

May 12, 2006

**Aiming for Zero**  
by Chris Rauber

The Marin Breast Cancer Watch, after a decade using that name, has been redubbed Zero Breast Cancer and has expanded its scope to include San Francisco and Alameda County as well as Marin.

The nonprofit has evolved from an informal group of women battling breast cancer to a nationally known organization that frequently collaborates with scientific researchers and policymakers. It has led studies involving adolescent risk factors, helped obtain a multiyear grant to study the impact of environmental factors on early puberty -- a breast-cancer risk factor -- and organized regional conferences on biomonitoring at the University of California San Francisco, among other achievements, said spokeswoman Alexis Cohen.

In late 2004, the group was named a partner in a Kaiser Permanente study of breast cancer survivorship, looking at factors like diet, exercise and non-traditional medical care.

"We're very active in partnering with Kaiser and UCSF to actively bring in research dollars to the Bay Area," said Executive Director Janice Barlow, noting that when she came aboard five years ago the group depended almost exclusively on donations.

About 34 percent of the group's projected \$600,000 operating budget this year will come from events and donations, 30 percent from private foundations and 36 percent from the National Institutes of Health and other government sources, Barlow said. Zero Breast Cancer now has seven San Rafael-based employees, with plans to add three more this year.

