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**Breast Cancer Fund:
Power Mapping for Policy Change**

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MPH Candidate 2016
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Abstract

The following paper is a summary on a 300-hour fieldwork experience at the Breast Cancer Fund. The Breast Cancer Fund (BCF) is a non-profit organization based in San Francisco, CA that partners with organizations across the nation to expand their reach and health education. BCF works to expose and eliminate toxic chemicals in the environment that are linked to breast cancer, immunotoxicity, and reproductive and developmental issues. BCF accomplishes these goals through public awareness and pushing for policy change. In April 2015, Senators Diane Feinstein and Susan Collins introduced the Personal Care Products Safety Act. This is the first bill of its kind in the last 75 years designed to close the gaps on outdated federal law that allows the use of chemicals linked to cancer, birth defects, learning disabilities and other illnesses and chronic diseases in personal care products. Although this bill possesses many strong qualities, moving the industry in the right direction, BCF believes that this bill is not effective and comprehensive enough to truly protect the health of Americans. Thus, for my project, I conducted a strategy known as power mapping to determine which senators of the HELP Committee would be most likely influenced to take a ‘support if amended’ stance. Many factors and influences were taken into account such as financial, political, and personal influences. From the research collected, we were able to infer which officials were best targets for voting in favor of strengthening the current bill. This process would allow for a more comprehensive bill to be passed and ensure the safety and wellness of Americans.

Introduction

At the University of San Francisco, I completed my fieldwork at the Breast Cancer Fund (BCF). The Breast Cancer Fund is a non-profit organization that aims to expose and eliminate the environmental causes of breast cancer. After much research, BCF has compiled scientific evidence linking breast cancer to different environmental exposures. Through policy change and public awareness, BCF's overall goal is to reduce the incidence and mortality related to breast cancer. BCF aims to empower consumers to make informed decisions about their health and toxic-free lifestyles to reduce their risk of breast cancer.

BCF focuses on chemical exposure from a wide variety of sources but also runs specific campaigns that tailor to certain exposures. In 2004, BCF began the Campaign for Safe Cosmetics, which has created a great amount of pressure on the cosmetics industry to make safer products. Additionally, this campaign has reached millions of consumers, educating them on toxic chemicals found in cosmetics and how to advocate for safer products. The Campaign for Safe Cosmetics has successfully lead cosmetic companies to fully disclosing ingredients and reducing use of carcinogenic chemicals. Some retailers have joined the movement and begun eliminating cosmetic brands that contain harmful chemicals and have now moved towards a higher level of ingredient transparency. Each of these victories is a step in right direction; however the issue is nowhere near solved. More work must be done to eliminate toxic chemicals from personal care products used by millions of Americans every day.

Each day, people are exposed to several toxic chemicals from the environment. These chemicals can cause cancer as well as disrupt the body's hormones. Even minute, low dose exposures can lead to severe health effects. Furthermore, as each individual chemical reacts with one another, the impact becomes even more severe. These chemicals can be found within our air, canned food linings, and personal care products such as shampoo, lotion, toothpaste, and

cosmetics. According the Breast Cancer Fund, every day, women use as many as 12 products containing 168 chemicals and men use an average of six products. Currently, the numerous brands and types of personal care products have caused confusion as to which is more beneficial. Many products claim to leave hair shinier or skin smoother, but they fail to mention that while your hair becomes shinier and your skin becomes smoother, you are absorbing hundreds of toxic chemicals that can cause cancer, immunotoxicity, and reproductive and developmental issues. Currently, there is not enough policy work around this issue. Stricter laws must be put in place in order to prevent further exposure to such toxic chemicals.

Background

Breast cancer epidemiology

In 2012, breast cancer corresponded to 25% of all cancers worldwide, with an estimated 1.67 million new cases reported (Jorgensen et al, 2016). In women under the age of 45, approximately 27,000 newly diagnosed breast cancer cases and 3,000 deaths occur annually (Allaire et al, 2016). Even though survival rate for breast cancer has increased, up to 77% of women still suffer from significant distress (Hegel et al, 2006). Many women constantly live in fear of dying and must cope with changes in physical appearance resulting from treatment (Remmers et al, 2010). Not only do they deal with emotional stress but financial stresses as well. Among women ages 18-44 privately insured, annual excess direct medical care costs were approximately \$19,435 per woman (Allaire et al, 2016). Increased stress and cost of a breast cancer diagnosis greatly impacts quality of living.

Toxic chemicals and breast cancer risk

The Breast Cancer Fund has utilized years of research to identify chemicals that have been linked to breast cancer development. One important chemical is phthalates, which have been found in plasticizers in food wraps, medical products, toys, adhesives, plastic coating, and

cosmetic formulations (Chen & Chien, 2014). Phthalates are a group of chemicals used to make plastics more flexible and harder to break (Center for Disease Control, 2015). A recent study has found that women working in the automotive and food-canning industries have nearly a five-fold increase in risk for premenopausal breast cancer, likely due to their exposure to phthalates (Brophy et al, 2012). Another study has shown that Butyl benzyl phthalate (BBP), di-n-butyl phthalate (DBP), and di-2-ethylhexyl phthalate (DEHP), commonly used phthalates in consumer products, all stimulate breast cancer cells and may induce cell proliferation even at low concentrations (Chen & Chien, 2014). These studies highlight the potential carcinogenic effects of phthalates as well as their presence in our everyday environment. This is just an example of one chemical out of the hundreds that can cause harmful effects to the human body.

Description of the agency

The Breast Cancer Fund is a local non-profit organization based in San Francisco. Although local, BCF has succeeded in having a national or sometimes even international reach. The organization is comprised of about 30 employees with different departments ranging from the science or policy team to the marketing or IT team. BCF has created partnerships around the US that have enabled them to take their efforts to the next level. BCF has succeeded in influencing change in major companies such as Campbell's and Johnson & Johnson to remove toxic chemicals from their products.

Mission

To prevent breast cancer by eliminating our exposure to toxic chemicals and radiation linked to breast cancer.

Vision

As a result of their work, BCF envisions a world in which:

- We live without fear of losing our breasts or our lives as a result of what we've eaten,

touched or breathed because the environmental causes of breast cancer have been identified and eliminated.

- Most breast cancer can be prevented, while safe detection and treatment of the disease are the standard and available to all.
 - We have succeeded in informing and mobilizing a public that is unrelenting and holds government and business accountable for contaminating our bodies and our environment.
 - Public policy protects our health and is guided by the principle that credible evidence of harm rather than proof of harm is sufficient to mandate policy changes in the public's best interest.
 - We have done justice to the women whose struggle and dedication inspired our resolve.
- (Breast Cancer Fund, 2016).

Breast Cancer Fund hopes that their efforts reach individuals of all ages and race regardless of gender. With that said, BCF does take the time to specifically target women and young children as often as possible, since they are considered vulnerable populations.

The agency runs two big campaigns: Cans Not Cancer and Campaign for Safe Cosmetics. Through Cans Not Cancer, BCF aims to eliminate exposure of bisphenol-A (BPA) in canned food linings. Recently, BCF released a major report that gained attention from major news outlets. In the report, BCF called out major canned food companies for still lining their cans with BPA when they have promised consumers to remove it. Two major companies, Campbell's and Del Monte have now been put in the spotlight and both released statements that they will work to eliminate BPA in their canned food linings. This goes to show the impact that BCF can have. The Campaign for Safe Cosmetics is their biggest campaign, which focuses on exposing and eliminating toxic chemicals in our everyday personal care products. These products include shampoo, deodorant, lotion, toothpaste, cosmetics, soap, and many more. Major brands and

manufacturers such as Dove, Pantene, and Neutrogena, all contain harmful chemicals that have been linked to breast cancer. BCF works to bring awareness to the public on this issue, as well as, push for policy change to create a healthier environment for Americans.

Overall project plan, including learning objectives

Currently, BCF focuses much attention around policy work and lobbying for policy change. In April of 2015, Senator Diane Feinstein and Senator Susan Collins introduced the Personal Care Products Safety Act. This is the first bill of its kind in the last 75 years designed to close the gaps on outdated federal law that allows the use of chemicals linked to cancer, birth defects, learning disabilities and other illnesses and chronic diseases in the personal care products. This bill includes many strong provisions such as:

- Directing the FDA to assess the safety of a minimum of five cosmetics chemicals a year;
- Requiring companies to register their facilities, products and ingredients with the FDA;
- Requiring companies to comply with good manufacturing practices; and
- Closing labeling loopholes by requiring full ingredient disclosure for professional salon products and web-based sales of cosmetic products.

Although these changes are a step in the right direction, BCF strongly believes that this bill must be stronger and further amended in order to comprehensively protect the health of Americans. First off, the bills safety regulations must be strengthened. There is no mention of the manufacturers being held accountable for using toxic chemicals. Furthermore, this bill does not mention how to protect workers who currently are being affected. Another area, in which this bill falls short, is the need for more robust self-certification processes. Without stricter regulations, the cycle of industry-led safety assessments benchmarked by industry-funded science will

continue. Self-certification criteria should fall under the same regulations and restrictions as the FDA. Also, this bill excludes any guidelines around fragrance disclosure, which is a major source of toxic chemicals. Hundreds of different toxic chemicals make up just that one word. If fragrance disclosure is not included, the FDA will not receive the information it needs to effectively regulate cosmetic ingredient safety. Currently, about 40 percent of products on the market contain fragrance, meaning that many products will continue to cause harm and have toxic effects on the human body. Another aspect missing from this bill is data sharing. Utilizing data sharing can reduce animal testing and benefit small businesses, by making this data public. It will also streamline many efforts of FDA as they too will have access to the latest information. Lastly, federal preemption should be removed. Currently, states are not able to enact much needed legislation that would protect citizens due to preemption. With these changes, BCF believes this bill can help change the way the cosmetic industry functions to help protect the population against exposure to toxic chemicals.

Implementation of the project/methods

In order to have these changes implemented into the bill, it is essential to target the HELP Committee. The bill currently sits with this committee of 22 Senators: 12 Republicans and 10 Democrats. In order to effectively influence this committee to take a ‘support if amended’ stance, the technique of power mapping was used. Power mapping is a strategy used to determine who you can influence in order to make a change. For this project, I focused on the Democratic side while another colleague focused on the Republican side. To determine each senator’s influences, we looked at a variety of different topics.

First, I looked at financial influences. I researched each senator’s top 20 donors and looked specifically for donors that related to women’s and environmental health. For those who had a

majority of donors fitting those criteria, they were put at the top of the priority list.

Second, I looked at political influences. I researched what bills each senator has sponsored or cosponsored and also looked at their voting history. I made note on what types of bills these were. In particular, a senator was put at the top of our list if they sponsored bills focusing on breast cancer, women's health, or toxic chemicals.

Lastly, I looked at personal influences. I researched if they had any family or friends that had been affected by breast cancer. Additionally, I took note of where each senator grew up, their past profession, and any other relevant information.

In general, I made note of those who attended breast cancer expos, participated in breast cancer advocacy, or had worked closely on environmental issues.

Summary of findings

This project is ongoing and I was not present for the final decisions of this strategy. However, from the research I did, I was able to come up with some preliminary findings. Of the 10 Democratic senators, five were identified as being top priority. Patty Murray of Washington is a ranking member, meaning she has a major influence on the committee as a whole. Additionally, in 2006 she helped pass legislation to expand research on the relation between environmental factors and the development of breast cancer. This shows she already has an interest in the exact topic we are looking at. Al Franken of Minnesota has sponsored bills on breast cancer awareness and toxic exposures. Tammy Baldwin of Wisconsin sponsored the Safe Cosmetics Act of 2011. Additionally, 24 percent of her cosponsored bills were related to health. Elizabeth Warren of Massachusetts has a personal connection since her father passed away cancer. Additionally, a majority of her financial sponsors were health related organizations. Lastly, Barbara Mikulski of Maryland sponsored bills relating to breast cancer research.

From these findings, we found more Democrats than Republicans at the top of our list of senators to influence. In general, Democratic senators focused heavily on health and environment whereas Republicans focused more on economics and business. Additionally, we found women to be better advocates for this topic and that they were more involved in breast cancer related events and bills.

Application of MPH coursework

Overall, I gained great knowledge and competencies throughout my time at USF and the Breast Cancer Fund. In its own way, each course has helped me effectively communicate public health messages to a variety of audiences from professionals to the general public. During my Communicating for Healthy Behavior and Social Change, I gained skills on effectively communicating messages to an audience. Additionally, my fieldwork at BCF allowed me to implement these skills through public outreach and advocacy. Furthermore, I was able to demonstrate leadership abilities as a collaborator of evidence based public health projects. During the leadership course at USF, I gained knowledge on how to confront difficult situations and work well with a team, both small and large. I was able to broaden my knowledge on this topic during my fieldwork as I worked closely with my team to ensure all projects were completed efficiently and effectively.

Conclusion

In conclusion, this project displays how much work is necessary to create a comprehensive and effective bill. While the current bill proposed has many great qualities, BCF strongly believes the necessary changes must be made to protect the health of consumers. This project opened my eyes to a topic that I had not previously delved too far into: politics. It was interesting intertwining my passion for breast cancer with the newer side of politics. In the past, I

focused more on health education and public awareness, but my experiences at BCF took me a new direction, which I found very interesting.

Furthermore, I made lasting connections at the organization and had an overall great experience completing my fieldwork at BCF. Not only did it shape my knowledge, but it also shaped my career. After BCF, I went on to accept a job at UCSF as a study coordinator for a breast cancer study. I am grateful each day that this fieldwork opened up the doors to my career.

Future of your project & Implications

To further this project, more research must be done. Once all the research has been finalized it is important to compile this data into visuals that can easily be interpreted. From there, it will be much easier to determine which senators should be highly prioritized and which senators may not utilize any focus at all. Using the method of power mapping we are able to not only shape the way we move forward with this bill, but any bill in the future. The strategy of power mapping can be used in a variety of ways that can aid in moving initiatives forward. Lastly, BCF will need to lobby for change. Attending events and spreading the word will allow for their message to be heard nationally and make its way to where they truly would like it to go. Making sure their message is heard by the HELP Committee is key in creating a stronger and more effective bill for all consumers and Americans affected by these toxic chemicals each and every day.

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Appendices

Final Learning Objectives

Goal: Support the work on market-based campaigns, policy advocacy, and public outreach and education at the Breast Cancer Fund

Objectives

1. Bring awareness to the public on harmful effects of toxic chemicals
 - a. Conduct outreach via phone and email to Bay Area universities and academic clubs
 - b. Inquire about upcoming health fairs, workshops, and presentations
 - c. Collaborate with the science team to ensure all information is accurate and up-to-date
2. Support workflow of campaigns (Campaign for Safe Cosmetics, Cans Not Cancer)
 - a. Attend meetings to develop the campaigns and collaborate on best practices
 - b. Reach out to business partners and endorsing organizations to maintain relationships and communication
 - c. Track social media postings from businesses and organizations regarding the campaigns
3. Identify key stakeholders for federal legislation reform
 - a. Utilize power-mapping tools to research and examine most influential officials.
 - b. Create research criteria and develop outline for content
 - c. Create charts on the senators of the HELP Committee and determine who is most influential in terms of federal cosmetic legislation and chemical free products

Master of Public Health Program FIELDWORK TIME LOG

Student Information	
Student's Name: Roxanna Firouzian	Campus ID # 20343455
Student's Phone: (925) 451-0064	Student's Email: Roxanna.firouzian@gmail.com
Preceptor Information	
Preceptor's Name: Sara Schmidt	Preceptor's Title: Outreach and Organizing Manger
Preceptor's Phone: (415) 321-2922	Preceptor's Email: sschmidt@breastcancerfund.org
Organization: Breast Cancer Fund	
Student's Start Date: January 31, 2016	Student's End Date: Hours/week: June 3, 2016 Approx 15 hours/wk

Time Log for (Check One):

Summer 2015 Fall 2015
 Summer 2016 Fall 2016

Week	Total # of Hours for Week	Preceptor Initial
1	10 hours 45 minutes	SS
2	16 hours 45 minutes	SS
3	13 hours	SS
4	15 hours 15 minutes	SS
5	15 hours	SS
6	15 hours	SS
7	15 hours 15 minutes	SS
8	16 hours	SS
9	15 hours	SS

POWER MAPPING FOR POLICY CHANGE

10	16 hours 30 minutes	SS
11	15 hours	SS
12	16 horus	SS
13	15 hours	SS
14	18 hours	SS
15	16 hours 30 minutes	SS
16	14 hours 30 minutes	SS
17	11 hours 30 mins	SS
18	7 hours 30 mins	SS
19	5 hours	
20	7 hours	
21	7 hours 30 minutes	
22	5 hours	
23	6 hours	
24	3 hours	
25	5 hours	
26	3 hours	

Student Evaluation of Field Experience

Student Information	
Student's Name: Roxanna Firouzian	Campus ID # 20343455
Student's Phone: (925) 451 - 0064	Student's Email: Roxanna.firouzian@gmail.com
Preceptor Information	
Preceptor's Name: Sara Schmidt	Preceptor's Title: Outreach and Organizing Manager
Preceptor's Phone: (415) 321-2922	Preceptor's Email: sscmidt@breastcancerfund.org
Organization: Breast Cancer Fund	
Student's Start Date: January 31 st , 2016	Student's End Date: Hours/week: June 3, 2016 Approx 15 hours/wk

Please use the following key to respond to the statements listed below.

SA = Strongly Agree A = Agree D = Disagree SD = Strongly Disagree N/A = Not Applicable					
My Field Experience...					
Contributed to the development of my specific career interests	SA	A	D	SD	N/A
Provided me with the opportunity to carry out my field learning objective activities	SA	A	D	SD	N/A

POWER MAPPING FOR POLICY CHANGE

Provided the opportunity to use skills obtained in MPH classes	SA	A	D	SD	N/A
Required skills I did not have Please list: Gained skilled relating to power mapping	SA	A	D	SD	N/A
Required skills I have but did not gain in the MPH program Please list: Acquired some skills through professional work, not during program	SA	A	D	SD	N/A
Added new information and/or skills to my graduate education Please list: enhanced my knowledge on policy work	SA	A	D	SD	N/A
Challenged me to work at my highest level	SA	A	D	SD	N/A
Served as a valuable learning experience in public health practice	SA	A	D	SD	N/A
I would recommend this agency to others for future field experiences.	Yes			NO	
My preceptor...					
Was valuable in enabling me to achieve my field learning objectives	SA	A	D	SD	N/A
Was accessible to me	SA	A	D	SD	N/A
Initiated communication relevant to my special assignment that he/she considered of interest to me	SA	A	D	SD	N/A
Initiated communication with me relevant to general functions of the agency	SA	A	D	SD	N/A

2. Would you recommend this preceptor for future field experiences? Please explain.

Yes No Unsure

3. Please provide additional comments explaining any of your responses.

My preceptor added great knowledge and experience to my time at USF. My preceptor communicated well and allowed to work on major projects and learn hands on. She expanded my knowledge on a lot of aspects I had not gained knowledge on before. She was very easy to work with and was very helpful throughout the entire process. I am very grateful for my experience at BCF with my preceptor.

Roxanna Firouzian

8/17/2016

Student Signature

Date