



From the Executive Director: Universal Healthcare and a Step Toward Health Justice

By Karuna Jaggar, Executive Director

Over the years, I've lost track of the number of times I've said: "We don't have nearly enough to show for the billions of dollars raised in the name of breast cancer." In 2018, it's estimated that 268,670 people will be diagnosed with invasive breast cancer. On top of that, it's estimated that more than 154,794 people are currently in treatment for metastatic breast cancer.



When Breast Cancer Action was founded, around 45,000 people died annually from breast cancer. Today, that number is still over 41,000!

Behind each of these numbers is a person.

We desperately need more effective treatments so that fewer people die from breast cancer. And we need less toxic, more affordable treatments so that fewer people are left with devastating physical, financial, sexual, and psychological scars from the disease.

Once notoriously slow with drug approvals, the FDA now approves new treatments faster than any other developed country. Yet, in a case of the tail wagging the dog, they seem to be focused on the number of new cancer treatments approved, rather than on the quality and efficacy of these treatments.

I've [written about this previously](#) and [we've hosted webinars](#) about the FDA's decision to approve cancer drugs that have not been shown to help people live longer or to reduce side effects. That's why we won't stop calling for the highest standards when it comes to drug approvals, to make sure that companies are delivering safe and effective treatments, not just hope and hype. Plus, high standards are the best way to incentivize true innovation and breakthrough research.

But here's the other side of the coin when it comes to new treatments: it doesn't matter how effective they are, if people can't afford them.

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That's why we support universal healthcare. When the Affordable Care Act (ACA) passed in 2010, I wrote about the fact that it's an important step in the right direction. But our work isn't done until everyone has access to healthcare that is compassionate, culturally competent, evidence-based and supportive of patient decision-making. In addition, we need adequate resources devoted to prevention.

Over the past two years, most of our work has been focused on defending the ACA and working to ensure important protections for anyone living with a pre-existing condition like breast cancer. Thankfully, the midterm elections brought a couple of important wins: Idaho, Nebraska, and Utah voted to expand Medicaid. And the new Democratic majority in the House of Representative helps protect the ACA from further erosion and attack. But again, while this is another important step in the right direction, our work doesn't stop here.

Our work to ensure that everyone who needs it has access to high-quality, affordable healthcare is essential because:

- Healthcare costs continue to be the leading cause of bankruptcy
- Nearly half of all newly-diagnosed cancer patients exhaust their retirement savings within a couple of years of a diagnosis
- And 54 percent of advanced cancer patients in a recent study refused or stopped treatment because of the cost

Access to healthcare is absolutely necessary—even though in itself not entirely sufficient—to eliminate health inequities.

We know that one size doesn't fit all when it comes to breast cancer screening and treatment. And we value the role of evidence-based, patient-centered information that allows each person to make important healthcare decisions that are right for them. This doesn't mean that everyone's choices need to be the same, or even that everyone should be choosing the maximum amount of treatment.

But the inability to pay for treatments and healthcare should *never* be what drives treatment decisions.

Looking ahead, our work will continue to focus on ensuring that new breast cancer treatments are safe and effective, as well as ensuring universal access to affordable, high quality healthcare. Because healthcare is a human right. Thank you for joining our work for health justice for everyone living with and at risk of breast cancer.

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Triple Negative Breast Cancer and Atezolizumab

By Joyce Bichler, Deputy Director

Recent news that some patients with metastatic triple negative breast cancer live longer with immunotherapy plus chemotherapy was cheered by many in the breast cancer community and sparked renewed excitement about the potential of immunotherapy. At Breast Cancer Action, we celebrate anytime a new breast cancer treatment helps patients live longer. And all the more when that treatment helps patients with a particularly poor prognosis.



Despite much hype over the years, and significant benefit of immunotherapy in melanoma and lung cancer, this is the first time researchers have found a survival benefit of immunotherapy in breast cancer. And yet there are important unanswered questions about the findings.

Let there be no question: we urgently need better treatments for triple negative breast cancer, which is an aggressive cancer subtype. In fact, in some ways you could say triple negative breast cancer is defined by the lack of targeted treatment options. Unlike some other breast cancer subtypes, triple negative breast cancer is not responsive to hormone therapy or HER-2 therapies, which can be used in addition to or instead of chemotherapy. Around 15 percent of all breast cancers are triple negative, and African American women and young women are more likely to be diagnosed with triple negative breast cancer. Without targeted therapies, the main treatment for triple negative breast cancer is chemotherapy and most patients with metastatic disease develop resistance to chemotherapy within a few months. When triple negative breast cancer spreads to other parts of the body, or metastasizes, average survival is just a year to a year and a half.

The new study trial reported at the ESMO 2018 Congress in Munich has found that the combination of an immune therapy and chemotherapy can help some patients with triple negative breast cancer live longer.

More than 900 patients who were newly diagnosed with metastatic triple negative breast cancer were enrolled in the IMpassion130 trial, which provided all patients with first-line treatment with the chemotherapy nab-paclitaxel (produced by Celgene under the brand name Abraxane). Half of the patients were randomly allocated to receive this standard chemotherapy plus placebo, while

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the other half received the chemotherapy with an immune therapy atezolizumab (produced by Genentech under the brand name Tecentriq), which selectively targets the protein PD-L1.

The initial analysis found a small benefit, around 3 months, in progression free survival, or time that the cancer does not grow. The hope is that this points to benefit in overall survival, which is after all the only way to know if patients live longer as a result of treatment. The overall survival data was not statistically significant, but the researchers found a benefit to overall survival for all patients in the study – 21.3 months with the combination versus 17.6 months with chemotherapy alone. A larger survival benefit—though also statistically insignificant—was found from an interim subgroup analysis which showed 10 months survival improvement in patients with PD-L1 positive tumors. The median overall survival for patients in this subgroup was 25 months with the combination compared to 15 ½ months with standard chemotherapy alone. Forty-one percent of patients in the study had positive PD-L1 expression.

The addition of the immunotherapy comes with somewhat worse side effects including grade 3-4 peripheral neuropathy, which was more common in the atezolizumab group (6 percent versus 3 percent of patients), and the likelihood of a decreased neutrophil count (5 percent versus 3 percent).

We look forward to final analysis and the results of longer follow up with the patients in this study. And we recognize questions have been raised about the best chemotherapy to be paired with atezolizumab. We also need to answer some of the concerns about PD-L1 testing and to better know to whom this treatment needs to be targeted for best results. And most of all, we need to know that as treatments are developed, the women who need them will have access to them. Atezolizumab costs over \$100,000 a year for treatment—we cannot have women being forced to choose between a chance for longer life or bankruptcy.

While this preliminary analysis suggests this treatment may be very promising for some women with triple negative breast cancer—specifically those with PD-L1 expression—until, and unless, final analysis shows statistically significant overall survival benefit, this treatment remains experimental. We hope to celebrate a new treatment option for women who until now did not have any good options. And we will work to make sure that everyone who needs life-saving healthcare and treatment can access *and* afford them.

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Thank YOU for Calling out Ford Motor Company for Driving up the Risk of Breast Cancer

From The Breast Cancer Action Team

Ford Motor Company says they're "dedicated to helping" those touched by breast cancer. It's a line they've been feeding us for decades and it's part of their pink smoke screen that tries to cover up the truth—that the cancer-causing exhaust spewing out of the tailpipes of Ford's vehicles is actually helping drive up the risk of breast cancer.

That's why this Pinktober, we told Ford "Enough!" And to make sure they got the message, we published an [open letter](#) to the giant auto manufacturer in the two biggest newspapers in Michigan where Ford's headquarters are located. Our letter, which was endorsed by 15 partner organizations, ran in the Detroit Free Press and the Detroit News the first three days of the month and reached over 180,774 people each day.



Our collective action made it clear to Ford that the best way to show they care about people affected by breast cancer is to make the shift to 100 percent zero emission vehicles. More than 45,000 people raised their voices to challenge Ford's pinkwashing and sent letters to the executives of Ford telling them to help "[Put the Brakes on Breast Cancer.](#)"

But that's not all. You joined with us on social media to keep the pressure on and to help call out Ford's pinkwashing ways. You raised your voices so loudly, our [memes](#) and messages reached almost 400,000 people on social media and together we educated tens of thousands of people about the harms of cancer-causing vehicle exhaust.

[Common Dreams](#) published our op-ed and [20 organizations](#)—from environmental orgs to nurses' groups—endorsed our campaign and joined our call to demand Ford take action to protect public health.

Outrageously, instead of responding to our concerns about their vehicles' cancer-causing exhaust, Ford chose more empty PR and purchased a [full-page ad in the New York Times](#) complaining about people pointing out what's wrong with the world and claiming that what we really need

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right now is “pride,” because “without pride, there is no progress.” We clearly got under the skin of one of the big-three auto companies and made our voices heard.

At Breast Cancer Action, we believe progress looks different. It looks like fewer women being diagnosed and dying from breast cancer, fewer toxic chemicals in our environment that are linked to the disease, and fewer pinkwashing companies and organizations in the world.

Our “Put the Brakes on Breast Cancer” campaign is one piece of our work to protect us all from chemicals linked to increased breast cancer risk. Working to put public health before industry profit takes time and fierce activists like you.

Help us expand our reach by asking your family and friends to [sign up for our action alerts today](#) and stay tuned for ways to help us keep standing up for women’s health!

We can’t do it without you.

If You’re as Hungry for Change as We Are, Apply Today

Are you looking to be a part of an integrity-filled, gritty, hard-working, activist community? Are you a bold, brave, outspoken, fearless, and compassionate truth-teller? So is Breast Cancer Action! We’re hungry for change. We don’t sit on the sidelines, and we don’t sit around and worry. We educate ourselves because we believe knowledge is power. And as activists, we’ll do what’s necessary to bring about the changes that will ensure health justice for all women living with or at risk of breast cancer.

We believe in our bones that change happens when we, working together, demand it. Breast Cancer Action is a lean and feisty organization, and we take real pride in the fact that we are a small staff that achieves what might often seem like insurmountable accomplishments. Want to join our team? Check out the positions we have open:



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DEPUTY DIRECTOR

About Breast Cancer Action

Breast Cancer Action is not your typical breast cancer organization. Our passionate and talented staff and our engaged grassroots membership are our strength. Since our founding in 1990, we have had an outsized impact because of the power of people coming together. We are currently seeking a seasoned fundraising professional with a desire to utilize their leadership and management skills to fill our Deputy Director position.

Breast Cancer Action's founders knew that their personal tragedy was part of a larger public health crisis. Our work to achieve health justice for all women living with and at risk of breast cancer has always been grounded in the fact that breast cancer is a social justice issue. Today, Breast Cancer Action is known as the watchdog for the breast cancer movement. We work for system change that addresses the root causes of the breast cancer epidemic.

Radical and compassionate, we never shy away from the hard truths. We refuse to blame anyone for their breast cancer and we tell it like it is because:

- More than a quarter million women are diagnosed with breast cancer each year;
- Black women are 40% more likely to die and people of color fare worse after a diagnosis;
- Involuntary chemical exposures throughout our lives are linked to increased risk of breast cancer and 90% of breast cancers are not linked to family history or genetic mutations;
- Corporations boost sales with pink ribbon products for awareness, yet fail to take steps to ensure their products don't increase the risk of breast cancer;
- Pharma and biotech make billions in profits even though most new cancer drugs don't help patients live longer and there is still no cure for metastatic breast cancer;
- Pink ribbon culture shifts the burden to patients' attitude and behavior by telling us to just "stay positive" and "fight like a girl" when we are diagnosed.

Breast Cancer Action is fiercely independent and refuses corporate funding from any company that profits from or contributes to breast cancer, which means we can do the work that other breast cancer organizations can't do. Our annual budget is \$875,000.

We value diversity and each member of our team brings their own diverse lived experiences, along with the depth of their professional expertise to inform and enrich our work together. We are an ambitious organization and successful team members bring big, bold ideas as well as a relentless

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determination to get the actual work done. Our work together is deeply collaborative and driven by our organizational values.

For more information about our work please visit www.BCAAction.org and www.thinkbeforeyoupink.org.

About the Position

The Deputy Director works in close partnership with the Executive Director to secure resources, build capacity, and provide leadership to a visionary and results-driven organization. The successful candidate is a dynamic Director and collaborative leader who is committed to building on the organization's strengths to help launch the next phase of growth. With a proven track record in development, the Deputy Director is a champion for fundraising as an essential part of movement building. The Deputy Director's role is to support the Executive Director and bring their own expertise and experience to the collective task of fulfilling our bold mission.

Fundraising: The Deputy Director is a seasoned fundraiser who will lead the development team. In addition to meeting annual revenue goals, this person will create and implement a mid-term growth strategy to meet expanding programmatic needs. An experienced supervisor with excellent relationship building skills, the Deputy Director will provide support and coaching for staff and Board fundraising activities as well manage their own donor portfolio. The Deputy Director will have a strong role externally, interfacing as appropriate with donors, foundations, and the public representing the work and mission of Breast Cancer Action.

Organizational Leadership and Management: The Deputy Director reports to and works in partnership with the Executive Director to grow and strengthen the organization, while cultivating staff to continue Breast Cancer Action's commitment to integrity and results. The Deputy Director provides operational oversight and will participate on the Management Team to ensure a culture of support, accountability, clear communication, and strategic use of resources as everyone within the organization works together to fulfill the strategic plan. In the absence of the Executive Director, s/he will step in as organizational leader responsible for decision making for the organization.

Board and Committee Support: The Deputy Director will support the Board with fundraising and relationship building to achieve the annual give and get goals. In addition to building strong relationships with members of the governing Board, the Deputy Director will provide staffing support to Board committees as appropriate, as well as attend Board meetings.

Program: As a senior leader on the team, the Deputy Director will embrace and uphold the mission, values, programs and policies of Breast Cancer Action. In addition to representing the

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unique value and impact of Breast Cancer Action's work to external audiences, the Deputy Director will contribute to programmatic decisions and will be part of the development of the next strategic plan.

Special Projects: Handle projects as requested by the Executive Director.

Qualifications

- At least 5 years of nonprofit management experience with a focus on fundraising
- Strong organizational and management skills with attention to detail
- Dynamic relationship builder able to engage and motivate diverse individuals
- Flexible and able to balance opportunities for innovation while successfully meeting goals
- Strategic thinker and planner, with excellent writing and communication skills
- Understanding of and commitment to women's health issues and social change
- Experience managing a team and supervising and supporting staff and volunteers
- Positive, proactive and personable team player

Compensation

The Deputy Director is a full-time, exempt position. Salary is commensurate with experience. Benefits include medical, dental and vision coverage and 3 weeks paid vacation. This position is located in San Francisco, CA.

To Apply

Please email your cover letter, resume, and salary requirements to info@bcaction.org. Please use the job title DEPUTY DIRECTOR in the subject line. Breast Cancer Action is an equal opportunity employer.

Breast Cancer Action is committed to creating a diverse work environment and is proud to be an equal opportunity employer. Breast Cancer Action does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, religion, national origin, age, disability, parental status, veteran status, or any other protected status under applicable laws. We encourage individuals of all backgrounds to apply.

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PROGRAM OFFICER

About Breast Cancer Action

Breast Cancer Action is not your typical breast cancer organization. Our passionate and talented staff and our engaged grassroots membership are our strength. Since our founding in 1990, we have had an outsized impact because of the power of people coming together. We are currently hiring an accomplished Program Officer to lead and run our national online campaigns as well as other actions and programmatic offerings.

Breast Cancer Action's founders knew that their personal tragedy was part of a larger public health crisis. Our work to achieve health justice for all women living with and at risk of breast cancer has always been grounded in the fact that breast cancer is a social justice issue. Today, Breast Cancer Action is known as the watchdog for the breast cancer movement. We work for system change that addresses the root causes of the breast cancer epidemic.

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determination to get the actual work done. Our work together is deeply collaborative and driven by our organizational values.

For more information about our work please visit www.bcaction.org and www.thinkbeforeyoupink.org.

About the Role

The Program Officer strives for concrete, real-world change and works to expand and engage our diverse national membership. In addition to running online campaigns and on-the-ground actions, the Program Officer produces our educational materials and webinars. This is an exciting opportunity for a proven grassroots organizer and educator who is eager to work collaboratively in pursuit of big goals.

The Program Officer plans and executes all of our national online campaigns, most notably Think Before You Pink® (TB4UP), which calls for accountability and transparency in mainstream pink ribbon marketing and culture. In addition to TB4UP, we engage in year-round policy advocacy and educational campaigns on a range of breast cancer issues. This person will work closely with key staff and organizational partners to identify both rapid response and proactive campaigns.

The Program Officer is a full time, exempt, mid-level position based in San Francisco and reports to the Executive Director.

Responsibilities

Take action: Develop and implement online grassroots campaigns from start to finish

- Develop program strategy and project plans for all of our corporate, educational, and legislative campaigns;
- Execute effective programs to mobilize national membership and attract media attention in order to achieve programmatic wins;
- Lead the development and execution of our annual Think Before You Pink® campaign;
- Identify and evaluate potential programs and direct actions, and seek stakeholder input;
- Manage all aspects of our activist campaigns, including writing e-alerts and other collateral, keeping to timelines, coordinating tasks across staff, tracking goals, etc.

Organize: Engage and expand our membership and build organizational partnerships

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- Expand and engage Breast Cancer Action’s national grassroots membership;
- Represent Breast Cancer Action in partner coalitions and build new relationships;
- Recruit and manage key volunteer leaders, most notably from our Community Leaders program.

Educate: Develop and disseminate evidence-based educational materials

- Develop and disseminate engaging and inspiring educational and campaign materials;
- Manage our educational webinar series on a wide range of breast cancer topics;
- Contribute content to newsletter, e-alerts, website, social media, reports, etc.
- Research and stay informed about breast cancer issues central to Breast Cancer Action’s mission and work, including and not limited to the links between environmental toxins and breast cancer, fracking and dangerous drilling, healthcare access, FDA approval process, regulatory protections, etc.;
- Serve as an inspiring advocate, educator, and spokesperson.

Other duties as needed, including and not limited to:

- Support organizational mission and strategic priorities;
- Bring social justice analysis and grounding to all work;
- Participate in cross-departmental collaboration and support;
- Assist in developing and keeping to Program budget.

Qualifications

This mid-level position is ideal for candidates looking to build on their current experience. Applicants should have a demonstrated understanding of and commitment to women’s health issues from an intersectional feminist perspective, to social and environmental justice, and to grassroots organizing. The successful applicant is a talented and strategic grassroots movement builder with demonstrated experience running online activist campaigns, is a powerful relationship builder and communicator who can engage diverse stakeholders, is self-motivated and an excellent multi-tasker, and enthusiastically embraces the mission and culture of Breast Cancer Action.

- Preferred 5 years experience working in a nonprofit. A degree in public health, women’s health or social justice is a plus;

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- Ability to manage multiple projects and tasks at the same time, juggling short-term and long-term tasks and priorities in a fast-paced environment;
- Ability to inspire others and motivate a diverse range of individuals to take action;
- Strong people coordination skills;
- Ability to communicate accurately and effectively with technical and non-technical audiences;
- Passionate and enthusiastic about our work, with a proactive, can-do attitude;
- Honest and trustworthy and living up to agreements and meeting goals;
- Excellent interpersonal skills, combining listening skills and self-awareness;
- Quick learner with the ability to proficiently learn new information and skills;
- Exceptional judgement and willingness to ask for help;
- Sense of humor and willingness to take self lightly while working hard;
- Ability and willingness to work some evenings and weekends;
- Ability to provide and receive constructive criticism.

TO APPLY

Applications will be accepted on a rolling basis and position will remain open until filled. Please email your resumé and a detailed cover letter, highlighting relevant experience along with your salary requirements, to info@bcaction.org using the subject line "Program Officer." Please include a writing sample that provides evidence of your ability to clearly communicate complex information in an accessible way (no longer than 4 pages). No phone calls please. People of color, gender and sexual minorities, and people with a personal experience with cancer are strongly encouraged to apply.

COMPENSATION

The Program Officer is a full-time, exempt position. Salary is commensurate with experience. Benefits include medical, dental and vision coverage and 3 weeks paid vacation.

Breast Cancer Action is committed to creating a diverse work environment and is proud to be an equal opportunity employer. Breast Cancer Action does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, religion, national origin, age, disability,

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parental status, veteran status, or any other protected status under applicable laws. We encourage individuals of all backgrounds to apply.

Thank You for a Powerful & Inspiring Evening!

By The Breast Cancer Action Team

Thanks to each and every one of you who supported and joined us last night at our 8th annual **Action Speaks Louder Than Pink – Food for Thought** fundraising dinner. What a powerful and energizing evening!

We have a big mission and we know that everything we're able to do is possible because we have the support of our members. The night was about celebrating our community of radical breast cancer activists, the power of activism, and building on our legacy of change-making.

We're thrilled to share that **Food for Thought** raised over \$60,000! The funds raised from this event will help us meet the current challenges and support our mission to achieve health justice for all women at risk of and living with breast cancer. If you weren't able to be with us, you can [donate here](#).

Heartfelt thanks to our generous and talented chefs for donating and preparing the delicious meal: Michael Andreatta from The Perennial, Trudy Schafer from The Healing Hearth, Eric Tucker from Millennium, and Christina Morris from Fogcutter Catering. A huge thank you to Sascha Weiss for his essential role as our head chef and Susanne Stampke for her invaluable assistance in the kitchen. And deepest gratitude to Shakirah Simley, our emcee who guided us through an unforgettable evening with her passion, truth-telling, and warmth.

Thank you for all you continue to do to fuel and fund our work.



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Welcome to Our New Board Members

By Kira Jones, Communications Manager

Our all-volunteer [Board of Directors](#) is a remarkable group of people who set the vision for Breast Cancer Action and lead the organization by determining organizational policy, assuring the organization's financial security, and representing Breast Cancer Action's views to the world at large. In April 2018, we welcomed Paris AJ (Adkins-Jackson), Mary Ann Burg, and Coco Villaluz to our Board of Directors and are excited to introduce you to them. For information about our Board of Directors, click [here](#).

Welcome to new Board member Paris AJ (Adkins-Jackson), Ph.D. M.P.H.

Dr. AJ is a community-based multidisciplinary researcher whose work seeks to increase quality of life for underserved communities through mixed methods research, the development of instruments (surveys and assessments) and technology, and the implementation and evaluation of innovative programs.

Dr. AJ has worked in research for over a decade in various capacities and fields as she has earned a B.A. in Journalism, M.A. in Cultural Anthropology, M.P.H. in Applied Biostatistics and Epidemiology, and a Ph.D. in Psychometrics. She is the Founder and CEO of DataStories by Seshat, LLC, a research and data analysis company.



What first brought you to Breast Cancer Action?

I came to cancer research after my best friend, Candice Rice, was diagnosed for a second time with breast cancer. Since then, I've engaged the field by participating in community-based partnerships that explore cancer etiology and test culturally-relevant interventions on survivorship and quality of life. Unfortunately, Candice did not survive treatment, and I've lost even more friends to this disease, including two mentors and another dear friend. Thus, I'm committed to engaging this work in a variety of ways including research, policy, and supporting Breast Cancer Action.

What do you love about Breast Cancer Action?

I chose to work with Breast Cancer Action because of the organization's sustained commitment to holding corporations and other entities accountable for their contribution to the breast cancer epidemic. This is a value system I respect and love.

The Source— The Source—Fall 2018 | 11.27.18

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What are you most looking forward to as a new Board member?

I am most looking forward to supporting the organization in its mission.

Welcome to new Board member Mary Ann Burg

Mary Ann lives in Gainesville Florida. She is a Professor in the School of Social Work at the University of Central Florida in Orlando and also works as the Coordinator for the North Central Florida Cancer Collaborative (NCFCCC). Mary Ann started her career in women's health in the late 1970s as an abortion counselor at a feminist women's health center. That experience of supporting women moving through emotionally and politically charged moments in their lives, and working with other women in a participatory management philosophy, moved her to get trained in clinical social work and social science research. For five years she also worked on the Long Island Breast Cancer Study Project funded by the National Cancer Institute. This project was designed to monitor screening rates in the region where breast cancer incidence was higher than other areas in the country. This experience moved her into her life-long focus – investigating system level variables impacting the patient experience with breast cancer, and advocacy for equitable access to quality cancer care.



What first brought you to Breast Cancer Action?

I found Breast Cancer Action around 2007 when I was starting a community cancer support program in Gainesville Florida and was exploring national cancer advocacy organizations for programming ideas. At that time, I visited Beverly Burns, the medical director of the Charlotte Maxwell Clinic in Oakland and was lucky to be invited to a dinner with Barbara Brenner, where I learned about Breast Cancer Action.

What do you love about Breast Cancer Action?

I find that political activism is lacking in many patient advocacy organizations, including breast cancer organizations. Breast Cancer Action has led the way in tearing back the curtains of complacency and denial about breast cancer research and the implications of fundraising in the name of advocacy.

What are you most looking forward to as a new Board member?

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Learning how to engage my community (local and national) into critical thought and action directed at better research to understand the causes of breast cancer and ways to eliminate disparities in breast cancer outcomes.

Welcome to new Board member Coco Villaluz

CoCo Villaluz is a Senior Community Development Manager for ClearWay MinnesotaSM. CoCo is Hidatsa from the Three Affiliated Tribes, Assiniboine from Fort Peck/Fort Belknap in Montana, and Chamorro from the island of Guam.

CoCo has over eighteen years of experience in all phases of community development, capacity building and mobilizing. She has experience in addressing the sacred use of tobacco, as one of the founding members of the Native American Tobacco Coalition of Montana (NATCOM), and has partnered with many diverse organizations, such as Tobacco Policy Sharing Knowledge in Native Societies (TPSKINS), the Campaign for Tobacco-Free Kids, the American Cancer Society, and Many Voices, One Message. CoCo has presented at regional, statewide, national and international conferences, including the Global Youth Advocacy Training in Washington D.C. She has also participated on the FDA Stakeholders discussion for American Indian communities.



Some of CoCo's proudest accomplishments include passing the Fort Peck No Smoking Resolution for her tribe, being selected to present at the Auaahi Kore (Smoke-Free) Conference in Aotearoa (New Zealand), and passing the Ohinni Candi Wakandapi/Chani Wakan K/Nusa Commercial Tobacco-Free Ordinance for her home community. CoCo incorporates different art forms into prevention activities to address commercial tobacco control. Her overall goal is to promote indigenous cultural wellness of our communities for generations to come.

CoCo is the recipient of the National Indian Health Board 2016 Regional Area Impact Award for advancing American Indian and Alaska Native health. And she was selected a keynote panelist at the National Conference on Tobacco or Health in Austin, TX in 2017.

What first brought you to Breast Cancer Action?

My first introduction to Breast Cancer Action was through a current Board member. She told me about this great organization and after doing some research about Breast Cancer Action's history, I knew I wanted to be involved with their mission to create change.

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What do you love about Breast Cancer Action?

I love their fearlessness in calling attention to the systemic injustices that are at the root of the breast cancer epidemic. I value Breast Cancer Action's integrity—from their mission to their vision. They stand firm in their beliefs and because they are free from any conflicts of interest, they stand out in the breast cancer movement. And it's this strict conflict of interest policy that makes it possible for them to do their important work. Having heard stories about how breast cancer impacts people on multiple levels (financially, emotionally, and physically) and knowing that corporations run pink ribbon awareness campaigns to make a profit, makes being a part of Breast Cancer Action even more important to me. Breast Cancer Action's Think Before You Pink® campaign is an important counter to pinkwashing and empty awareness campaigns.

What are you most looking forward to as a new Board member?

I am excited to be a part of the movement to achieve health justice around breast cancer. I have close family members who have been affected by the disease, and I feel that my role as a Board member is an important contribution to not only helping change the conversations around breast cancer in my community.

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Our Comments to the EPA re: the Strengthening Transparency in Regulatory Science Rule

On July 17, we submitted our official comments to the Environmental Protection Agency (EPA) with regard to their proposed rule to restrict science. The comment period for the Strengthening Transparency in Regulatory Science rule closed August 16, 2018. We [asked our members to speak out](#) against the EPA's rule and, along with other activists, urged the EPA to stop politicizing science and to reject the rule. View our comments [here](#).

The Honorable Andrew R. Wheeler
Deputy Administrator
Environmental Protection Agency
1200 Pennsylvania Avenue, NW
Washington, DC 20460

Re: Reject Proposal for Strengthening Transparency in Regulatory Science (Docket No. EPA-HQ-OA-2018-0259)

Dear Deputy Administrator Wheeler:

On behalf of tens of thousands of members nationwide who are living with and at risk of breast cancer, I am writing to express our **grave concern about the damaging impact the proposed "Strengthening Transparency in Regulatory Science" will have on public health**. Restricting the EPA's ability to use the best available science and public health research in rule-making will weaken public health and environmental protections and may result in more people being diagnosed with breast cancer and other diseases.

Breast Cancer Action (BCAction) is a national education and activist organization that works to address and end the breast cancer epidemic. Each year a quarter of a million women are diagnosed with breast cancer, despite the fact that many of these individuals have no known risk factors and engage in "healthy lifestyle choices." Extensive scientific research shows that environmental exposures to synthetic chemicals may increase the risk of breast cancer.

Since our founding in 1990, we have worked for systemic change to stop breast cancer before it starts by understanding and eliminating the root causes of the disease. We recognize that **the Environmental Protection Agency (EPA) plays an essential role in protecting the public from**

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involuntary exposure to harmful chemicals that may increase the risk of breast cancer and may also interfere with breast cancer treatments.

High-quality, peer reviewed, public health studies and epidemiological studies provide essential information about environmental health and are key to sound, evidence-based policy. **We are alarmed that the proposed rule would require that in order for a human-health study to be part of the EPA's rule-making about the health effects of a pollutant or chemical, raw study data, including individual medical records, must be publicly available. This would violate people's privacy and be both unethical and conflict with existing privacy laws.**

The EPA should use the best available science to ensure evidence-based rule making that protects public health. Many disciplines, notably medicine, are able to advance knowledge while protecting patient privacy. It is essential that environmental health studies, even those that include protected health information, are available to the EPA in its decision-making.

On behalf of everyone living with and at risk of breast cancer, I urge you to reject this proposed rule that would have a devastating implication for public health and environment policy. Public health and epidemiological research is essential to the EPA's ability to safeguard the public's health and well-being.

Sincerely,

A handwritten signature in black ink, appearing to read "Karuna Jaggar". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Karuna Jaggar
Executive Director

The Source— The Source—Fall 2018 | 11.27.18

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Special Thanks: Fall 2018

We could not do this work without the support of so many members and volunteers.

- Thank you to **Alan Kleinschmidt** and the **San Francisco Choral Society** for complimentary tickets for our staff, board & volunteers to their wonderful performances.
- Thank you to **Dr. Mary K. Bryson** and **Liz Margolies, LCSW** speaking on our webinar "At Cancer's Margins: Sexual and Gender Marginality in Cancer Health and Experiences of Care."
- **Alice Price-Styles, Julie Morgan (and Danika), and Marie Bautista** for their invaluable help with our year-end mailing
- Thank you to **Bunker** and **Survival Media Agency** for taking the powerful photos we used in our year-end fundraising materials.
- Thank you to **Xiomara Blanco** for volunteering her skills as a photographer and joining us at the Rise for Climate, Jobs, and Justice march to make sure we had beautiful and powerful photos of the day.
- Thank you to **everyone who made our 8th Annual Action Speaks Louder Than Pink: Food For Thought** fundraising dinner a huge success:



Our Emcee **Shakirah Simley** for guiding us through the event with warmth and a healthy dose of truth-telling.

Our chefs for donating such an delicious, plant-based 4-course meal: **Michael Andreatta, Christina Morris, Trudy Schafer, Susanne Stampke, Eric Tucker, Sascha Weiss**

Our extremely generous sponsors: **Mechanic's Bank, Anonymous, Neyhart, Anderson, Flynn and Grosboll, Ben & Katie Horne, Yamini & Tushar Ranchod, Nancy Painter, Judy Bloom, Ann & Larry Wheat, Carol Lourie, Katie Weitz**

The Source— The Source—Fall 2018 | 11.27.18

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Our super volunteers without whom the event would not have happened: **Megan Blattspieler, Barbara Carberry, Kristen Keller, Joey Richards, Sarah Tannehill, Carla West**

Our talented pianist **Ian Ratzer** for entertaining us with his special brand of "cocktail pop."

Ghirardelli Chocolates & Miyoko's Kitchen for providing hors d'oeuvres and chocolates.

All of **our Silent Auction donors** whose generosity ensured our success:

20 Spot
American Conservatory Theater
Asian Art Museum
Bar Method
Beach Blanket Babylon
Berkeley Repertory Theatre
Berkeley Symphony
Blue Plate
Book Passage
Booksmith
Cal Shakes
California Canoe & Kayak
Centered Body Pilates
Chronicle Books
City Arts & Lectures
Cliff House
Cole Hardware
Commonwealth Club
Contemporary Jewish Museum
Core 40
Cowgirl Creamery
Crimson Horticultural Rarities
Dance Mission Theater
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Esqueleto
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Fine Arts Museums of San Francisco
Freight & Salvage
Gallery of Jewels
International Orange
Jardiniere
Joshua Ets-Hokin, Photographer

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Kabuki Springs & Spa
Laurie Pomeranz
Local Take
Locanda
Lucky Strike Bowling
Museum of Craft and Design
Oaktown Spice Shop
Omni Hotel
Pyrrha
Recchiuti Chocolate
San Francisco Bay Adventures
San Francisco Electric Tour Company
San Francisco Opera
San Francisco Symphony
SFJAZZ Center
San Francisco Museum of Modern Art
Shotgun Players
Skin Ritual
Soul Cycle
Virginia Price
Walt Disney Family Museum
Water Bar
Cioccolato

- Thank you to our **successful peer-to-peer, online fundraisers** for raising \$9,500 between August and October:

Fundraisers on our **Don't Pink For Me Platform**:

Jorge Lamas in memory of those passed, those that are here as survivors & those whom we need

Katherine Volin in memory of Jackie

To Stop Pinkwashers in Their Tracks:

Julie Morgan

Lori Gibson

Linda Walker

Everyone who made a fundraiser on Facebook in honor of their birthdays: Happy birthday to you all! And a **big thanks to all who gave to Breast Cancer Action through these fundraisers:**

Melina Adler

Robbie Amburgey

Sharon E Barrett

Melissa Beltz-Harris

Beth Blevins

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Dennis Cantieni Jr
Julianna Clark-Wronski
Denise Coleman
Anne Convery
Nisha Cuellar
Mila Fang
Robert Freeman
Nikki Harris
Jennifer Howarth
Gina Iezzi and Danielle Marie
Charlie Martinez
Lehua Mertens-Mingram
Elizabeth Berry Polash
Cathy Ritter
Donna Smith
Angela Snow
Nina Sorro
Edwin TradeMark Vaquilar
Anje Vela
Susan Ventura
Kristen Vinther Watson Vistalli
Bree Wilber

- Thank you to **the people around the country who held an in-person fundraiser** for Breast Cancer Action during Pinktober:

Butler High School in Butler, New Jersey for their annual fundraising football game
Capital Tennis Association in Washington, DC
Women of Colorado for their Yoga Fundraiser in Denver, CO
Kathy Clancey and her water aerobics class in Aptos, CA
The Nook Bakery in Fairhaven, MA
Thank you to our Special Promotions

- Thank you to **Mahkana for our newest special promotion**. Mahkana sells beaded bracelets with a set of color combinations that are exclusive to each nonprofit. The best part is 25% of net proceeds for each bracelet gets donated back to Breast Cancer Action! [Click here to get yours today!](#)
- Thank you, always, to **Lori Gibson** and Pure Haven for their October promotion to benefit Breast Cancer Action.

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Donations in Honor and Memory: Fall 2018

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 MADE IN HONOR

Breast Cancer Action gratefully acknowledges donations made in honor of the following individuals between
June 19, 2018 – October 31, 2018.

Bertha Libien and Molly Lavin
from Lois and Mike Libien

Dorian Solot
from Suzanne Miller and Walter Vom Saal

Grazia De Michele
from Stefania Prandi

Heide Heitkamp
from Diana Oswald

JoAnn Loulan
from Pamela Dorrell

Julie Morgan
from Amanda Rothstein
from Dawn Kittner
from Kathleen Burke
from Lori Geronimo
from Robin Gantt
from Sarah Harding

The Source— The Source—Fall 2018 | 11.27.18

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Karen Tate Stop the Epidemic Fund
from Elizabeth Poggi

Kate Lillis Jwaskiewicz
from Sarah King

Laurie Glenn
from Lincoln Cohen

Laurie Keating
from Deborah Bartlett Anderson

Lisa Marks
from Linda Marks and Rafael Lopez

Maja Adolfo-Piwiek
from Tera Beljo

Marilyn Ann Tate
from Keri Marie Tate

The Breast Cancer Action Staff
from Adrienne Torf

DONATIONS IN MEMORY

Breast Cancer Action gratefully acknowledges donations made in memory of the following individuals between June 19, 2018 to October 31, 2018.

Alma Borenstein Ohly and Barbara Brenner
from Barbara and Joseph Blumenthal

Barbara Brenner
from Alice Hilbert
from Tom Reilly and Kevin James

Debra Mayo
from Sharon and Eugene Sullivan

The Source— The Source—Fall 2018 | 11.27.18

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Ellen Rice Lowery
from Mrs. Margaret Walsh

Enriqueta Santos
from Andrea Cameron

Gloria Fulwider
from Leticia Adams
from Ronald Liesmann
from Patricia Carstarphen

Jane Beck Bauldry
from Patricia Blair Pierce

Linda Baralt
from Ernest and Mary Baralt

Lucy Sherak
from Ken Fischer

Lynda Kotzbauer
from Chris Rhomberg

Madeline Draeger Kanner
from Dr. Margaret Rose Draeger

Margaret Mann Wuebker
from Debra Wuebker

Susan Stanfield
from Colleen Hart

The Source— The Source—Fall 2018 | 11.27.18

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