What Are Pink Ribbons Hiding

Presented by:

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Agenda

• Pink ribbon products
• Chemical Reform & Breast Cancer
• Corporate influence
• Building a movement
• Toxic Time is Up
• How to get involved
Our Mission

*Breast Cancer Action carries the voices of people affected by breast cancer in order to inspire and compel the changes necessary to end the breast cancer epidemic.*
BCAction’s Strategic Priorities

(1) Putting Patients First

(2) Creating Healthy Environments

(3) Eliminating Social Inequities
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Thirty Years of Pink

- Phalates
- Benzene Butadiene ethylene oxide
- Flame Retardants
- rBGH
- BPA
- Formaldehyde
- Parabens
Breast Cancer and the Environment

- The causes of breast cancer are complex
- Preventative vs. Reactive
- Timing of exposure important & has long-term health outcomes
- Toxic chemicals in everyone's body
- Gaps in consumer product safety testing
What “strong chemical reform” mean?

• Current law: Toxic Substances Control Act of 1976
• What do we want?
  – Burden of Proof
  – Precautionary Principle
• For more info http://bcaction.org/take-action/toxic-chemicals/
Passing Common Sense Chemical Policy Should Be Easy, Right?

“In 2012, we helped defeat or amend 281 chemical regulation and product ban proposals”

Claim that dioxins are not really toxic or carcinogenic.
What Do These Have in Common?
American Chemistry Council (ACC)

ACC member companies

3M

3M’s pink stethoscope benefits the American Cancer Society

Procter & Gamble

Cover Girl partnered with Her Highway to promote pink lip gloss

Swiffer’s pink sweeper benefits the National Breast Cancer Foundation
Laundering Pink Products?
Opposition and Assets

- Corporate Interests (Koch Industries & American Chemistry Council)
- Growing Attention
- Activism & Coalitions
- Policy Momentum
Growing Attention

Media

● “Researchers raise concerns about BPA and breast cancer” – USA Today Oct 2013
● “BPA, Phthalates May Pose Reproductive Problems In Both Sexes” - Chicago Tribune Oct 2013

Federal Reports

● Presidents Cancer Panel
● IOM: Breast Cancer and the Environment
● IBCERCC Report

ACOG & ASRM statement
Activism for Health and Environment

- Safer Chemicals Healthy Families
- Silent Spring - [www.silentspring.org/tooclosetohome](http://www.silentspring.org/tooclosetohome)
- BCAction’s Toxic Time is Up
- Other Partners
Policy Momentum

- Democratic & Republican parties willing to work together to reform TSCA
We can win!

ORGANIZE!

Meaningful, comprehensive chemical reform that protects public health and the environment is within reach.
Toxic Time is Up!

Sign, Share, Build a Movement

BREASTCANCERACTION.ORG
Get Involved

● **Sign** the petition at [www.bcaction.org](http://www.bcaction.org)

● **Share** the petition

● **Host** a Pink Ribbons Inc. screening

● **Become** a Super Activist
Join BCAction!

- Signup for BCActions’s newsletter and e-alert [www.bcaction.org](http://www.bcaction.org)
- Join BCAction on Facebook [www.facebook.com/BCAction](http://www.facebook.com/BCAction)
- Follow BCAction on Twitter [twitter.com/BCAction](http://twitter.com/BCAction)
- Spread the word to friends, family, and colleagues
- Donate to BCAction ([www.bcaction.org/donate](http://www.bcaction.org/donate))
Review emails/website mentioned in the presentation

- Contact Annie Sartor at asartor@bcaction.org
- Safer Chemicals, Healthy Families http://www.saferchemicals.org/
- Think Before You Pink (TB4UP) www.thinkbeforeyoupink.org
- Download the TB4UP toolkit & 2013 supplement www.bcaction.org/toolkit
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More questions? Contact us!

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Breast Cancer Action

Challenging Assumptions. Inspiring Change.

www.bcaction.org
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