



### Breast Cancer Action Priorities

- Seek more effective and less toxic breast cancer treatments
- Decrease involuntary environmental exposures
- Generate awareness of the role of social injustices

think before you pink .org

Pinkwashing

*"If shopping could cure breast cancer, it would be cured by now."*

Barbara Brenner  
Founding Executive Director,  
Breast Cancer Action



### Path to change...

- Ask questions

## Questions to Ask

1. Who?
2. What?
3. How much?
4. How safe?

*Think Before You Pink*

## Path to change...

- Ask questions
- Make choices
- Challenge the system

## Challenge the System



## Inequities & Disparities

### Inequities

The social injustices – political, economic and racial – that result in disparities in breast cancer incidence and outcomes.

### Disparities

The difference in breast cancer-related incidence, prevalence and mortality as it varies between specific population groups.

### *Inequities*

- Not all racial and ethnic groups are equal in the eyes of breast cancer
- Gains are also unequal

### *Inequities – Social Determinants*

- Factors include
  - Geographic community
  - Social class
  - Political Power

### *Inequities – Social Determinants*

- Factors include
  - Geographic community
  - Social class
  - Political power
  - Race/ethnicity
  - Access to care

### *Inequities – Risk Factors*

- Risk Factors
  - Unhealthy neighborhoods
  - Quality of education
  - Job opportunities
  - Quality of housing

### *Inequities – Risk Factors*

- Risk Factors
  - Communal support
  - Access to resources
  - Exposure to toxins
  - Genetics

### *Inequities*

Early Detection Saves Lives

## Disparities

“Awareness” is nearly universal

## Disparities - Incidence

Incidence & Mortality Rates of Breast Cancer by Race/Ethnicity		
Race/Ethnicity	Incidence per 100,000	Mortality Rates
White	123.3	22.4
African American	118	31.6
Hispanic/Latina	93	14.9
Asian American	85.9	11.9
American Indian/ Alaska Native	89.1	16.6

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## Disparities - Treatment

Institutionalized barriers lead to:

- Under-treatment
- Mis-treatment
- Over-treatment

## Disparities - Mortality

Since 1990 breast cancer mortality rates have been *slowly declining*

## Action Steps

- Awareness isn't enough
- Access to care isn't enough

## *Action Steps*

- Impact policy
  - Break down barriers to care
  - Improve resources for schools
  - Economic revitalization in low-income communities
  - Strengthen environmental protections

*Thank you!*

## *Breast Cancer Action*

Tweeting from @BCAction

Website: [bcaction.org](http://bcaction.org)

Toll Free: 1-877-2-STOPBC (1-877-278-6722)

## *Lori Marx-Rubiner, MA, MSW*

Tweeting from @regrounding

Blogging at [regrounding.wordpress.com](http://regrounding.wordpress.com)

Email: [regrounding@yahoo.com](mailto:regrounding@yahoo.com)