



The Bay Area Breast Cancer and the Environment Research Center
At the University of California San Francisco
Community Outreach and Translation Core
<http://www.bcerc.org/cotc.htm>



Of Mice and Women: Modeling Breast Cancer and the Environment Education Kit

Have you ever wondered why we study breast cancer in laboratory mice?

In “Of Mice and Women,” Dr. Mary Helen Barcellos-Hoff, PhD, head of the Department of Cancer Biology and a senior scientist in the Life Sciences Division at the Lawrence Berkeley National Laboratory describes why and how different types of mouse models are used to study various aspects of breast cancer biology.

The limitations, advantages and significant improvements in the technology of modeling human breast cancer in mice are reviewed in the video. The scientific terminology is further defined in the glossary.

As co-investigator of the Bay Area Breast Cancer and the Environment Research Center biology study, Dr. Barcellos-Hoff’s focus is on defining the critical biological steps in breast mammary gland development and identifying what molecular events are responsible for breast tumor formation. Dr. Barcellos-Hoff’s passion and interest in how normal breast development is regulated and how environmental exposure to low dose radiation affect the mammary gland at different stages [pre-puberty, puberty, pregnancy, and aging] of development is evident throughout the video.

The “Of Mice and Women” education kit is an innovative tool for breast cancer advocates and community members to facilitate a greater understanding as to why mice models are used in breast cancer research. The kit includes a 35 minute DVD and a glossary of scientific terminology related to breast cancer.

The kit can be purchased two ways:

- The DVD and the scientific glossary can be purchased together for 25.00.
- The DVD can be purchased separately for \$15.00, and the scientific glossary will be emailed as a PDF for you to print.



Zero Breast Cancer leads the Bay Area Breast Cancer & the Environment Research Center Community Outreach and Translation Core. Zero Breast Cancer is dedicated to finding the causes of breast cancer through community participation in the research process.

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Of Mice and Women Order Form

You may place your order by phone, fax, email, or paper mail. We accept Visa, MasterCard, or a U.S. bank check.

Quantity	Title	Cost	Amount
	Education kit: DVD and the scientific glossary	25.00	
	DVD only	15.00	
	Shipping Charges: Education Kit-Priority Mail	4.60	
	Shipping Charges: Education Kit-Regular Mail	2.00	
	Shipping Charges: DVD only-Priority Mail	4.60	
	Shipping Charges: DVD only-Regular Mail	2.00	
	Total		\$

Mail Check (payable to Zero Breast Cancer) to:
The Bay Area Breast Cancer and the Environment Research Center
Community Outreach and Translation Core
Zero Breast Cancer
4340 Redwood Hwy, Suite C400
San Rafael, CA 94903
Attn: Jo Ann Johnson

Credit Card by phone, email or fax
(Phone: 415-507-1949; Email: joannj@zerobreastcancer.org; FAX: 415-507-1645)

Visa MasterCard

Card number: _____ Expiration Date: ____/____/____

Name on card: _____

Please send the kit to:

First Name: _____ **Last Name:** _____ **Title:** _____

Address: _____ **City:** _____ **State:** _____ **Zip code:** _____

Email: _____ **Phone:** (____) _____

Professional Affiliation: _____ **Job Title:** _____



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