



Tabling Primer for the Breast Cancer Fund

Tabling is a great way to reach people one-on-one and explain what the Breast Cancer Fund does and how they can get involved. Tabling opportunities are usually in conjunction with a health fair, festival, conference or other organized event.

Tabling Tips

- It's OK to say "I don't know" to any questions you receive.
- It's also OK to say, "Let me get your information and your question to a staff member who can get back to you with the answer."
- Or you can say, "e-mail your question to info@breastcancerfund.org and we'll make sure someone gets back to you."
- Make sure to get people to sign up for our mailing list. When they ask what they receive by signing up, let them know they get our monthly e-Newsletter and occasional action and event alerts and that we DO NOT sell or trade their e-mail address.
- If you encounter people who talk non-stop about their issue or have some bone to pick, simply smile, and state evenly, "That's a valid concern/issue/problem; I wish you luck with that, but our focus as an organization is to prevent breast cancer."

Breast Cancer Fund Talking Points

- Our mission: In response to the public health crisis of breast cancer, the Breast Cancer Fund identifies – and advocates for elimination of – the environmental and other preventable causes of the disease.
- Founded in 1992, the Breast Cancer Fund works from the knowledge that breast cancer is not simply a personal tragedy, but a public health priority that demands action from all.
- Breast Cancer Fund is the only national organization focused solely on preventing breast cancer.
- Through public education, policy initiatives, outdoor challenges and other innovative campaigns, the Breast Cancer Fund mobilizes the public to secure the changes needed to stop this devastating epidemic.

A Few Breast Cancer Facts

- No more than 10 percent of breast cancers are in women with a genetic history of the disease, and science increasingly points to toxic chemicals and radiation as factors in the sharp rise of breast cancer incidence.ⁱ
- Between 1973 and 1998, breast cancer incidence rates in the U.S. increased by more than 40 percent.ⁱⁱ

The Breast Cancer Fund works to identify and eliminate the environmental causes of the disease.
415 346.8223 www.breastcancerfund.org info@breastcancerfund.org

- As breast cancer rates have continued to rise, an estimated 80,000 synthetic chemicals have been registered for use in the United States. Fewer than 10 percent of these chemicals have been fully tested for their effects on human health.ⁱⁱⁱ
- A recent survey conducted by the Silent Spring Institute indicated that 216 chemicals and radiation sources have been recognized by national and international regulatory agencies as being implicated in breast cancer causation.^{iv}
- Breast cancer is the most common cancer among women worldwide, excluding skin cancer.^v
- Today in the U.S., a woman's lifetime risk for breast cancer is about one in eight.^{vi}
- In 2007 in the U.S. alone, an estimated 240,000 women were diagnosed with breast cancer and 40,500 died of the disease.^{vii}
- Breast cancer is the second leading cause of cancer death in women in the U.S., exceeded only by lung cancer.^{viii}
- Women living in North America have the highest rate of breast cancer in the world.^{ix} Breast cancer incidence rates continue to rise worldwide, with the highest risk in industrialized western countries. Immigrants from low risk regions, such as Asia, to a high-risk region, such as the U.S., face increased risk. These and other data tell us that characteristics of modern societies affect risk.^x

Breast Cancer Fund Collateral

NOTE: All these materials are FREE and downloadable from www.breastcancerfund.org. For hard copies of our materials, e-mail the Breast Cancer Fund's education & outreach coordinator, Genevieve Roja, at groja@breastcancerfund.org.

“Warning” Brochure

An overview of the Breast Cancer Fund's work to eliminate the environmental causes of breast cancer — and how you can get involved.

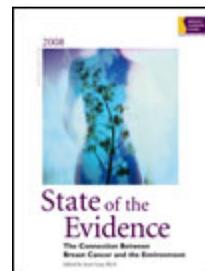


Strong Voices Newsletter

This quarterly publication delivers in-depth articles and spotlights on chemicals linked to breast cancer, as well as features about our supporters.

State of the Evidence: The Connection Between Breast Cancer and the Environment

A comprehensive report about the chemicals and radiation linked to increased risk of breast cancer. A much more complex picture of breast cancer causation than traditionally accepted emerges, one in which timing, mixtures and dose of environmental exposures interact with genes and lifestyle factors. This is the fifth edition, published in 2008 version. Available at www.breastcancerfund.org/evidence.



Advocate's Guide to State of the Evidence

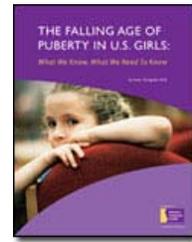
This companion guide to State of the Evidence 2008 highlights key research findings, emerging themes and research and policy recommendations from the full report.

The Breast Cancer Fund works to identify and eliminate the environmental causes of the disease.
415 346.8223 www.breastcancerfund.org info@breastcancerfund.org

The Falling Age of Puberty in U.S. Girls: What We Know, What We Need to Know

Over a few decades, the childhoods of U.S. girls have been shortened, raising their risk of breast cancer. A new Breast Cancer Fund report by Sandra Steingraber is the first comprehensive review of the issue. Available online at

www.breastcancerfund.org/puberty



Advocate's Guide to The Falling Age of Puberty

This guide for advocates summarizes the findings of the full report, The Falling Age of Puberty in U.S. Girls by Sandra Steingraber, and recommends policy directions and personal actions to protect our daughters' health.

Environmental Risks and Breast Cancer CD

An interactive CD created by a team at Vassar College in collaboration with the Breast Cancer Fund. Original animations were developed to help explain complex scientific principles and the CD offers practical suggestions for minimizing exposures to environmental factors that may contribute to breast cancer. Please note: this is available in English and Spanish.



Unmasked: 10 Ugly Truths Behind the Myth of Cosmetic Safety

Did you know that personal care products can contain chemicals linked to cancer and other health problems? Get the facts, the science, the ingredients to avoid and what you can do to make cosmetics safer for everyone. From the Campaign for Safe Cosmetics.



"Free Gift" Compact

This petite brochure is great for handing out at events. Besides giving a brief overview of the issue, it also includes a shopping tip card.

That's it! Thanks for your help and happy tabling. Please contact groja@breastcancerfund.org or 415-346-8223 x31 for more information.

ⁱ <http://www.breastcancerfund.org/site/pp.asp?c=kwKXLdPaE&b=44850>

ⁱⁱ State of the Evidence 2008, page 6

ⁱⁱⁱ State of the Evidence 2008, page 6

^{iv} State of the Evidence 2008, page 6

^v <http://www.cancer.org/downloads/STT/caff2007PWSecured.pdf>

^{vi} <http://www.cancer.org/downloads/STT/caff2007PWSecured.pdf>

^{vii} <http://www.cancer.org/downloads/STT/caff2007PWSecured.pdf>

^{viii}

^{ix} http://www.cancer.org/docroot/CRI/content/CRI_2_4_1X_What_are_the_key_statistics_for_breast_cancer_5.asp

^{ix}

^{ix} http://www.cancer.org/docroot/CRI/content/CRI_2_4_1X_What_are_the_key_statistics_for_breast_cancer_5.asp

^x Silent Spring Institute <http://www.silentspring.org/newweb/research/ssa.html>