

From Breast Cancer Awareness to Action: Rethink the Pink

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Independent Watchdog

- Screening, diagnosis and treatment
- Root causes of the disease
- Pink ribbon culture and marketing



Women aren't just scared, we're mad

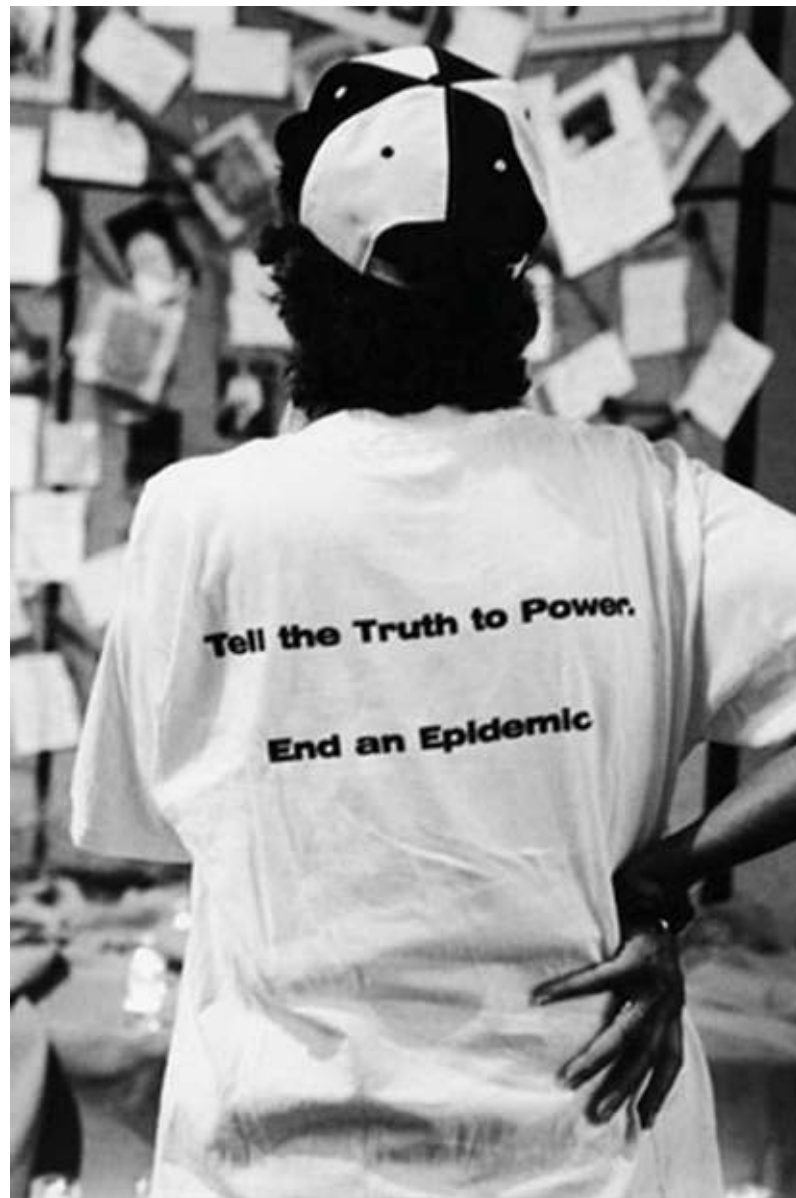


The Cancer Patients Action Alliance (CAN ACT) protests against Blue Cross last April 1. "We bought insurance, we thought we were covered—we were the fools."



SUSAN CLAYMON THOUGHT SHE WAS DOING everything right. Although she had no family history of breast cancer, she exercised, ate a low-fat diet and went for mammograms regularly. So she was surprised to discover at age 47 that she had a lump in her breast only six months after a mammogram had given her a clean bill of health. The lump turned out to be cancerous, and while performing a mastectomy, doctors found more bad news: The malignancy had spread to 21 of her lymph nodes. When Claymon decided to undergo reconstructive surgery and have her other breast removed as a preventive measure two years later, her doctor found

Breast cancer has taken nearly four times as many lives as AIDS since 1980. So why is the government spending almost 19 times more money on AIDS this year?
By Leslie Laurence



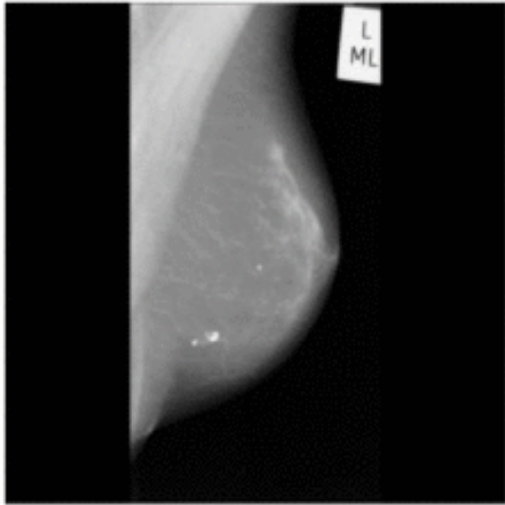
BREAST
CANCER
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A Public Health Crisis

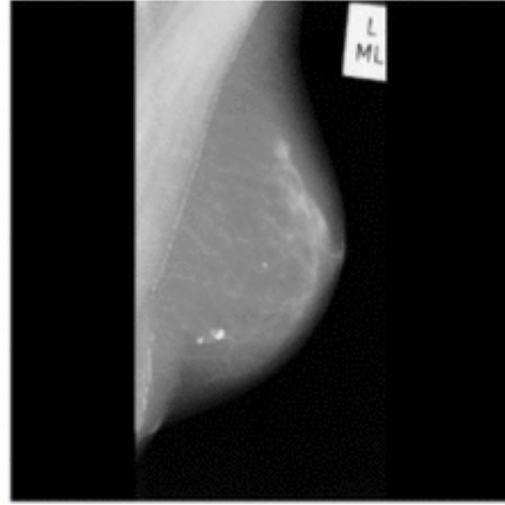
Each Year:

- Nearly a quarter million women diagnosed
- Approximately 42,000 women die each year
- Another 60,000 non-invasive (DCIS)

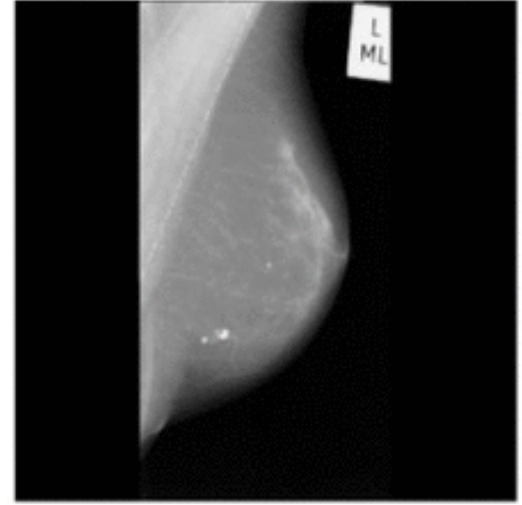
- Approx. 2.6 million women alive today have been treated for breast cancer



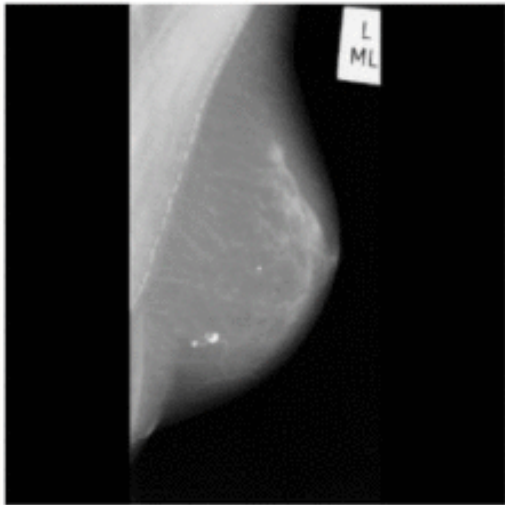
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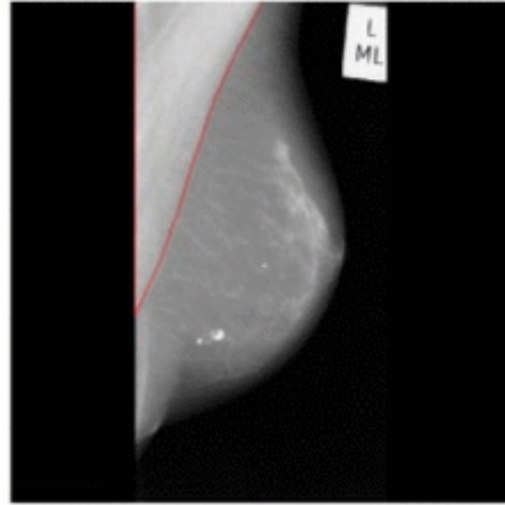
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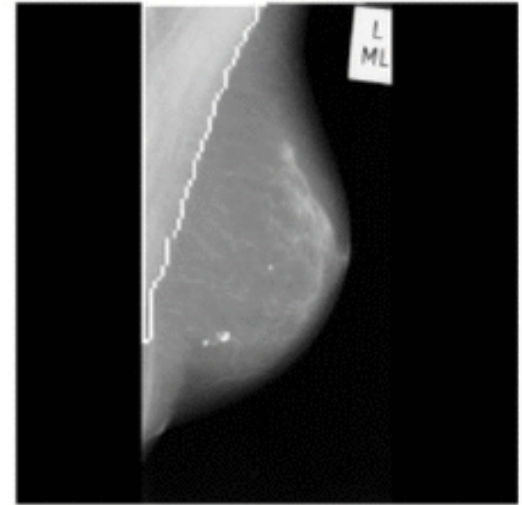
(c)



(d)



(e)



(f)

Lifetime risk of Breast Cancer

1964: 1 in 20



1984: 1 in 14



Today: 1 in 8



Breast Cancer Today

- Treatments still largely slash, burn, poison
- 2nd leading cause of cancer deaths among women
- Nearly 1 in 3 cancers diagnosed in women are breast cancer
- Most common cancer after skin cancer
- 20-30% of breast cancers will metastasize, even if dx'ed early
- Still don't know what causes most breast cancers

Are you aware?



Main messages re: breast cancer

Eat healthy.

**Maintain a
healthy weight.
Exercise.**

**Get a
mammogram**

Breastfeed!

Known Risk Factors : just 30-50%

- Family history—*accounts for at best 10%*
- Early menarche/ late menopause
- Late first child birth / no children
- Hormone replacement therapy
- Alcohol consumption
- Weight gain after menopause
- Being tall
- Higher birth weight as a baby
- AGE

Unequal Burden of Disease

- Highest incidence among white women
- Black women are 40% more likely to die
- Latina women are 20% more likely to die
- WOC also experience greater financial decline
- Can't explain these differences due to screening

American Indian / Alaska Native breast cancer stats

- In Alaska and the Northwest region, the rate of breast cancer is higher among AI/AN women than among white women
- 28% of Alaskan & Native American women's cancers
- More likely to be diagnosed at younger ages and later stages
- Death rates for breast cancer not declining for AI/AN women, despite some improvement for white women
- American Indian and Alaska Native (AI/AN) populations are among the underserved minority groups in the United States

Does any of this help?



Chemical links to cancer



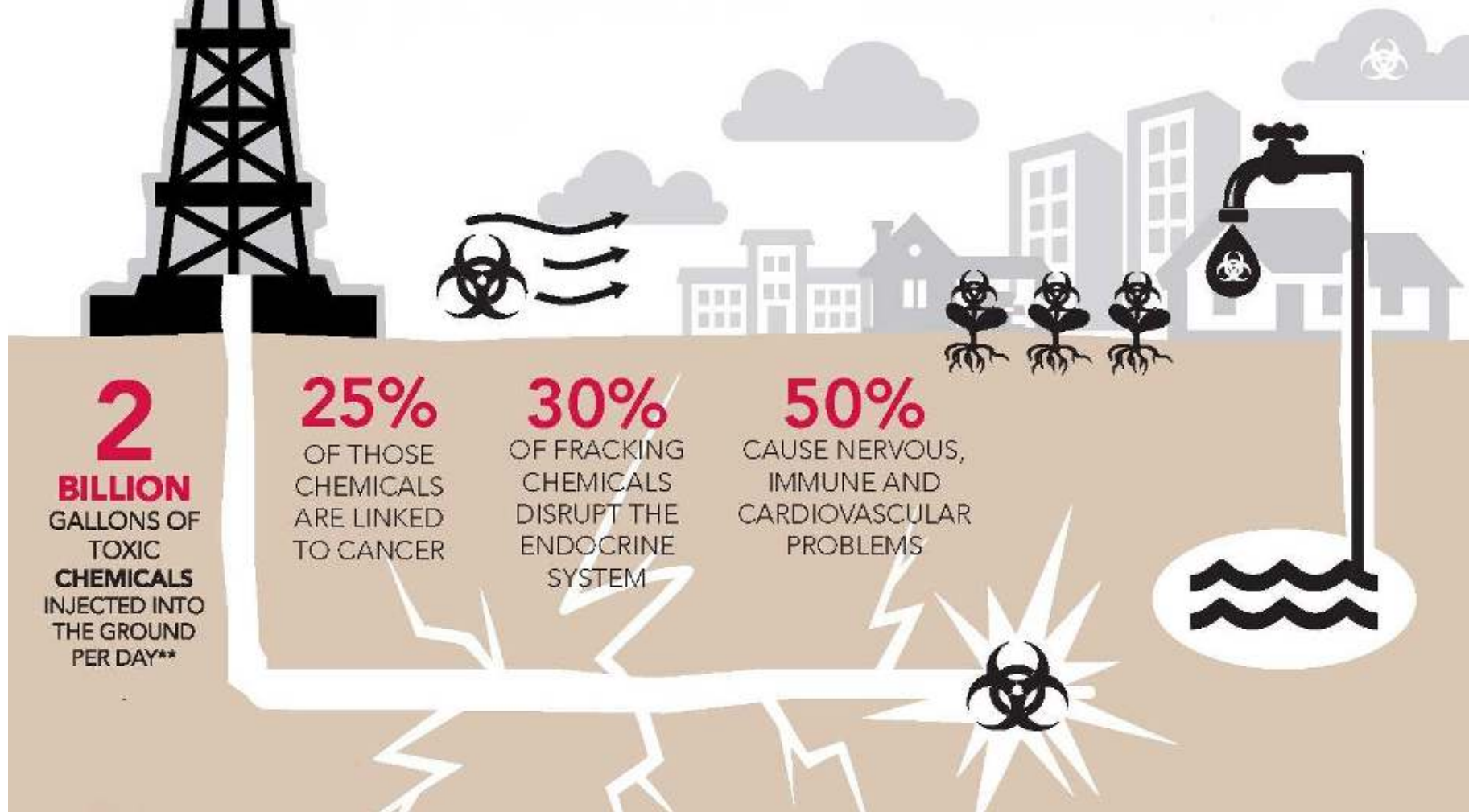
The President's Cancer Panel



“The Panel was particularly concerned to find that the **true burden of environmentally induced cancer** has been **grossly underestimated.**”

- 2008-09 Annual Report

Fossil Fuels Fuel Cancer



2
BILLION
GALLONS OF
TOXIC
CHEMICALS
INJECTED INTO
THE GROUND
PER DAY**

25%
OF THOSE
CHEMICALS
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TO CANCER

30%
OF FRACKING
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DISRUPT THE
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50%
CAUSE NERVOUS,
IMMUNE AND
CARDIOVASCULAR
PROBLEMS

DON'T

 **PINK**
FOR ME

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Demanding Systemic Change

- **Not only personal tragedy but public health crisis**
- **Refuse to blame women** for their own breast cancers
- Demand **focus on the root causes** of disease
- No more whack a mole—need **broad systemic changes**
- Demand attention for **most impacted communities**
- **Reveal conflict of interest and the cancer industry**

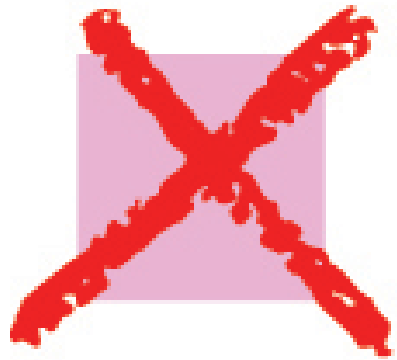


Strict Conflict of Interest Policy

- Independent watchdog
- We cannot be bought
- Evidence based and patient driven
- Doing the work no other breast cancer will do



Disrupting the Cancer Industry



think before
you pink.org



Pinacle of Pinkwashing



THE DAILY SHOW
WITH JON STEWART

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Stay tuned for this year's TB4UP

- Coming October 1st...

think before



you pink

a project of

BREASTCANCER**ACTION**.org

Join Breast Cancer Action!

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We are stronger because of YOU

