

## Press Release

Wednesday 23<sup>rd</sup> October 2013

### **Breast Cancer UK calls for 'Prevention First'**

#### **New Manifesto challenges the Government to stop breast cancer before it starts**

**London:** Today, Breast Cancer UK published a new Manifesto entitled '*Prevention is better than cure: 5 pledges for 2015 and beyond*' (1). The Manifesto, which will be formally launched at a Parliamentary Reception in the House of Commons this afternoon (2), challenges policy makers to move beyond breast cancer 'awareness' to political action on the chemical causes of the disease.

"Record numbers of women are being diagnosed with breast cancer. Raising awareness is important, but the Government's failure to tackle the chemical causes of the disease remains a fundamental weakness in its cancer prevention policy. Breast Cancer UK is challenging policy makers to adopt our 5 Manifesto pledges, to put prevention first and protect us all from chemicals of concern," said Lynn Ladbrook, Chief Executive, Breast Cancer UK.

Breast Cancer UK's 5 Manifesto pledges are:

1. Prioritise the primary prevention of breast cancer;
2. Improve the regulation of chemicals;
3. Protect the unborn child by offering advice to pregnant and breast feeding women;
4. Ban the use of Bisphenol A in food and drinks packaging;
5. Improve labelling laws and implement the 'right to know' what is in products.

In just a generation, England has seen a 90% rise in breast cancer cases (3). Many of the man-made chemicals used in our everyday products, such as shampoos, household cleaners and canned foods, are known to disrupt our hormones, which is an important factor in breast cancer risk. Most have never been adequately tested for hormone disrupting properties or other adverse health effects.

Professor of Toxicology at the Institute of Environment, University of Brunel, Andreas Kortenkamp, who is scheduled to speak at today's Reception, said: "Reducing

people's routine exposure to these chemicals is one crucial step towards preventing breast cancer. Considering the high stakes for human health, the UK authorities have to be far more cautious."

"Whilst we can choose products carefully to reduce our own individual exposure to chemicals that can affect our health, only political action that prioritises prevention, promotes safer chemicals and protects those most vulnerable to harm will spare many more of us the burden of this preventable disease," said Ladbroke.

*Breast Cancer UK is dedicated to preventing breast cancer by inspiring the changes necessary to reduce our routine exposure to the carcinogenic and hazardous chemicals in our environment and everyday products.*

***Breast Cancer UK's Manifesto is supported by: Health and Environment Alliance (HEAL), Cancer Prevention and Education Society, CHEM Trust and Client Earth.***

#### **Notes to Editors:**

(1) Read the Manifesto, 'Prevention is better than cure: 5 pledges for 2015 and beyond' at: [http://breastcanceruk.org.uk/BCUK\\_Manifesto.pdf](http://breastcanceruk.org.uk/BCUK_Manifesto.pdf).

(2) The Parliamentary Reception will be hosted by Mr. Steve Brine MP, Chair of the All Party Parliamentary Group for Breast Cancer. Guest speakers will include the Rt. Hon. Andy Burnham MP, Shadow Secretary of State for Health and Professor Andreas Kortenkamp, Professor of Toxicology at the Institute of Environment, Brunel University.

(3) Office for National Statistics. 'Breast Cancer: Incidence, Mortality and Survival, 2010'.

#### **Contact:**

Lynn Ladbroke, Chief Executive, Breast Cancer UK on 00447786 393181

Matilda Bradshaw, Communications Manager, Breast Cancer UK on 0044777 582 8634

Email: [pressoffice@breastcanceruk.org.uk](mailto:pressoffice@breastcanceruk.org.uk)

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