



County of Marin Community Service Fund Program Application Form

Application Date September 30, 2021

Fiscal Year July 1, 2021 - June 30, 2022

Organization Information

Full Legal Name: Zero Breast Cancer

Organization URL: <https://zerobreastcancer.org>

Mission

Mission/purpose of your organization:

Zero Breast Cancer promotes breast cancer risk reduction through translation of scientific research and evidence-based recommendations that support health and wellness at key stages of life. We envision a world with zero breast cancer.

Grant Request Information

Program/Project Name: Reducing Chemical Exposures to Improve Health Across Generations

Summary description of your project:

Distribution of our Generations campaign, including 6 graphics promoting ways to reduce chemical exposures across generations. Graphics will become fliers for health centers, libraries and schools, and posters for the San Rafael SMART train stop.

Amount Requested Dollar: \$8,020.00

Total Project Cost: \$200,000.00

Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.

Endocrine disrupting chemicals (EDCs) can impact the breast cancer risk of multiple generations when women are exposed during pregnancy or when men are exposed preconception. Sources of exposure are abundant in everyday life, such as in plastics, pesticides, household dust and thermal receipts. Simple actions, like not microwaving in plastic or avoiding touching receipts, can significantly reduce exposure.

With previous support from Marin County, the California Breast Cancer Research Program and scientists at Child Health and Development Studies, we created the Generations campaign, which consists of six educational graphics to empower young adults of reproductive age to limit exposure to EDCs. Each graphic highlights a different way to reduce exposure. They were created with community input to ensure they grab attention and will bring our target audience to our website to learn more.

Based on interviews with Marin residents, our goal is to offer these graphics in hard copy rather than solely online. Women in Marin expressed that they would pay more attention to hard copies, especially if they were available at their doctor's office. Focus group and interview participants also say they would be interested in receiving the information if it were posted somewhere they are waiting, such as train stops.

Although the pandemic has reduced opportunities to distribute hard copy materials, people are still visiting doctor's offices and are back to in-person school and library visits. The SMART train plans to move back to the pre-pandemic schedule within the next 6months. Our goal is to reach over 10,000 Marin residents by 6/30/22.

We are requesting a total of \$8,020 to print 2,000 copies each of 6 fliers for distribution at Marin health centers, libraries and schools (\$1,800); run 6 different SMART train ads at the Central San Rafael stop (\$4,320); have a designer reformat the graphics into posters (\$900); and support staff time to disseminate the materials (\$1,000).

List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:

This project supports several Marin Community Health Assessment and Healthy People 2030 priorities: 1) healthy weight in children and adults, 2) healthy birth weight, and 3) lower breast cancer incidence.

1) Healthy weight in children and adults: Research shows some EDCs in our everyday environments can act as obesogens. Exposure in utero can increase the risk of obesity later in life, and exposure in adults can contribute to obesity. Therefore, our campaign's focus on young adults preconception reduces their own and future generations' risk of obesity.

2) Healthy birth weights: Research shows that mothers' exposure to EDCs may result in babies with lower birth weights. Ensuring young adults of reproductive age have the information they need to reduce EDC exposure will support efforts to ensure babies have a healthy birth weight.

3) Lower breast cancer incidence: Breast cancer risk is higher in Marin than in other California counties. Pregnancy is a window of susceptibility for EDC's impact on women's breast cancer risk, so empowering young women to reduce their EDC exposure before pregnancy can reduce their risk of breast cancer. Our research partners also showed that daughters and granddaughters of women exposed to EDCs during pregnancy have an increased lifetime breast cancer risk. Therefore, this project will help lower the risk of breast cancer across generations.

Our interviews with young women in Marin showed that there is a need for education about the health impacts of EDCs within the county. Interviewees were concerned about the health impacts of these chemicals and wanted to know how to reduce their exposure.

The burden of EDC exposure is often higher among people of color and those with lower incomes. We will work with our partners in community clinics, libraries, schools and public transit to ensure we reach the Latinx community in Marin and residents with lower income.

The total amount received for the past three fiscal years:

Year	Amount	Project
2020 - 2021	\$4,500.00	Helping Kids Be Healthy During the Pandemic/Health & Wellness Factsheets for BC Survivors
2019 - 2020		
2018 - 2019		

List of County funding received for this project or others.

\$20,000 for Community Partners Program for Promoting Young Girls' Health through Breast Cancer Risk Reduction Activities

Project/program can be completed if amount received is less than requested amount of Community Service funds.

Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.

Project Funding Sources	Funding Agency	Funding Requested	Received	Notes
County CSF		\$8,020	\$0	
Federal Grant				
State Grant				
Individual Contributions				
Other Local Agencies	Marin County grants FY19, FY20	\$40,000	\$40,000	
In kind services				
Other	CBCRP; Individual Donors	\$151,980	\$114,530	<i>43,255 from CBCRP; 108,725 from Individual Donors</i>
Total Sources		\$200,000	\$154,530	
Project Expenses		Budgeted	Spent to Date	Notes
Personnel Costs		\$169,835	\$111,000	
Services and Supplies		\$30,165	\$11,145	
Capital		\$0		
Other				
Total Expenses		\$200,000	\$122,145	