on the limitations of annual screening and early detection. We also wrote an [op-ed about this issue that was published in *The Guardian*](#).



3. When [global fracking corporation Baker Hughes](#) created 1,000 pink drill bits "for the cure" and donated \$100,000 to breast cancer charity Susan G. Komen, we declared their campaign one of the most egregious examples of pinkwashing we've ever seen. Fracking is a toxic process – at least 25% of the more than 700 chemicals used in fracking are linked to cancer. With this pinkwashing tryst, Komen is complicit in a practice that endangers women's health. This is unacceptable and in just 14 days, over 168,700 outraged people signed petitions demanding Susan G. Komen break ties with the fracking industry and take a stand against this [toxic](#) process. Thanks to our national and local partners at [EcoWatch](#), [Oil Change International](#), [Food & Water Watch](#), [CREDO Action](#), [Friends of the Harmed](#) and [New Voices Pittsburgh](#) this really was a groundswell of grassroots activism. And don't miss our [op-ed in *The Washington Post*](#) about the pink drill bits.

4. We delivered your petition signatures directly to Susan G. Komen and organized a rally outside the Pittsburgh Steelers football game where Komen was scheduled to accept Baker Hughes' \$100,000 check. Komen heard our objections, and in response to public pressure, [scrapped a public check presentation](#) in favor of a private exchange.



5. All October long, the national media lit up with stories about our Think Before You Pink campaign: from *NBC News* to *NPR* to the *Pittsburgh Tribune-Review* to *Mother Jones* to *Feministing* and [more](#). Together we are changing the national conversation about breast cancer.

This October, our outrage and our work together created the largest grassroots opposition to pinkwashing ever. During a month when all too often the distraction of pink stops the world

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from focusing on the important issues in breast cancer, this year our collective action and the increased media attention shone a spotlight on the specific ways pink ribbon campaigns misinform, distract, demean, exploit, and harm women. And by calling out Komen's fracking partnership, we made absolutely clear where this giant breast cancer charity stands when it comes to protecting women's health and widely publicized the health harms of fracking. Thank you so much - none of this is possible without your support.

Drilling Down Deep - Pink Ribbons, Fracking, and Silencing Women's Voices

A check-up from the Stage 4 Breast Cancer Community

By Marie Garlock. Marie is a BCAction Community Leader for Change, cancer cultures researcher and PhD student at UNC Chapel Hill. You can contact her at marie@itisinyou.org.



Maybe we've finally found the limit to "everything's pretty in pink!" I'm a young woman who lost my mother and best friend to stage 4 breast cancer last year. Dozens of my mentors and colleagues face cancer daily, and many have died from the disease or its treatments. I inherit from them the will to create a fracking-free, pro-health economy. The people I know and work with who face stage 4 cancers are passionate leaders for political and social norms that stop rather than cause cancer.

This year, as we passed National Metastatic Breast Cancer Day (October 13), all I could think about were the hilarious jokes my mom Barbara used to make about "Pink" breast cancer campaigns that so often miss the mark of what's important to women facing life-threatening cancer. She taught me that when you see something as [ludicrous as pink gas drill bits "for the cure"](#), you have to laugh so you don't cry. She might have had a few choice words for the Komen-Baker Hughes partnership that claims to represent the concerns of families "touched" by breast cancer — "Those Mother-Frackers!" She might have written to her friends and colleagues: "This October, let's not let good intentions send us to 'hell in a handbasket' ... (or to heaven in a 'Frack casket'), ok?"



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Making the Links between Breast Cancer Advocacy and Fracking

Breast cancer is not just a personal health crisis — it's a public health crisis that directly intersects with other political issues. In North Carolina, amidst threats to our state's health and future, a powerful people's coalition has instituted something called "Moral Mondays." In the last two years we've had mass weekly public rallies, a Moral March of nearly 80,000 people, and more than 1,100 arrests in government buildings, which often centered on two things important to breast cancer advocates and Breast Cancer Action: the danger fracking poses to our health, and the need for life-saving healthcare coverage. Our Governor, who publicly "recognizes" breast cancer, recently fast-tracked fracking, and simultaneously refused free federal Medicaid expansion for 500,000 residents — part of a nationwide pattern where people positioned for toxic poisoning are denied health access, in mass. These are related injustices breast cancer advocates cannot ignore.

At a recent Center for Environmental Health symposium I attended — a welcome event during October's pink distractions — national experts including medical professionals, environmental hazard researchers, community health monitors and grassroots watchdog leaders convened to share cutting-edge information and action plans to address the alarming human health impacts of fracking. Across the U.S., in states like PA, TX, WY and CO, the quantitative, qualitative, participant-action and mapping research shows us that fracking endangers public health in a number of ways; fracking chemicals are linked to hormone disruption, neurological and respiratory dangers, to cancers, and more specifically, to breast cancer.



1. Fracking toxifies our water bodies and human bodies.

To fight breast and other cancers, we need environments free of hormone-disrupting chemicals. Frackers do not honor so-called "cancer warriors" by creating *more* toxic exposures that put people at risk for cancer. And it's even more insulting to actually expose people to cancer under the facade of "ending it forever". As people who face cancer know well, it's confusing and difficult to deal with toxicity in our bodies — indeed, exposure to toxic chemicals as a part of

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chemotherapy treatment regimens is the conundrum of modern cancer care. Chemo “hurts to help”, and even the tiniest amounts of toxic chemicals can add up to have a huge impact on long-term health and everyday life functioning (a problem amplified for people with stage 4).

Everywhere fracking happens, toxic, hormone-disrupting chemicals are used. Thanks to legal loopholes fracking companies negotiate with local governments — “incentives” for “bringing jobs” — carcinogenic fracking chemicals are used outside reasonable regulatory oversight, and kept in wells that pollute surface water and underground aquifers. As one NC cancer caregiver puts it: “All you need to know is [that] the companies won’t tell you what’s in the chemicals. I’m sorry, that’s not intellectual property — that’s information that affects our health.” According to the Southwest Pennsylvania Environmental Health Project, many residents report even their dogs won’t drink water from residential wells contaminated by fracking fluids.



According to Dr. Susan Nagel, University of Missouri Obstetrics, Gynecology and Women’s Health Professor and Endocrine Society researcher, “We already know the dangers of the few chemicals about which the fracking industry releases information.” For example, both BPA and benzene, which are directly linked to breast cancer, impact human health at extremely low concentrations — at one part per billion, or one drop in an Olympic-sized swimming pool. A CEH Symposium panelist, Nagel said of hormone-disrupting chemicals: “It’s like putting the wrong key in the lock — it gets stuck. We know breast cancer always occurs in relation to the entire lifespan, heightened by larger hormone disruptions earlier on. ...We’ve measured greater endocrine-disrupting activity in surface water near fracking sites, and there are already [demonstrated] links to birth outcomes.”

2. Public health injustices are deepened by fracking in acute and systemic ways.

Women who face metastatic breast cancer are grossly underrepresented in public spheres and research — and people with such aggressive cancers are also more likely to be racial minorities and part of low-income families. Low-income residents and people of color are usually impacted first and worst by pollution sites like those created by fracking; they’re also more likely

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to fall in the well-identified U.S. “coverage gap” for quality healthcare. Reducing involuntary toxic exposure and ensuring quality healthcare for all — care that's dialogue-centered and based in relevant science — are two ways patient advocacy and health justice groups like Breast Cancer Action have rightly identified to systematically reduce breast cancer's spread and the numbers of women diagnosed.

Due to NDA's (non-disclosure agreements) and “gag rules” put in place by fracking companies in many states, people's health complaints are silenced, treated in isolation, or suppressed from public knowledge. At the same time, physicians and nurses across the country are alarmed by wider public health effects of fracking on their communities.

As Dr. Pouné Saberi, a University of Pennsylvania Clinical Practice Professor and Physicians for Social Responsibility leader explains: “The fundamental challenge in health policy around fracking is the inability to protect the vulnerable.” At the CEH Symposium, Dr. Saberi described treating uninsured patients with toxic exposures from fracking (including possible lead poisoning), and noted many health professionals' frustrating realities in fracked communities. Fracking companies impose gag rules on exposed residents, and implement confidentiality agreements which block local medical professionals' ability to share their findings with other physicians — a process severely limiting both exposure data and the quality of healthcare delivery. In Pennsylvania, the Department of Health has been cited for throwing out residents' fracking-related health complaints, presumably due to industry pressures to destroy records.

3. We need clean air to breathe, and a voice to speak. Fracking threatens them both.

As many fracking evaporation waste pits are currently designed, cloudy days mean toxic chemicals spread out into the air supply of surrounding towns and cities. Acute and long-term respiratory and neurological disorders, nosebleeds, headaches, and fainting are common among residents in fracking regions. Nationwide research reveals fracked towns contend with constant 18-wheeler traffic and diesel exposure (a known carcinogen), noise pollution, and alarming increases in crime, sexual assault, and human trafficking resulting from out-of-town workers' “man camps.”

Dr. Lenore Resick, a Duquesne University Clinical Professor of Nursing, interviews mid-Appalachian women in Pennsylvania impacted by fracking; she says they report feelings of constant stress and powerlessness. “They say, ‘You just feel power pressing down on you.’ Because if their husband's working in the gas fields, their neighbors signed gag orders, and

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their air or water is toxic, who will want to hear what they have to say? They're telling me, 'You've gotta listen to us, you've gotta get our story out there.' We must understand the meaning of health in the context of environment," said Resick.

For most people I know who've faced breast cancer, especially the life-threatening kind, breath and voice are of utmost importance. For people who are sick—including my colleagues and family who developed shortness of breath due to cancer or treatment side effects—oxygen is all the more precious a resource when scarce. It cycles to support the voices of people with stage 4 cancers who want to put a stop to cancer "where it starts"; rather than simply detecting it they want to reduce what feeds cancer before and after diagnosis. To "frack for an end to breast cancer" is quite a low blow to the people we love who've faced it.

A change in awareness

What if breast cancer "awareness" campaigning meant linking health and environmental justice in our minds? That message may not be so easily painted on the tip of a pink fracking drill bit.

If my mom were here, I imagine she'd write to her hundreds of blog followers about how these poisonous pink drill bits call on both her eye-trembling irritation and her belief that a higher good is possible. Because, after all—she'd say in all her playfulness of spirit and contagious sense of ethical commitment—wrongdoers both solicit our prayers and call us to rally, at the polls and in the streets. She was always clear in her hope to "be of service to others" rather than be represented as an "individual warrior" facing cancer. She might post a picture of her sign from "Frack-Free NC" rallies we attended last year, reading "Please Don't Kill My Family: Cancer SUCKS!", the word "family" surrounded by hand-drawn hearts. Barbara would probably invoke the names of her many friends who've passed away from breast cancer, whom it mightily dishonors to push fracking through a pink ribbon "PR" pipeline.



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But because my mom passed away from breast cancer last year, it's me who's offering the invitation: Don't "Fracking" Pink for her, for me, or for anyone you know who faces cancer or loves someone who does, or did. Instead:

- Support officials and organizations who protect your and your children's rights to toxicity-free, cancer-free lives now and in the future.
- Get rid of leaders — whomever they may be —willing to sell your health to companies that explode our ground for easy cash, and who force gas-dependence.
- Call for research into environmental links between toxins and cancers, especially breast cancer (top charities often give very little to environmental research, even though the U.S. President's Cancer Panel Report says at least half of cancers are environmentally linked).
- Call for lasting action that protects our rights to quality healthcare for all, to non-toxic air, and to drinking water that leaves our hormonal systems intact.

Perhaps that's what we need for "Breast Cancer Awareness" month, and all year long — a renewed practice in ethics and less "mother-frackin'" tricks. The loving, clear call from so many who've faced cancer to "Use Your Powers for Good, not Greed." A move beyond awareness to education, organizing, and action that honors our loved ones who have faced breast and other cancers by making sure countless others won't have to do the same.

Free Webinar: "Please, Stop Staring At My Breasts!" The Sexualization of Breast Cancer

By Sahru Keiser, MPH, Education and Mobilization Coordinator

So often we see breast cancer campaigns titled "Save the Ta-Ta's", "I Heart Boobies" or "Save Second Base." Why do so many breast cancer campaigns sexualize women, and what impact does this have on women at risk of and living with breast cancer?

We'll explore these questions and more in our upcoming free webinar. Register at one of the times below that works for you at <http://bcaction.org/resources/webinars/>:

Wednesday, December 10th, 2014 10am PST/1pm EST OR Thursday, December 11th, 2014 3pm PST/6pm EST

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“Sexy” breast cancer campaigns focus on preserving women’s breasts instead of saving the lives of actual women. They objectify women, making breast cancer awareness all about one (highly sexualized) body part instead of women’s complex and diverse experiences with breast cancer.

Are you tired of these sex appeal campaigns reducing a woman’s value to her body parts? Are you interested in hearing the real life experiences of women dealing with their own sexuality and body image issues after breast cancer? Join us on our next webinar to understand how these campaigns impact women and hear the real stories of women on the subject of cancer, sex and intimacy.



Join Breast Cancer Action and our wonderful guest speakers for an open and honest discussion about this topic:

Lori Baralt, Assistant Professor Department of Women’s, Gender & Sexuality Studies at California State University, Long Beach and BCAction board member

AnneMarie Ciccarella, BCAction member, patient advocate and blogger at CHEMOBRAIN...In the Fog

Can’t make these times? No worries; register for either time, and after the webinar is complete we’ll send you a link to the recording so you can tune in whenever is convenient for you.

I look forward to “seeing” you at our next webinar.

Welcome to Our New Board Members

Our all-volunteer Board of Directors is a remarkable group of people who set the vision for BCAction and lead the organization by determining organizational policy, assuring the organization’s financial security, and representing BCAction’s views to the world at large. In September 2014, we welcomed two new members to our Board of Directors – Susan Wood and Laura Hamasaka. We’re featuring Susan in this issue; stay tuned for Laura’s introduction in our next issue. For information about joining our Board of Directors, visit <http://bcaction.org/about/board-of-directors/>.

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Susan Wood

I have been working in women's health for many years and have known and admired BCAction's work for quite awhile. I am a faculty member at George Washington University, in the School of Public Health where I direct the Jacobs Institute on Women's Health. I have worked in government (as congressional staff, at the Office on Women's Health at the US Department of Health and Human Services, and as Assistant Commissioner for Women's Health at the FDA).



I love the fact that BCAction is committed to using the best scientific evidence available and is fearless as a champion. I think the Think Before You Pink® campaign is fantastic!

In my work with BCAction, I'm looking forward to helping identify real ways for primary prevention as well as treatments that have the greatest effectiveness, with the least amount of side effects. I'm also passionate about helping to communicate to women the real risks and benefits of the screening tools and treatments that are currently available, and advocating for better approaches.

Meet Some of Our Community Leaders for Change

Our Community Leaders for Change program continues to grow and we're honored to introduce you to several more activists who have joined. For more information about the Community Leaders for Change program or to become a Community Leader, please contact Sahru Keiser at 415-243-9301 x14 or skeiser@bcaction.org.

Jeanette Koncikowski, Buffalo, NY

My mother passed away from breast cancer in 2012. She had two different kinds of breast cancer over 12 years. My mom's youngest sister, who was my godmother, also died from it. My mom found a circle of support and gathered strength from the pink ribbon/survivor subculture. I, on the other hand, as a feminist, community health educator, and her daughter, who watched how breast cancer devastated her body and mind, did not. I was bothered that so few people in my locale seemed to question the associated cause



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marketing, the social inequities/disparities, and the sexualization of the disease. I was angry that two women who I loved deeply were taken from this Earth too soon. I wanted to DO something besides take a walk or buy a pink product. I happened upon a BCAction webinar about Think Before You Pink® and I felt like I had finally found my philosophical tribe.

I became a Community Leader for Change because I needed an outlet to turn my anger into action. I've also worked as a trainer on other women's public health issues during my career and I knew I had skills and experience to contribute. Becoming a Community Leader allows me to raise my voice and talk back to the cancer industry.

I absolutely believe that prevention is the cure. I have rid my house of off-gassing carpets, and PVCs, and Volatile Organic Compounds (VOC's). But I live in Buffalo, New York, which has one of the country's highest rates of cancer because of our "industrial heritage." There are 26 Superfund sites in my county and the one next door. We must create systemic changes to protect the next generation.

My goal is to create a tribe in Buffalo and Western New York that will mobilize to fight the polluters in our back yard; that will harness the power of social media to move offline into community and legislative action, and that will welcome with open arms anyone living with or affected by breast cancer who needs a safe space to drop their warrior shields, pink ribbons, and required optimistic outlooks.

To anyone considering getting involved: stop underestimating the power of your voice. Join us because we need you!

Linda Burnett, Boston, MA

I am the daughter of a woman who was diagnosed twice with breast cancer and eventually died from it. I have also had dozens of friends and acquaintance who have had breast cancer through the years. I have been outraged for decades about the bottom-drawer attention this disease gets from the medical establishment and the barbarity of the treatment options.



Many years ago, I heard [former BCAction executive director] Barbara Brenner speak somewhere in Cambridge, MA and was immediately intrigued by the mission of BCAction and its grassroots philosophy. Several years later, when I

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went to another breast cancer organization's annual conference in DC and learned that they get huge funding from the Avon Corporation, I turned away from these organizations.

So now I have decided to put my breast cancer dollars and energy into BCAction (and to a lesser degree, Silent Spring here in Newton) and wish I had more energy and skill to help expose the BS behind the breast cancer industry!

I was attracted to Community Leaders for Change because I thought that, rather than just going on a tirade when someone talks about the Avon or Komen or American Cancer Society walk, I might actually be able to focus my energy and share information with groups of interested people. As it turns out, I have been thrilled to participate and help with local events that BCAction has organized.

If someone were considering joining the Community Leaders for Change, I would tell them that it's a fabulous concept. If someone has connections in local healthcare or comes from/represents an underserved or vulnerable community, please join because many times these communities are hit the hardest by the impacts of breast cancer.

Marie Garlock, Chapel Hill, NC

I am a PhD student and health communication researcher, and a performer and ethnographer working with people facing metastatic cancers, including breast cancer. Currently, I'm a teaching fellow at UNC-Chapel Hill and an apprentice dancer with the African-American Dance Ensemble. Through my PhD research, I lead health communication and movement and story performance workshops in a method called "InterPlay" for patients, caregivers, and health providers facing stage IV cancers — people with uniquely powerful, under-heard perspectives on shifting cancer's status quo in the U.S. and internationally. I'm lucky to collaborate with North Carolina's Forward Together/Moral Mondays on links of health and environmental justice, and to honor people in my family and state whose lives were lost or for whom cancer worsened during a gap in health insurance coverage.



I learned about BCAction through my vibrant mom Barbara Garlock, a lifelong leader for health access, and a talented justice advocate who faced stage IV breast cancer pretty miraculously for almost 7 years, before passing on in 2013. I want the things that helped her — including patient advocacy, expansion beyond "pink" consumer-philanthropy, and anti-toxicity activism aligned
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with BCAction's priorities — to tangibly help other women and their families who face breast cancer now. Through BCAction's Community Leaders for Change I hope to link more people in the southern U.S. (and research colleagues globally) with the life-giving, game-changing resources BCAction offers in efforts to "stop cancer where it starts" for people of every race, gender, and income.

My personal philosophy about ending the breast cancer epidemic is inspired by my best friend and mom Barbara, who boldly lived this question everyday: "As people facing breast cancer, how do we expand our definition of health to include both health justice and healing? Healing includes our personal bodies, and our cultural, economic, and political bodies."

My goal as a Community Leader is to engage people in becoming "activated" within their own circumstances, to begin collectively redefining what breast cancer advocacy looks like. I'd tell other interested in Community Leaders for Change: let's do this together, with creativity and spunk ... come on board!

Thank You! 4th Annual "Action Speaks Louder Than Pink – Food for Thought"

Thank you to everyone who attended and supported our 4th annual *Action Speaks Louder Than Pink – Food for Thought* dinner on Tuesday, October 21st at the beautiful Terra Gallery in San Francisco. We had over 100 BCAction community members and supporters join us for an evening of culinary delight and a fantastic program. With your support, we raised nearly \$40,000!



Huge thanks to the talented and generous participating chefs – **Chef Eric Tucker** from *Millennium Restaurant*, **Chefs Susanne Stampke and Sascha Weiss** from *The Plant Café Organic*, **Chefs Jonathan Sutton and Tony Ferrari** from *Hillside Supper Club* and **Pastry Chef Katherine Toy** from *Flora* for donating your time, culinary skills and ingredients. Your courses and canapes were delicious, nutritious and beautiful. It's a joy to work with you all and

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thrilled to have you as a part of the BCAction community. And thanks to the food purveyors for your generous in-kind donations towards the meal.

Thank you so much to our generous event sponsors, in-kind silent auction donors, volunteers and event committee members – your support truly made the event a success. Many thanks to our reception entertainment, the musically talented, Diana Gameros. And last, but certainly not least, thank you to our gracious emcee, our Board Chair, Tracy Weitz and charming special guest, Vidita Chopra.

Special thank you to our event sponsors:

Richard Grosboll

Carl and Gay Grunfeld

JoAnn Loulan and Ronny Crawford

Lee Ann Slinkard and Maria Morris

Laurie Nardone

Ayelet Waldman and Michael Chabon

Ann and Larry Wheat

SmileyG 

plumblin
COACHING & CONSULTING, inc.

Food Purveyors (in-kind donation towards dinner)

Cooks Company Produce

Costella Seafood, Inc.

Devoto Gardens & Orchards

F.E.E.D. Sonoma distribution

Happy Boy Farms

Invitation and Graphic Design: Sheila Kitts

Event Planning Committee

Vidita Chopra, Julie Morgan, Tami Wallenstein



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Event Volunteers

Maron Demissie
Frankie Hernandez
Kristen Taylor
Qing York Williams

In-kind Donors

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Chronicle Books
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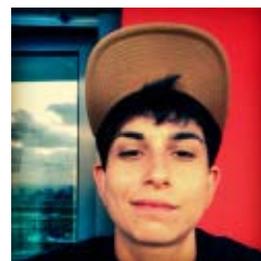
Highlights from "Don't Pink for Me" Campaign

Thank you to everyone who participated in Breast Cancer Action's inaugural "Don't Pink for Me" campaign this October and for sharing your personal stories. We were deeply moved by each of you who created your own fundraising page and told your friends and family "Don't Pink for Me." During the month of October, the campaign raised over \$7,500! View the campaign website and read other stories at <http://dontpinkforme.causevox.com>. Here are a few highlights from the campaign:



EJ Concors

When I lost my aunt to breast cancer three years ago, my life changed forever. I found out that I was BRCA-1 positive. My lifetime risk for breast cancer is upwards of 87%. This is why this matters.



The fact is, buying a pink-lemonade special edition 5 Hour Energy, changing your profile picture to a pink ribbon, or skipping a bra for a day to "save the ta-tas" ...none of that changes a thing. Awareness is over. The stronghold of these campaigns, "early detection saves lives," has been entirely debunked. NFL players are wearing pink gloves in front of millions of viewers each week on national TV, yet women are still dying at alarming rates. I think breast cancer is more visible than ever. We are all more than aware. We need action.

Breast Cancer Action is wonderful organization that looks at environmental links to cancer, advocates for research in a feminist-oriented way, and supports individuals with cancer.

Please consider skipping the Pinkwashed October awareness campaigns and help me take action by donating to BCAction.

Christie Allen

This year I have had enough. I was going to skip October. Many people who have faced or are facing breast cancer can tell you that the month of all things pink to "raise awareness" literally triggers PTSD-like symptoms



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for them. I am not exaggerating...it literally makes it hard to get out of bed or leave the house for some of us. The fact is, buying a can of soup that is pink or changing FB's color to raise awareness or skipping a bra for a day...none of that changes anything. Not a single thing. Awareness is over. We need action.

Breast Cancer Action is wonderful organization that looks at environmental links to cancer, advocates in a realistic way for research, and supports individuals with cancer in a tangible way. Please, if you want to honor those who passed and those who live with and those who are in the trenches...consider skipping the Pinkwashed Pinktober and help take action here. \$5 here or there adds up. Thanks for caring.

Special Thanks: Fall 2014

We could not do this work without the support of so many members and volunteers. A huge thank you to:

Our partners who helped plan and host the "How Fracking Impacts Public Health" with Dr. Sandra Steingraber, a forum about fracking's impact on public health in California: **Center for Environmental Health, Physicians for Social Responsibility, Americans Against Fracking, Californians Against Fracking, Alliance of Nurses for Healthy Environments, and the California Nurses Association.** And the wonderful panelists: **Dr. Sandra Steingraber, Dr. Robert Gould, MD, Seth Shonkoff, Ph.D., MPH, Lisa Hartmayer, Caroline Cox, Erin Carrera.**



Our partners who helped collect petition signatures about Susan G. Komen and Baker Hughes' pink drill bits "for the cure": **CREDO, Oil Change International, Food and Water Watch and EcoWatch**

Bridget Shields, Co-Founder of Friends of the Harmed, longtime anti-fracking activist, involved in passing Pittsburg's fracking ban for her participation and contribution to organizing the rally against Komen and Baker Hughes' pinkwashing

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Dana Dolney from Friends of the Harmed for her participation and contributions to the petition delivery to the Komen office in Pittsburgh as well as the Rally Against Pinkwashing in Pittsburgh AND schlepping Karuna all around and all the organizing and leadership she demonstrated

Lee Ziesche – coordinator of *Gasland*, for supporting the rally, getting tickets to the game and reporting out about check delivery and lots of social media support

Bekezela Mguni at New Voices Pittsburgh for support in planning and attending the Rally Against Pinkwashing in Pittsburgh

LaTasha D. Mayes, Executive Director at New Voices Pittsburgh for her participation in the petition delivery to the Susan G. Komen office in Pittsburgh

Susannah Champlin for volunteering for 2014's Think Before You Pink campaign

Corporate Accountability International for recognizing BCAction's work on CAI's Corporate Hall of Shame in October.

Sara Brandon for her ongoing assistance in the office

Franchesca Hernandez for all of her assistance at our Food for Thought event, as well as her ongoing help in the office

Michael Kimbarow and **Franchesca Hernandez** for brightening up our office with beautiful flowers

LeeAnn Slinkard for the multiple gifts that have made our new office pleasant, comfortable, and more efficient

Mike Dennison for his expertise in the lab prior to our TB4UP campaign this year

Alan Kleinschmidt and the **San Francisco Choral Society** for complimentary tickets to their phenomenal performances for our Board, volunteers and staff

Sheila Kitts for all her hard work in helping us design a great new screening brochure with powerful infographics

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Marie Garlock for attending and representing BCAction at the Fracking & Health Symposium in DC and the Metastatic Breast Cancer Network's national conference in North Carolina

Donna Kaufman for facilitating a great discussion with the audience at the *Pink Ribbons, Inc.* screening at Frostburg State University, MD

Ruthann Rudel from Silent Spring Institute and Meg Schwarzman at the Center for Occupational and Environmental Health, University of California, Berkeley for their outstanding presentations on our June webinar, *Breast Cancer and the Environment: The Growing Evidence*

Anthony B. Miller of University of Toronto's Dalla Lana School of Public Health for his fantastic presentation on our May webinar, *Does Early Detection Save Lives?*

Beverly Canin and **Elana Silver** for their wisdom and feedback in developing the screening brochure, *Should I Get A Mammogram? Understanding the Harms and Benefits of Routine Breast Cancer Screening*

To all our members across the country who hosted screenings of *Pink Ribbons, Inc.* in their communities:

- Ellen Tattelman (Bronx, NY)
- Stephen Kobasa (New Haven, CT)
- Amber Gillespie (Austin, TX)
- Caitlin Ring (Seattle, WA)
- Bethany Zell (Caribou, ME)
- Bebe Benefiel (Houston, TX)
- Catharine Bomhold (Hattiesburg, MS)
- Heidi Bronz (Babylon, NY)
- Audrey Parents (Gilbert, AZ)
- Terri Downs (Indianapolis, IN)
- Martha Escudero (Los Angeles, CA)
- Nicole Deggins (New Orleans, LA)
- Suzie Ross (Ossining, NY)
- Greg Koziol (Brunswick, ME)
- Anisa Palmer (Orlando, FL)
- Hilary Smith (Los Angeles, CA)

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- Desiree Walker (New York, NY)
- Deborah Servetnick (Baltimore, MD)
- Julia Ehrhardt (Norman, OK)
- Jacki Dunne (Boise, ID)
- Erin Romero (Fairhope, AL)
- Bobbie Shay Lee (St. Petersburg, FL)
- Jim McGarry (Belmont, CA)
- Marie Garlock (Durham, NC)
- Monica Hunter-Hart (Oberlin, OH)
- Jennifer Hlusko (Burlington, Ontario)
- Karie Roberts (Bothell, WA)
- Shelley Williams (Tampa, FL)
- Lindsey O'Connor (Milwaukee, WI)
- Lisa Levine (New York, NY)
- Brianna Knoppow (Washington, DC)
- Julie Davids (New York, NY)
- Sandra Allegrini (Irvine, CA)
- Dr. Julie E. Hartman-Linck (Frostburg, MD)

BABB, Inc. Employees – Thank you, Sarah Hagen for selecting BCAction as the breast cancer organization your employees can choose to donate to during the Breast Cancer Industry Month this year. Your generosity is overwhelming and appreciated.

With all the pinkwashers out there, **we're honored to have the support of companies that are dedicated to ensuring their products are non-toxic and don't harm women's health.** Thank you so much for your generous support and dedication to health.

- **Suki** – For the month of October 2014, BCAction received 100% of the proceeds from suki's ultra-protect body balm.
- **O & N Collective** and **CV Skinlabs** – During the month of October 2014, BCAction received 10% of each sale of their Mind.Body.Spirit gift box.
- **I Love Female Orgasm** – On an ongoing basis, the authors of the book, Dorian Solot and Marshall Miller generously donate 10% of the book's royalties to BCAction.
- **Community Thrift** – This San Francisco secondhand store donates a percentage of the proceeds from sold merchandise that is designated by the donor to benefit BCAction.

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- **Bi-Rite Creamery** – During the month of October 2014, the Bi-Rite Creamery on Divisadero (in San Francisco) selected BCAction to be the recipient of their Scoop Counter donations.
- **Pink Horizons** – A Florida based skin care business promotes BCAction on their website and through all their education and marketing work for their campaign called “A Different Kind of Pink”. During the upcoming month(s) they will donate a portion of their proceeds of each purchase of their items of their face care line.
- **Natural Contours** –On an ongoing basis, Natural Contours donates 10% of the proceeds of the Petite Pink Ribbon (intimate massager) to BCAction.
- **Simple Bra** - During November 15th through December 15th BCAction will receive 25% of each bra purchase.
- **YBF Beauty** – During October 2014, 25% of the proceeds from their Pink line will be donated to BCAction.

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Donations in Honor and Memory: Fall 2014

Every day, Breast Cancer Action receives gifts honoring those who are living with or affected by breast cancer. We also receive contributions to honor the passionate advocates, volunteers, medical professionals and leaders of the breast cancer movement.

Many donations also memorialize those who have died of this disease. Each gift made in honor and memory will be used wisely by Breast Cancer Action to end the breast cancer epidemic.

DONATIONS IN HONOR

BCAction gratefully acknowledges donations made in honor of the following individuals between April 2, 2014 – November 13, 2014.

Abigail Arons
from Anonymous (2)
from Margot Meitner

Em Baraan
from Lena Chen
from Courtney Coquilla-Megino
from Gina Gonzales
from Rosemary Palomo

Julie Becker
from Priscilla Rosenwald

Raquel Bernaldo
from Lena Chen
from Courtney Coquilla-Megino
from Gina Gonzales
from Rosemary Palomo

Joyce Bichler
from Rosey and Stuart Rudnick
from Susan Tobachnik and Arnie Berman

Joan Biren
from Anonymous
from Letitia Gomez
from Sherilyn Thomas

Ingrid Boucher
from Karen Wisniewski and Robert Boucher

Sherrill Bounnell
from Michelle Rappaport

Rose Brown
from Linda Sue Johnson

Meaghan Calcari Campbell
from Gordon and Betty Moore Foundation
from Ignacio Estrada
from Reno Calcari

Constance Carpenter
from Shawna Nixon

Jeri Lynn Cohen
from Darl Packard

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Elaine Costello
from Peggy Schmidt and Joseph J.
Tabacco

Ginny Cruz
from Eileen Jackson

Holly Downing
from Jane Nielson and Howard Wilshire

Jean Ferguson
from Nancy Franklin

Judy Fjell
from Lenore Dale Ralston

Rosie Madrigal and Elena Fuentes-Affleck
from Trinidad Madrigal

Cathay Fulton Ericksen
from Shawna Nixon

Jeannie Gallagher
from Diane and George DeMartini

Jane Gambucci
from Anna & James Gambucci

Kathy Gelardi
from Shauna Goodman

Samantha and Natalie Gordon
from Joshua Gordon

Susan Greene
from Joseph DiMaria

Amy Greenwald
from Lisa Kramer

Larry Grigsby
from Ann Livengood

Judy Hamernick
from Kerri Hamernick

Penny Harris
from Joyce Bichler and Michael Kimbarow

Mary Harvey
from Shane McDonnell

Lani Horn
from Jeremy Hansuvadha

Peggy Huston
from Megan Huston

Jenner Imboden
from Sandy Strassberg

Karuna Jaggar
from Janna Cordeiro
from Seyedeh Maryam Javanmard
from Sarah Lightfoot

Maria Johnson
from Noah Harald

Sue Jones
from Sophia Yen

Emily Kaplan
from Barbara Bowers
from Angela Ellsworth

Tania Katan
from Angela Ellsworth

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Jesse Knoff
from Heather and Jesse Kapp

Maureen Latimer
from Lisa Sayers

Deborah Levine
from Gretchen Raffa

Carol Lindsay
from Anonymous

JoAnn Loulan
from Anonymous
from JoAnn Ogden and Janet Luce
from Diane Mosbacher and Nanette
Gartrell
from Vivek Ragavan
from Norman Schwartz
from Tamara Turner

Salima Major
from Sylvia and Daniel Harris

Lisa Marks
from Linda Marks and Rafael Lopez

Ivan Menchell
from Karen Sillas

Damaria Moore
from Betty and Clifford Nakamo

Sarah Moore
from Carolyn Wilson

Julie Morgan
from Kirstin and Dave Arnold
from Clare Cavanaugh
from Kelly and Phillip Clarke
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from Jason Coursey
from Aisling Harvey
from Shane Kinder
from Julie K. Lamb
from Heather Lind
from Akshobhya Mann
from Alexander McNees
from Ashley Reese
from Arielle Rittvo

Lori Morton
from Robert Morton

Andrew Murch
from Cynthia Murch

Mark and Trisha Okubo Tonkelow
from Leslie Salkowitz-Montoya

Peggy Orenstein
from Joan Bostian

Laura Padilla
from Joan Roof

Lara Plewka MacGregor
from Art Plewka

A Pomnichowski
from Jill C. Pomnichowski

Padmaja Menon Pottathill
from Madhuri Kirkham

Stacey Warner Price
from Mark Albright

Fang Qian
from Billy Cao

Faith Raider
from Barbara Raider

Julie Rodbarry
from Glenn Rodbarry

Pricilla Rosenwald
from Julie Becker and Joshua Berlin

Laura Scarpa
from Lisa Hartmayer

Kathleen Therese Schultz
from Catherine Hunter

Lucy Sherck
from Hannah and Don Sherak

Debi Sierra
from Frank Sierra

Anne Somsel
from Deborah Elkin
from Rachel Kobasa

Bridget Southerland
from Karen Clark

Gayle Sulik
from Gail Leidhecker

Nadia Tase
from Sheila Newton

Mr. & Mrs. Mark Tonkelowitz
from Catherine Pantsios

Lori Wallace
from Janet Hayes

Chang Wen
from Gary Smith

Joanne Yeaton
from Amanda Yeaton-Massey

Cerde Zapperoni
from Lochlann Jain

BAYS and Ceide & friends
from Emily Kaplan

BCA Staff
from Sierra Harris

my mom
from Vicki Richards

all of us, here and gone
from Hilary Greene

my niece
MarthaSaltzman

Jesse & Tamar
from Leah Staub

Self
from Christine Wick

Too many friends and myself
from Jessea Greenman and Darlene
Ceremello

Tracy, Alexandra and Sumita
from Julie Garren

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Judee King
from Mary K. Harms

Aruni Abeyaratne
from Shalini Abeyaratne

Shelley Adams
from Elizabeth and Dennis Kucinich

Carol Adler
from Harriet Stein

Reem Alanbari
from Sara Almalla

Bonnie Albron
from Amy Gordon

Terry Allerhand
from Laurie Wolfe Allerhand

Joyce Ambrosini
from Margaret G. Langston

Phyllis Anderson
from Laura Padilla

Pat Anesi
from Lauri E. Fried-Lee

Daniel Arons
from Samantha Gottlieb

Linda Baralt
from Evelyn Hernandez

Judi Bari
from Wendy Tanowitz

Pearl Barnett
from Jeffrey Engel
from Barbara Gauthier
from Julie Gordon and Richard Eisner
from Richard Gordon
from Stephen Lecover
from Allan Tobin

Sarah Bendiner Fenner
from Sharon Kaplan and Hilario Diaz

Deborah 'Smokey' Blackwell
from Kristen Sheeley

Maria Blanco
from Xiomara Blanco

Charles Blumfeld
from Josh Schmitter

Alma Borenstein Ohly
from Barbara B. and Joseph Blumenthal

Barbara Brenner
from Anonymous
from Barbara B. and Joseph Blumenthal
from Beth A. Chapman

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from Lillian Sandra Coliver
from Marta Drury and Kerry Lobel
from Roz and Irv Ehudin
from Elaine Elinson and Rene Ciria Cruz
from Kristin and Bryan Gardner
from Sue Goldberg
from Bruce Golden
from Alice Hilbert
from Jane Kahn and Michael Bien
from Leah Kaizer and David Salk
from Gudrun Kemper
from Susan Liroff
from Michelle Mercer and Bruce Golden
from Sarah Moore
from Paula Ojea
from Deborah Osmond
from Margo Perin
from Alice Philipson and Petra Liljestrand
from Noreen Vera Purcell
from Jennifer Rudy
from Nina Smith
from JoAnn Tsark

From Clemency Wings
from Phyllis Hatfield

Betty Jayne Brink
from Traci Pena

Geraldine Brischetto
from Rhonda Lohman
from Mary Ann and Michael Brischetto
from Edward and Delores Hammond

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from Shirley Elyse Sokol

Rachel T. Celmer
from Cisley Celmer

June Jordan M. Childs
from Roy S. McKay

Sally Chin
from Sandi Wong

Pat Cody
from Nora Cody

Laura Cole
from Diane C. Carr

Sandra Cotton
from Betsy Cotton

Christina Cryan
from Thao Nguyen

Kathryn Cunyngnam-Armstrong
from Katie Mayberry

Patricia Ann Davis
from Lauren Kearney

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from Joan and Steve Goldblatt

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