

BREAST CANCER CONSORTIUM

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Join the Movement, Change the Paradigm

What is the Breast Cancer Consortium?

The Breast Cancer Consortium (BCC) is an international project started in October, 2012 by medical sociologist and author of “Pink Ribbon Blues” Dr. Gayle Sulik MA PhD, to promote multidisciplinary efforts that highlight the societal factors affecting breast cancer and strive to change the breast cancer paradigm.

Why change the paradigm?

The social factors that contribute to breast cancer as public health issue are many. Advocacy. Economy. Public policy. Mass media. Social movements. Gender. Culture. Family. Community. Biomedicine. Health care. And others.

These forces intersect in awareness campaigns, public discourse, and public health with the unintended consequence of spreading misinformation, diverting funds, masking conflicts of interest, and supporting a multi-billion-dollar industry that has gotten in the way of progress.

Consider this:

- There are approximately 3 million women and men in the U.S. currently living with a breast cancer diagnosis; Of these, 150,000 to 250,000 have stage 4 (metastatic) disease, which is terminal. Some 40,000 people die from metastatic breast cancer each year.
- We do not know what causes breast cancer, how to prevent it, how to keep it from returning after treatment, or how to keep people from dying from the disease if it metastasizes.

- Pink ribbon products outpace efforts to support the diagnosed or make real progress in stopping the epidemic and reducing the collateral damage resulting from treatment.
- It is nearly impossible to track how much money is raised in the name of breast cancer or how much companies profit from the breast cancer brand and its pink ribbon logo.

How to address these Problems:

The Breast Cancer Consortium has the goal of making the unintended consequences of the current breast cancer paradigm visible and identifying key areas for change.

- By providing information to the public, media, opinion leaders, and policymakers.
- By developing analyses, exhibits, publications, and multi-media tools.
- By sharing research, tools, and capabilities.
- By conducting new research.
- By promoting understanding of the socio-cultural factors impacting the disease.

How you can help:

- Learn more.
- Join the conversation.
- Think before you pink!
- Resist the culture.
- Find an action.
- Take part in research.
- Support your local community and those organizing for change.

For more information:

Visit www.breastcancerconsortium.net or email gayle.sulik@breastcancerconsortium.net