



Protect Our Breasts Prospective Chapter Toolkit



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A letter from the founder...

Thank you so much for taking time to learn about starting a chapter of Protect Our Breasts. As an ambassador, you will make a significant contribution to the lives of your peers – changing the world one step at a time. We are so grateful for the women (and men) who embrace the science we translate into digestible tips to benefit this and future generations.

Protect Our Breasts launched in October 2011 as a result of my own breast cancer diagnosis and the President's Cancer Panel's conclusion that we have "grossly underestimated the role of toxins in cancer." Since then, we have grown into an international organization with high school and college chapters in the U.S. and Canada and with thousands of followers on social media.

Unfortunately, the statistics we found at the start remain. We still have 85,000 chemicals in use, many of which have no safety data. There are still one in eight women who will be diagnosed with breast cancer in their lifetime. Prevention of the disease remains second to "finding a cure." However, some things have changed significantly.

First, chemicals such as BPA, parabens and phthalates are part of common language, as is the umbrella term "endocrine disruptors" for many of the concerning chemicals. Today, when we talk to brands on our grocery store shelves, they have heard of these chemicals and have either changed their products/packaging or are in the process of finding a safer alternative.

It may sound impossible to change the marketplace for the health and safety of your friends and family. Yet as a Protect Our Breasts ambassador, you will have that power.

Thank you for undertaking such an important role in our future,



Who is Protect Our Breasts?



Who We Are:

Protect Our Breasts is a national breast cancer prevention organization that shares about the harmful chemicals in everyday products that contribute to breast cancer; empowering women and men to live healthier lifestyles and make safer choices during one of the most vulnerable periods of their lives.

We start by looking at the products on our grocery store shelves, the products we think we can trust. From personal care and cosmetics to meat, fish and dairy, we research the concerning chemicals in various product categories- breaking down the science into digestible tips to then be shared by our chapters and via social media.

Protect Our Breasts has expanded into a network of motivated change-makers. We are connected by our "cure"; to educate in order to stop breast cancer before it starts. Through our work, we are determined to change the marketplace and get safer products on our store shelves to protect more young women and men from developing breast cancer and other diseases later on in life.

Organizational Structure:

Cynthia Barstow

Organization Founder & Marketing Professor in the Isenberg School of Management at UMass Amherst

Advisory Board

Science & Marketing Boards
World renowned scientists and professionals in their industries that help us translate and share the most up-to-date science

National Executive Board

The multidisciplinary "Business Hub" of the organization housed in the Isenberg School of Management at UMass Amherst
Comprised of 8-10 business and science

College and High School Chapters

The ambassadors of the organization who are at the heart of Protect Our Breasts.

“Protect Our Breasts has shown me that I truly have the power to make a substantial difference in the lives of my peers. Not only do I feel satisfied in knowing that I am protecting myself against harmful chemicals, but I feel even better knowing that I do the same for those around me. I am so thankful for the confidence, knowledge, and power that POB has given me and I can't wait to see how it grows on my campus and in communities nationwide.

- Erin Martin
Chapter President and Senior Connecticut College

What is a Protect Our Breasts Chapter?



Chapters:

A Protect Our Breasts Chapter is a group of students who are passionate about sharing digestible breast cancer prevention information with their peers. Chapters are student-run, student-led organizations on high school and college campuses extend Protect Our Breasts, performing three main functions: educating, advocating and fundraising.

Chapters are at the heart of Protect Our Breasts, serving as the ambassadors to the organization! These go-getters are ready to take the next step in leading healthy advocacy at their school.

Being a Protect Our Breasts chapter opens the door to broader support from the expansive network of individuals who are involved in Protect Our Breasts, from our Advisors and National Executive Board, to hundreds of current and former chapter members that come from our established chapters nationwide.

Want to be a part of our mission?

Become a Protect Our Breasts founder at your school! We need leaders to act now to educate their peers, friends, and family members on harmful chemicals that impact future breast cancer diagnoses. As the President of your chapter you can empower those around you to make safer choices every single day!

Become a chapter founder and...

- Learn and share groundbreaking science that can save lives;
- Be empowered to share safer products with your peers;
- Join a community of like-minded individuals;
- Influence the everyday choices of peers, friends and family members;
- Gain meaningful professional and leadership experience that stands out on resumes;
- Help stop breast cancer before it starts!

“Protect Our Breasts is an empowering organization that has allowed us to become more aware of safer alternatives products that can help ourselves and our loved ones live safer and healthier lifestyles. Knowledge is power, and this organization has given us the power to make smarter decisions for our bodies and our health.

- Hannah Lee and Jane D'Entremont
Chapter Co-Presidents
UMass Amherst

How can you get involved?



Steps to forming a campus chapter:

- 1 Learn about Protect Our Breasts: Make sure starting a chapter is right for you! Visit our website at protectourbreasts.org to learn more about the organization.
- 2 Reach out to our National Executive Board and set up a conference call time to learn more about the role! Become a POB Official chapter immediately.
- 3 Get a faculty advisor! All campus chapters are required to have an advisor who is a member of the faculty or staff of your school. Take the time to find someone who cares about the organization.
- 4 Recruit chapter members! Identify a core group of interested students and get them involved. Forming and running a campus chapter is a group effort; getting others involved in the initial stages will help establish a solid foundation for your chapter.
- 5 Become recognized as a chapter at your school. In terms of becoming official at your high school or college, reference (appendix 1.)

“ POB is our favorite organization we are part of. It allows us to connect with our campus and spread the word about breast cancer prevention. We have been introduced to amazing products that we continue to use in our day to day lives. The collaboration between the chapters and the motivation of everyone to educate others is what truly makes this organization special.

- Marissa and Ngan,
Chapter Co-Presidents
Bay Path University

What are the main functions of a POB Chapter?

Protect Our Breasts chapters run independently with oversight from the National Influencer Network Team. You control the organization of your chapter. However, all Protect Our Breasts Chapters serve the same three functions:



1. Educating

Chapter presidents and members learn the science behind the organization and share this with peers, friends, and family members. Our ambassadors become vessels of knowledge and information, educating others on the important information that the National Executive Board shares.

2. Advocating

Protect Our Breasts strives to stop breast cancer before it starts with an end goal of changing the marketplace. To do this, we ask our chapters to help us advocate for safer products without chemicals. Chapters do this by participating in national campaigns, product promotions, and their very own community-based projects.

3. Fundraising

With the National Executive Board's approval, chapters can choose to hold their own fundraisers at their schools, or with local organizations whose values align with the Protect Our Breasts' mission. Fundraising allows chapters to share about Protect Our Breasts with their peers and communities while also providing the funds for chapter bonding activities and future events.

POB Chapter President Tasks

- Attend bi-weekly conference calls with the National Influencer Network Team;
- Host one or more general body meetings per month;
- Organize tabling promotions with your chapter;
- Display your leadership skills to your peers and the POB community

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Being a POB chapter president has opened my eyes to the vulnerabilities young women face. I now know the importance of access to knowledge about breast cancer prevention. I have learned how to be critical of my purchases and make more informed decisions in my day to day life. I have found my experience as a POB chapter president to support me not only in the day-to-day decision making and awareness but also in my career.

-Jackie Nagle
POB Alumni
Founder of Amherst College

Appendix 1: Tips for setting up your Protect Our Breasts Chapter

What's Next?

Now that you have an understanding of what it means to be a Protect Our Breasts Chapter, schedule a video call with the National Influencer Network Team to go over any questions you may have so they can provide further explanation on the organization. If you have a co-president in mind, please invite them on the call!

Begin thinking about strategies to **recruit members** interested in joining your chapter and prepare to **approach administration** and make your POB chapter an officially recognized club at your school.

Recruiting Members

Word of mouth communication explaining Protect Our Breasts is always powerful. This way, people can see and hear your passion for the organization! Yet, there are other ways to recruit members that have been successful for other Protect Our Breasts chapter presidents such as:

- Connect with friends involved in other extra-curriculars (clubs, sports teams, student government, etc.);
- Post in any Class Groups on social media explaining the organization, how you are wanting to get it started, and your search for members;
- Create Instagram Stories and/or Instagram Polls sharing Protect Our Breasts and asking if any classmates would be interested in joining;
- Reach out to a teacher, professor, or faculty member (could be your adviser) and seeing if they could help promote the organization in class.

Approaching Administration

Before you approach a member of your schools administration in pursuit of establishing a Protect Our Breasts chapter at your school, we encourage you to have done the following:

- Research the process for establishing a club at your school and fill out the appropriate paper-
- Browse the Protect Our Breasts website:
- Have a scheduled video call with the Influencer Network Team:
- Look at Protect Our Breasts' social media pages: and posts
- Search for an advisor:
- Gather a group of potential members.

“ Protect Our Breasts has opened so many doors for me in ways that I could have never imagined. It has inspired me and my peers to become more aware of the harmful products we use in our everyday lives. With the help of the club members I can say with certainty that we have at least impacted our school community in the most positive way possible.

- Donna Vasseghi, St. John's Morrow Park Catholic Secondary School Chapter President

Appendix 2: Understanding The Role of Chapter Advisor

Advisor: Someone who supports the establishment and management of a Protect Our Breasts Chapter. He or she is a representative of the school and maintains contact with the chapter, advising the group when necessary.

Roles of a Chapter Advisor

- Assist the chapter in the process of becoming official an chapter at school/campus;
- Lend guidance and advice to the chapter;
- Provide a space for chapter materials; help
- With the student leadership transition; be a
- Constant contact to the chapter.



FAQs

Why do chapters need an advisor?

All Protect Our Breasts Chapters are required to have a faculty advisor. This individual is needed as a consistent contact for your chapter and can be as involved as he/she has the capacity to be. Advisors can also help chapters navigate any challenges they may encounter while working within a school system.

Who can be an advisor?

An advisor can be anyone employed by the high school or college. This person is a member of the faculty, staff or administration.

How can the advisor help during leadership transition?

Advisors are crucial in assisting a chapter in the case that it needs help finding a new chapter president. The adviser ensures that a constant chapter president is in place and is motivated to lead the chapter.

We thank our advisors for supporting student leaders and change-makers!



“ Meeting Cynthia back in 2016 may have been one of the best things that had ever happened to me. Starting the first Protect Our Breasts high school chapter has changed my perspective not only on what I am buying and eating but also on my life. Protect Our Breasts connected me with powerful and inspiring women that motivate to make healthy choices. These women have taught me how to influence my peers positively and make a difference in my community. As a senior in high school, I am so grateful I took on the challenge of creating a chapter because it has helped me carve a pathway to my future.

- Lilly DiPietro
Lynnfield High School
Chapter President

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