



Zero Breast Cancer-BCERP-UCSF Videos

University of California Television/UCTV

View the following educational videos, produced by Zero Breast Cancer with University of California faculty, and with scientists from the Breast Cancer and the Environment Research Program (BCERP). These videos have attracted 550,000 web views/downloads as of November 2012:

<http://uctv.tv/zerobreastcancer>

- ***The Breast Biologues: A Biology Dialogue About Breast Cancer and the Environment***, an award winning 15-minute animated video that uses time-lapse imaging to explain how the normal breast develops and how exposures to potential cancer causing chemicals during specific periods of development might influence women's future breast cancer risk
- ***Of Mice and Women: Modeling Breast Cancer and the Environment***, a 35-minute video that explains, in easy to understand terms, how basic scientists pursue research questions, including the advantages and limitations of using mice models to study breast cancer in humans
- ***Taking Charge: Physical Activity, Neighborhood Environments, City Planning & Health***, presents the relationship of exercise and obesity to breast cancer risk, and how urban and neighborhood planners can support policies that promote physical activity and public health
- ***Breast Cancer Incidence, Risk Factors, Prevention and Treatment for Younger Women*** reviews incidence, risk factors and medical prevention options relevant to the lives of younger women
- ***Environmental Exposures, Reproductive Development and Periods of Susceptibility*** identifies the effects of the environment on reproductive development and potential cancer susceptibility
- ***Breast Imaging Options and Issues for Women under 40*** presents breast imaging technologies and guidelines for younger women with elevated breast cancer risk (SFGH Avon Breast Center)
- ***Breast Cancer in Younger Women: Genetic Risk Assessment and Prevention*** examines the role of genetic screening and counseling for inherited risk factors as well as risk reduction strategies
- ***Preventing Breast Cancer: Promoting Preventive Health Access for Younger Women*** describes the BABCERC model for research on gene-environment interactions and breast cancer risk, reviews Seven Strategies for Reducing Breast Cancer Risk, and highlights community resources

UCTV is available worldwide via live stream, video archives and podcasting at www.uctv.tv, on YouTube at www.youtube.com/uctv and www.youtube.com/uctvprime, on iTunesU in the Beyond Campus section, and on cable in select cities throughout California. For a complete list of UCTV's outlets, visit www.uctv.tv/wheretowatch.

FUNDING for the educational video productions was provided by the National Institute of Environmental Health Sciences, National Cancer Institute, Avon Foundation, Safeway Foundation and the Marin County Board of Supervisors.