Think Before You Pink
Stop The Distraction

Presented by:
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Breast Cancer Action

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Breast Cancer Action
Agenda

• Pink Ribbon Marketing & Culture Issue Area
• Six Critiques of Pink
• A vision for the future
• 2014 October Campaign
• How You Can Take Action
Our Mission & Vision

Breast Cancer Action’s mission is to achieve health justice for all women at risk of and living with breast cancer.

VISION: A world where lives and communities aren’t threatened by breast cancer.
BCAction’s Core Values

- Health justice
- Honesty, fearlessness, and truth-telling
- Honoring diverse voices
- People’s health and well-being
- Transparency and accountability
- Collective action
- Freedom from conflict of interest
Our Commitment to Social Justice

• Unequal burden of disease
• Root Causes
• Intersectionality
• Allyship
Karuna, Executive Director
Breast Cancer Action
● Launched in 2002
● Response to the concern about pink ribbon products
● Call for more transparency and accountability
● Originated the term “pinkwashing”
● Critical questions for conscious consumers
MISSION:
TO ACHIEVE HEALTH JUSTICE FOR ALL WOMEN AT RISK OF AND LIVING WITH BREAST CANCER

EDUCATE
Laws & regulations follow precautionary principle
Connect the dots between issues
Translate the science
Insist on patient-centered practices
Advocate for people-centered policies and regulations

ORGANIZE
Illuminate diverse lived experiences
Develop community leaders
Build a grassroots movement

TAKE ACTION
Expose hypocrisy
All women able to make their own screening & treatment decisions

THEORY OF CHANGE
Healthcare standards are based on patient-centered evidence
Research responds to the needs of all women
The movement is accountable & transparent
BCAction’s Strategic Priorities

1. Breast Cancer Screening, Diagnosis and Treatment
2. Root Causes of Breast Cancer
3. Pink Ribbon Culture and Marketing
10+ years of Think Before You Pink
STOP THE DISTRACTION
Empty Awareness

“Awareness” has failed to address and end the breast cancer epidemic.
Spreading Misinformation

Pink ribbon promotions fail to tell the whole truth.
Exploit Concern about Breast Cancer for Profit

Promotions ultimately benefit corporations far more than they help women living with and at risk of breast cancer.
Pinkwashing

*Pinkwasher*: (pink’-wah-sher) noun. A company that claims to care about breast cancer by promoting a pink ribbon campaign, but manufactures and/or sells products that are linked to the disease.

STOP THE DISTRACTION

think before you pink.org
THIS IS PINKWASHING

Doing Our Bit for the Cure

Pink drill bits? What the frack?!

Chemicals used in fracking cause cancer.

STOP THE DISTRACTION
Degrade Women

Making breast cancer playful and sexy hide the lived experiences of women in all their diversity and complexity.
Obscures the Harsh Realities

The pink ribbon covers up the devastating, harsh reality that so many women and their loved ones are dealing with.
What are the alternatives?

- Donate without fanfare
- Ensure any pink ribbon promotions are not harming women’s health and well being
No more distraction

- Bold action to address & end the epidemic
- All information is evidence based
- Full accountability & transparency
- Ensure own products & services are safe
- Value women’s diversity & full complexity
- Honor the harsh realities of the disease
STOP THE DISTRACTION!

think before you pink.org
Oriental Trading – Empty Awareness
Kohl’s – Exploiting Breast Cancer

Spend Your Kohl's Cash For Good

Support
Learn
Share

#TALKPINK

It's the (Pink) Elephant in the Room

Let's not ignore it. Together we can start the conversation about breast cancer.

Kohl's Cares Susan G. Komen
Alhambra - Pinkwashing
NASCAR – Degrading Women
Hooters – Hiding the Harsh Realities

GIVE A HOOT AND SHOW YOUR SUPPORT
Buy a featured drink, calendar or merchandise & we’ll donate to breast cancer research.
Komen and Baker Hughes - Pinkwashing

This is Pinkwashing

Doing Our Bit for the Cure

Pink drill bits? What the frack?!

Chemicals used in fracking cause cancer.

Stop the Distraction

Think before you pink...
Take Action

Stop the Distraction!
Educate and Organize

Pink Ribbon Campaigns
Spread Misinformation

A CRUCIAL CATCH
ANNUAL SCREENING SAVES LIVES

40,000 women still die every year,
despite 30 years of aggressive
screening campaigns.

STOP THE DISTRACTION
think before you pink

This is Pinkwashing

Plastic water bottles like these
contain BPA—a chemical linked to
breast cancer

STOP THE DISTRACTION
think before you pink
DON’T PINK FOR ME
BREASTCANCERACTION.ORG
http://dontpinkforme.causevox.com/
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 tatas"...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.

- EJ Concors via Don’t Pink For Me
Review emails/website mentioned in the presentation

- Think Before You Pink® website
  http://thinkbeforeyoupink.org/
- TB4UP Toolkit
  http://bcaction.org/resources/breast-cancer-action-toolkits/
- Pink Ribbons, Inc. screenings
- Don’t Pink 4 Me http://dontpinkforme.causevox.com/
- Media http://bcaction.org/about/bcaction-in-the-news/
Join BCAction!

- Signup for BCActions’s newsletter and e-alert  
  www.bcaction.org
- Join BCAction on Facebook  
  www.facebook.com/BCAction
- Follow BCAction on Twitter  
  twitter.com/BCAction
- Spread the word to friends, family, and colleagues
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More questions? Contact us!

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Breast Cancer Action

Challenging Assumptions. Inspiring Change.

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