

Video allows women to take charge of health

October is Breast Cancer Awareness month. And while I applaud the efforts of the organizers, it would serve its victims better if the focus were on prevention. The devastating fact is that scientists are only able to isolate the cause of breast cancer in ten per cent of all cases. What we do know for certain is that one in eight women that will contract this terrible disease in their lifetimes. Of these, many thousands will die.

Rather than waiting in fear, an exciting new video project is

empowering women to take charge of their health and to be pro-active about breast cancer prevention. 'Exposure: Environmental Links to Breast Cancer' is an independent film project produced by the Women's Network on Health & Environment. Dorothy Goldin-Rosenberg was the midwife that brought the idea of the video to life.

It took four years to raise the \$250,000 needed to produce the video and accompanying resource book, but for Goldin-Rosenberg it has been a labour

of love and necessity.

"What we say in the film is not new. It has been said before by many scientists, activists and cancer survivors", said Goldin-Rosenberg. "But it's packaged in a way that gives you a fresh perspective in a language that people can understand."

The focus of the video is on the possible link that the environment may have in triggering breast cells to mutate into cancer. The effects of exposure to radiation and the family of man-made chemicals known as

organochlorines are implicated. The Canadian-made film has assembled a number of international scientific and medical experts, as well as cancer survivors and activists who talk candidly about their fight to prevent this devastating disease.

"What's important about this film is the continuing work that must go along with it", said Goldin-Rosenberg.

"We can't just take care of ourselves, what's necessary is the political action that supports cancer prevention in a political



Your Earth

Suzanne Elston

era fraught with cutbacks and environmental deregulation."

What I found particularly interesting about the video is the connection that it makes between the companies that make the drugs to treat breast cancer, and their subsidiaries that produce the chemicals that are contributing to the development of breast cancer.

For example, the UK-based Zeneca Corporation, which sponsors Breast Cancer Awareness Month, sells \$470 million worth of tamoxifen citrate annually.

It also has a \$300-million-a-year business marketing the carcinogenic herbicide acetochlor.

Perhaps the most telling statement in the video comes from a former model whose experience with breast cancer has turned her into an artist and activist. "There is no money in prevention", said Matuschka.

What makes 'Exposure' such an important video is the implication that is has beyond breast cancer. "Everybody should see this film. The same things that are affecting women are affecting men and children and all life on the planet", said Goldin-Rosenberg.

FOR FURTHER INFORMATION:

"Exposure: Environmental Links to Breast Cancer" is available from The

Women's Network on Health & Environment, 736 Bathurst Street, Toronto, ON M5S 2R4, phone (416)-516-2600, fax (416)-531-6214. The cost of the video is \$29.95 (\$ 19.95 for students, seniors and unwaged, \$ 99 for institutions).

The booklet is free with the video or can be purchased separately for \$ 10. Please add \$ 6 for postage and handling.

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Pearls and Lace show on

It's coming up on craft show season again.

One of the first of the season will be held on Saturday, Nov. 8 in Goodwood.

The show has been dubbed Pearls and Lace and will be held at the Goodwood Community Centre, between the hours of 10 a.m. and 4 p.m.

To rent a table to display your wares or for more information call Bev Northeast 640-3966.

She's baaack!
Read about the return of Tracy in The Trib



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