

BREAST CANCER CONSORTIUM

Changing the Paradigm

There's a lot of talk about breast cancer awareness – slogans, ribbons, t-shirts, Facebook games, pink-lit buildings. Awareness helps create fanfare, sell products, and generate interest in the cause. **Is that all there is to it? What about the unintended consequences?**

- conflicts of interest
- pinkwashing
- fearmongering
- commercialization
- misinformation
- lack of progress
- exploiting good intentions
- profiting from disease

To make progress in breast cancer, we need to move BEYOND AWARENESS. We need Truth. Evidence. Action.

We need to **#RethinkPink**

www.breastcancerconsortium.net

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