BARRIERS TO A PRIMARY PREVENTION FOCUS ON BREAST CANCER

There has been a longstanding effort on the part of campaigners, activists, trade unionists, and researchers alike to draw public and government attention environmental and occupational links to breast cancer.

It is thanks to their efforts that we are more aware than ever before of the cancer risks we are daily exposed to across all environments – domestic, work, urban, rural and recreational.

Given the greater public awareness of, and scientific evidence for the connections between environment and health, who or what is it that blocks the way forward from a sound scientific basis of knowledge to the next most obvious step of application and action towards attainable disease prevention

That is to the implementation of new and revised public health primary prevention policies which would:

- Officially acknowledge the connection between environment and health
- Officially acknowledge scientific evidence for the role of environmental toxins in numerous diseases including breast and other cancers.
- Set realistic goals for reducing the rates of cancer and the many other environmentally related diseases in the general population
- Reduce the drain on health care budgets from escalating cancer rates
- Ensure full public disclosure of the known range of environmental risk factors for public health
- Reduce the immeasurable social costs to the population (stress, anxiety, financial strain, loss of life, job, home, family member, relationship, confidence) which are consequential to diseases such as breast cancer

Q: Why it is important for us to know about the many barriers to the primary prevention of breast cancer?

A: To understand what we are up against in making the move from pink to prevention and to ensure the inclusion of primary prevention in the breast cancer debate and on the breast cancer agenda. Revealing and understanding these barriers is the first step towards:

- breaking them down
- establishing a long-overdue focus on primary prevention.

Q: Why Focus on the Vested Interests Barrier?

A: We consider ‘vested interests’ to be a major barrier to ‘primary prevention’ gaining prime position, let alone a place, on any agenda addressing the need to reduce the incidence of breast cancer. In our view, the relatively unexplored, diffuse and covert topic of ‘vested interests’ in relation to breast cancer prevention, demands our serious attention and understanding if we are to overcome it as a major barrier to progress.

From Pink to Prevention

www.frompintoprevention.org