



Community Grants Program

New York State Pollution Prevention Institute (NYS P2I) provides financial and technical support for projects that raise awareness and understanding of pollution prevention practices and lead to implementation at the local level

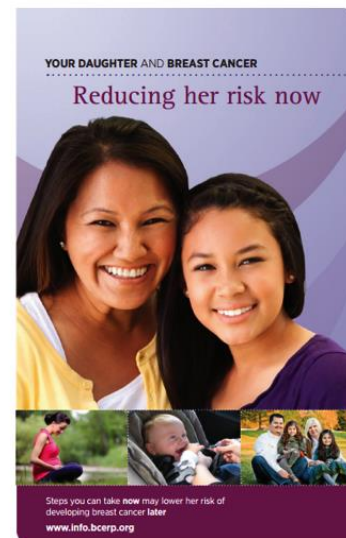
Chemicals Education for Cancer Prevention: Linking Pollution Prevention and Breast Cancer Risk for Vulnerable Women Workers



[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) <http://bit.ly/1p2OAFb>
- Sustainable Outreach Plan developed

Web links: bccr.org

