



# Breast Cancer

We're already aware. It's time to act.

## FACTS YOU SHOULD KNOW

- Traditional cancer awareness campaigns focus on early detection and the ever-elusive "cure," not true prevention.
- Detection methods, such as mammography, can only identify some existing cancers, not prevent them.
- Breast cancer incidence continues to rise by one percent annually.
- Only five to ten percent of breast cancers are hereditary.
- Pesticides have been linked to numerous health problems.
- Breast Cancer Action works with other women's health and environmental organizations to bring about important policy changes that put the public's health before corporate profit.

**BREAST  
CANCER  
ACTION**

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Reclaim October as  
"Stop Cancer Where It Starts Month"

**B**reast cancer happens every day of every month to thousands of women – and some men.

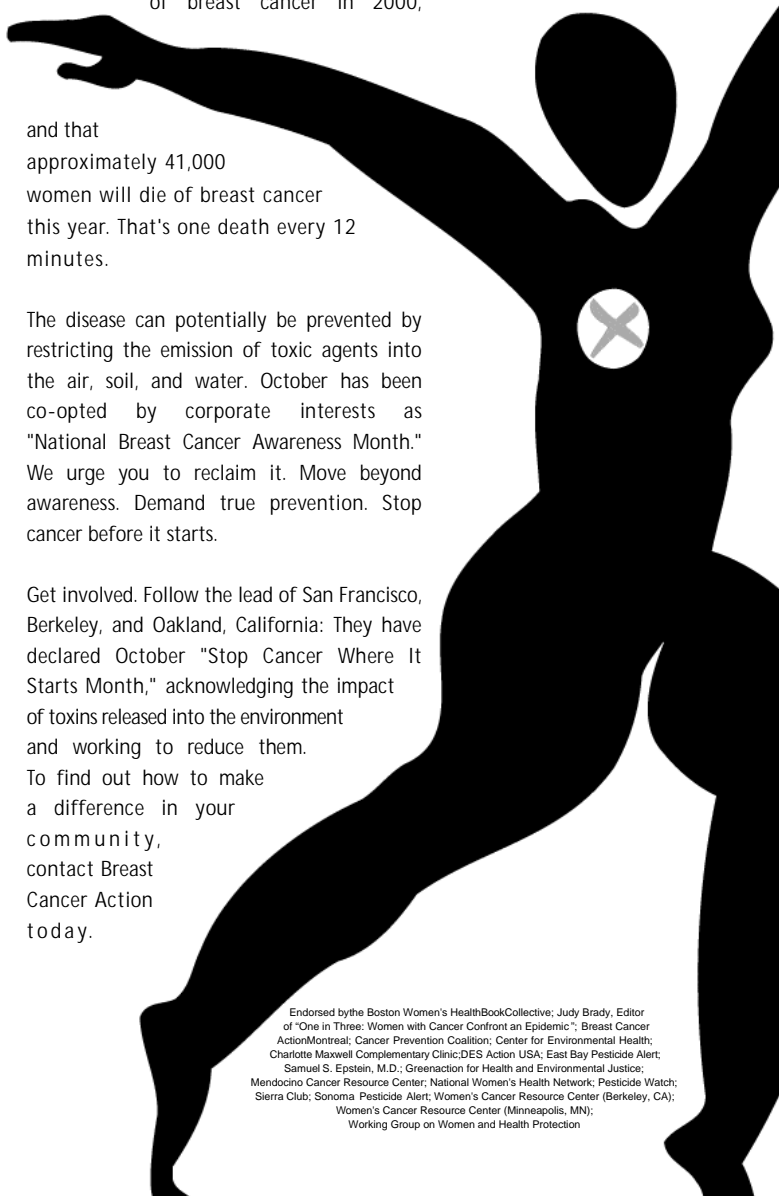
We're aware that nearly 183,000 women will be diagnosed with invasive breast cancer in 2000. That's one woman every three minutes. We're aware that another 42,600 women will be diagnosed with a noninvasive form of breast cancer in 2000,

and that approximately 41,000 women will die of breast cancer this year. That's one death every 12 minutes.

The disease can potentially be prevented by restricting the emission of toxic agents into the air, soil, and water. October has been co-opted by corporate interests as "National Breast Cancer Awareness Month." We urge you to reclaim it. Move beyond awareness. Demand true prevention. Stop cancer before it starts.

Get involved. Follow the lead of San Francisco, Berkeley, and Oakland, California: They have declared October "Stop Cancer Where It Starts Month," acknowledging the impact of toxins released into the environment and working to reduce them.

To find out how to make a difference in your community, contact Breast Cancer Action today.



Endorsed by the Boston Women's HealthBookCollective; Judy Brady, Editor of "One in Three: Women with Cancer Confront an Epidemic"; Breast Cancer Action/Montreal; Cancer Prevention Coalition; Center for Environmental Health; Charlotte Maxwell Complementary Clinic; DES Action USA; East Bay Pesticide Alert; Samuel S. Epstein, M.D.; Greenaction for Health and Environmental Justice; Mendocino Cancer Resource Center; National Women's Health Network; Pesticide Watch; Sierra Club; Sonoma Pesticide Alert; Women's Cancer Resource Center (Berkeley, CA); Women's Cancer Resource Center (Minneapolis, MN); Working Group on Women and Health Protection