Chemicals Education for Cancer Prevention: Linking Pollution Prevention and Breast Cancer Risk for Vulnerable Women Workers

Breast Cancer Coalition of Rochester is an independent, community-based, grassroots organization dedicated to eradicating breast cancer through action and advocacy. The Coalition’s mission is to provide support to those touched by a diagnosis of breast cancer, to make access to information and care a priority through education and advocacy, and to empower women and men to participate fully in decisions relating to breast cancer.

Project Description:

• This project leveraged existing research-based outreach materials developed by the NIH-funded Breast Cancer and the Environment Research Program (www.bcerp.org) to build understanding and awareness of the intergenerational impacts of environmental chemicals on health in the Rochester community.
• Materials focus on increasing the public understanding of chemicals with potential endocrine-disrupting and carcinogenic effects.
• Target audience: women of childbearing age with a high risk of exposure to chemicals through their work.
• Additional targeted audiences: the Coalition’s community of cancer survivors, supporters and their families as well as public health professionals who serve these communities.

Project Highlights:

• 1500 “Your Daughter and Breast Cancer Reducing her risk now” brochures and 20 copies of “Toolkit for Health Professionals” were disseminated
• 35 Public Health Professionals and community members were trained
• 9 Community Events attended, reaching over 550 community members
• 120 Nail Salons visited and workplace atlas mapped http://bit.ly/1p2OAFb
• Sustainable Outreach Plan developed

Web links: bccr.org