

# PROTECT OUR BREASTS

## PROTECT OUR BREASTS (POB) MEDIA KIT

**Last Updated:** January 2026

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### WHO WE ARE

Protect Our Breasts (POB) is a program of Breast Cancer Prevention Partners (BCPP) – the only national science-based policy and advocacy organization focused on preventing breast cancer by eliminating toxic chemical exposures. POB engages emerging generations through conversations about environmental exposures linked to breast cancer, drawing on BCPP's foundation of scientific research, policy victories, and market transformation work to empower students to translate complex science into everyday choices that protect themselves and their communities.

With one in eight women diagnosed with breast cancer—and around 90% of cases due to environmental factors—prevention education has never been more critical. The same harmful chemicals that increase breast cancer risk also contribute to testicular cancer, fertility issues, and other health conditions affecting entire families.

### The POB Story

POB was founded by University of Massachusetts Amherst marketing professor Cynthia Barstow following her own breast cancer diagnosis. Inspired by BCPP's work translating scientific research into public awareness and advocacy, she recognized that prevention education needed to reach young people during their most

vulnerable developmental period. What started as a classroom initiative has grown into a national movement with chapters across the country.

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## WHY IT MATTERS: KEY STATISTICS

- **1 in 8 women** will be diagnosed with breast cancer in their lifetime
  - **Around 90% of cases** are due to environmental factors, not family history
  - **Ages 18-25** represent a critical "window of susceptibility" when toxic exposures can have lifelong impact
  - **POB reaches students** at exactly the right moment to make prevention-focused choices
  - **The same chemicals** that increase breast cancer risk also contribute to testicular cancer, fertility issues, and other health conditions
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## OUR APPROACH: WHAT MAKES POB DIFFERENT

### Prevention Over Awareness

We don't focus on pink ribbons or awareness campaigns. We teach students how to identify and avoid toxic chemicals in everyday products - from cosmetics to food packaging.

### Peer-to-Peer Education

Students learn better from other students. Our chapter-based model creates authentic conversations about environmental health, not lectures or fear tactics.

### Science-Backed, Youth-Voiced

We combine BCPP's rigorous scientific expertise with content and messaging that actually resonates with Gen Z. This integration gives us credibility without sacrificing accessibility.

## **Solutions-Focused**

We empower students with practical knowledge: how to read ingredient labels, identify safer alternatives, and advocate for policy change. Education that leads to action.

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## **WHAT WE DO**

### **Chapter Network**

- College and high school chapters across the United States
- Monthly themed educational campaigns and materials
- Student-led tabling events, workshops, and advocacy initiatives
- Leadership development and mentorship opportunities

### **Digital Education**

- Instagram and TikTok content translating environmental health science
- Monthly newsletter with safer product swaps and packaging insights
- Educational resources on toxic chemicals of concern
- Brand transparency scorecards

### **Brand Partnerships**

- Network of 120+ USDA certified organic brand partners
- Focus on supply chain transparency and safer packaging
- Educational collaborations and community support
- Influence on industry practices and ingredient safety

### **Policy Advocacy**

- Student participation in environmental health legislation
  - Connection to BCPP's broader policy initiatives
  - Training in advocacy and civic engagement
  - Real-world experience in public health policy
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## **CURRENT INITIATIVES**

### **POB Bra Pong**

Our signature educational game - a plastic-free, booze-free twist on a college classic that creates conversations about breast cancer prevention while raising awareness and microdonations at campus events.

### **Website Rebrand (Coming Soon)**

Major refresh reflecting our full integration with BCPP, with brighter colors that resonate with students while maintaining our environmental health focus. Launching early 2026.

### **Policy Team Launch**

New student-led team connecting Gen Z voices to environmental health legislation and BCPP's advocacy work.

### **Climb Against the Odds**

Abby and Bex are training as BCPP's staff climbers for the 2026 National Hike for Prevention, summiting Mt. Shasta to raise awareness and funds for breast cancer prevention. This expedition represents both the personal challenge of the climb and the collective challenge of preventing breast cancer through environmental health advocacy.

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## KEY MESSAGING

### On Our Mission

"We're not here to scare students with statistics. We're here to give them the knowledge and tools to protect themselves and push for systemic change. Prevention starts with education at the right time - and that time is now."

### On the BCPP Integration

"This integration gives POB students access to the country's leading breast cancer prevention research while keeping our authentic Gen Z voice. We're BCPP's generational reach multiplier - translating their decades of scientific expertise into education that resonates with the next generation."

### On Our Approach

"Around 90% of breast cancer cases are due to environmental factors, not family history. That means we can actually do something about the majority of cases. We teach students to identify toxic exposures and make safer choices during one of life's most vulnerable periods."

### On Brand Partnerships

"We partner exclusively with brands committed to transparency and safer ingredients. These aren't paid sponsorships - they're mission-aligned relationships with companies that share our values and genuinely want to do better."

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## TALKING POINTS FOR MEDIA

### 1. The Timing Is Critical

- Ages 18-25 represent a "window of susceptibility" when breast tissue is still developing

- Toxic chemical exposures during this period can have lifelong impacts
- College is when students are making independent purchasing decisions for the first time
- Early education creates lifelong prevention habits

## 2. **Prevention vs. Awareness**

- Traditional breast cancer campaigns focus on awareness and screening
- POB focuses on primary prevention – stopping cancer before it starts
- We teach students to avoid exposures rather than just detect disease early
- Around 90% of cases are linked to environmental factors we can address

## 3. **Gen Z Engagement Strategy**

- Authentic peer-to-peer education, not top-down lectures
- Content that meets students where they are (TikTok, Instagram)
- Solutions-focused messaging, not fear-based campaigns
- Student-led chapters create ownership and authentic advocacy

## 4. **The Science Connection**

- Integration with BCPP provides rigorous scientific backing
- All claims verified by environmental health experts
- Access to latest research on chemicals of concern
- Translation of complex science into accessible education

## 5. **Industry Impact**

- POB influences safer product development through brand partnerships
- Students become informed consumers who demand better
- Network effect: one educated student influences dozens of peers
- Long-term market pressure for ingredient transparency

## 6. **The Climb Against the Odds**

- POB leadership (Abby and Bex) training to summit Mt. Shasta as BCPP's staff climbers
- Physical challenge mirrors the challenge of changing systems and preventing disease
- Fundraising goal of \$6,000+ per climber supports prevention education

- National visibility for breast cancer prevention through environmental health
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## BY THE NUMBERS

- **15 years** of youth environmental health education
  - **120+ brand partners** in organic and natural products
  - **National chapter network** across college and high school campuses
  - **Monthly educational campaigns** reaching thousands of students
  - **117% month-over-month social media growth** in recent expansion
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## MEDIA CONTACT

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## ADDITIONAL RESOURCES

**Website:** <https://protectourbreasts.org/> (old branding- new site updates nearly finished)

**BCPP Website:** [www.bcpp.org](http://www.bcpp.org)

**Donate:** [donate.bcpp.org/campaign/627594/donate](http://donate.bcpp.org/campaign/627594/donate)

**Start a Chapter:** Contact us for chapter toolkit and support materials

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## ABOUT BREAST CANCER PREVENTION PARTNERS (BCPP)

Breast Cancer Prevention Partners is the only national science-based policy and advocacy organization focused on preventing breast cancer by eliminating toxic chemical exposures. BCPP translates the growing body of scientific evidence linking environmental exposures to breast cancer into public education and advocacy campaigns that protect health and reduce exposure to toxic chemicals.

BCPP has secured passage of 20 local, state, and federal laws protecting people from toxic chemical exposures linked to breast cancer. Recent policy victories include the landmark Toxic-Free Medical Devices Act that banned DEHP from IV bags in California, leading Baxter International to transition to DEHP-free IVs nationwide, and the California Safer Food Packaging and Cookware Act that doubled the number of people protected from PFAS in food packaging from 38 to 77 million.

Beyond legislation, BCPP's market-based campaigns have driven industry transformation, including pressuring major brands to reformulate products by removing phthalates from OPI nail polish and successfully pushing Johnson & Johnson to stop selling toxic talc baby powder globally. Through science-based advocacy, strategic partnerships, and persistent public pressure, BCPP creates systemic change that protects current and future generations from preventable breast cancer.

