

# NO PHONE ZONE



Protect The Girls!



# DO NOT

- USE YOUR BRA AS A POCKET FOR YOUR CELL PHONE
- KEEP YOUR CELL PHONE AGAINST YOUR SKIN

# DO

- USE AN ALTERNATE WAY TO CARRY YOUR CELL PHONE
- KEEP YOUR CELL PHONE 3/8"-1/2" AWAY FROM YOUR BODY



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**Tiffany stored her cell phone in her bra EVERY day for 10-12 hours/day for 5 years. She was only 21 when she was diagnosed with breast cancer.**



# TIFFANY'S STORY

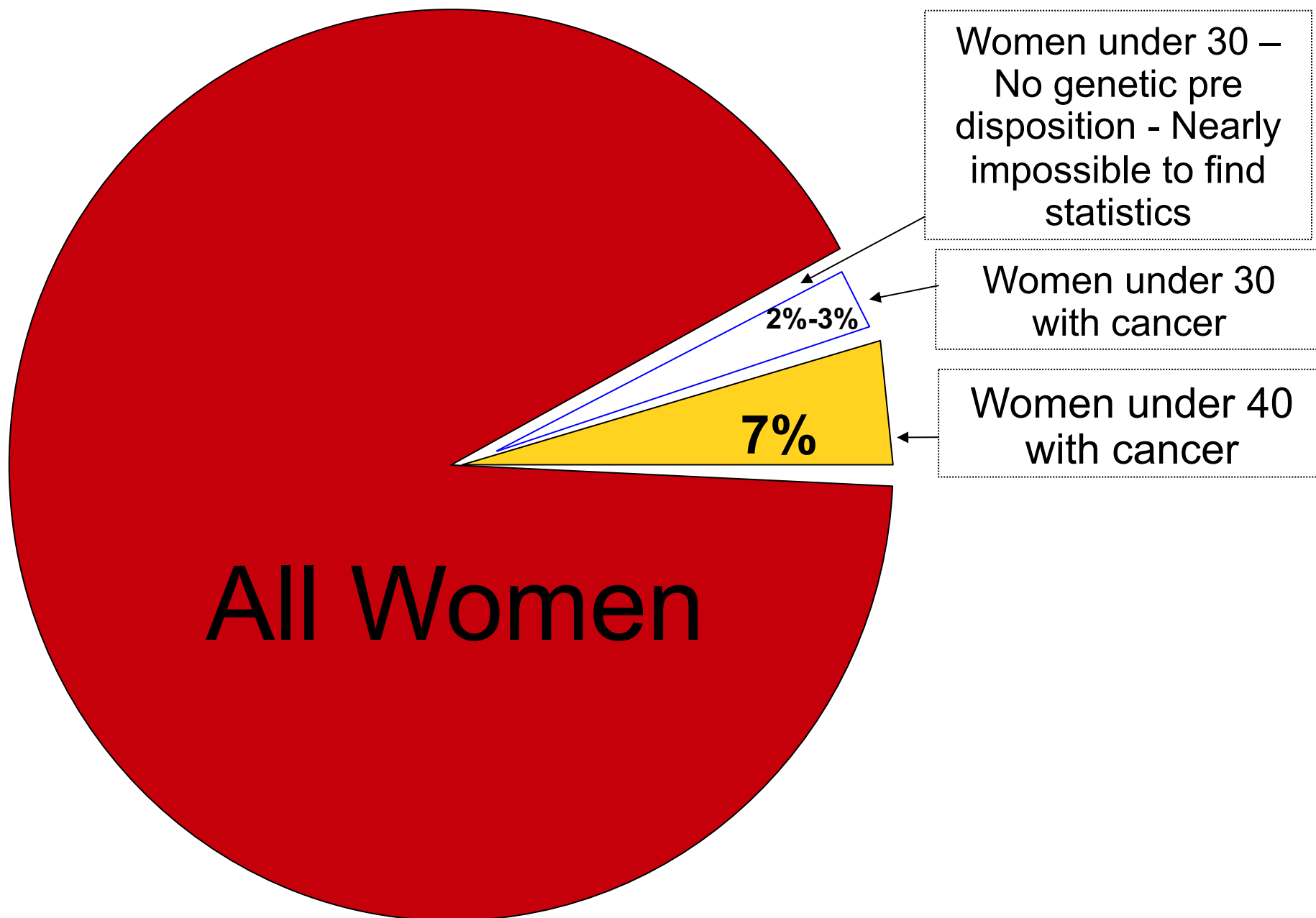


**October 2011** – Tiffany felt a lump on her left breast right under the skin. Waited a few weeks to check progression

**November 2011** – Lump grew bigger, Tiffany had a sonogram (inconclusive) and an MRI (inconclusive)

**December 2011** – Tiffany had a sonogram guided biopsy to remove tissue for pathology testing (Very, Very painful)

# CANCER STATISTICS



# Breast Cancer in Men

## Breast Cancer also affects men!!

The American Cancer Society estimates for breast cancer in men in the United States for 2013 are:

- About 2,240 new cases of invasive breast cancer will be diagnosed
- About 410 men will die from breast cancer



**January/February 2012** – Tiffany gave blood for genetic testing. Blood was tested for BRCA1, BRCA2 & TP53 genes (mutated genes that are responsible for breast cancer). Results return a negative response.

**WHY** did Tiffany get cancer at her age with no genetic predisposition?

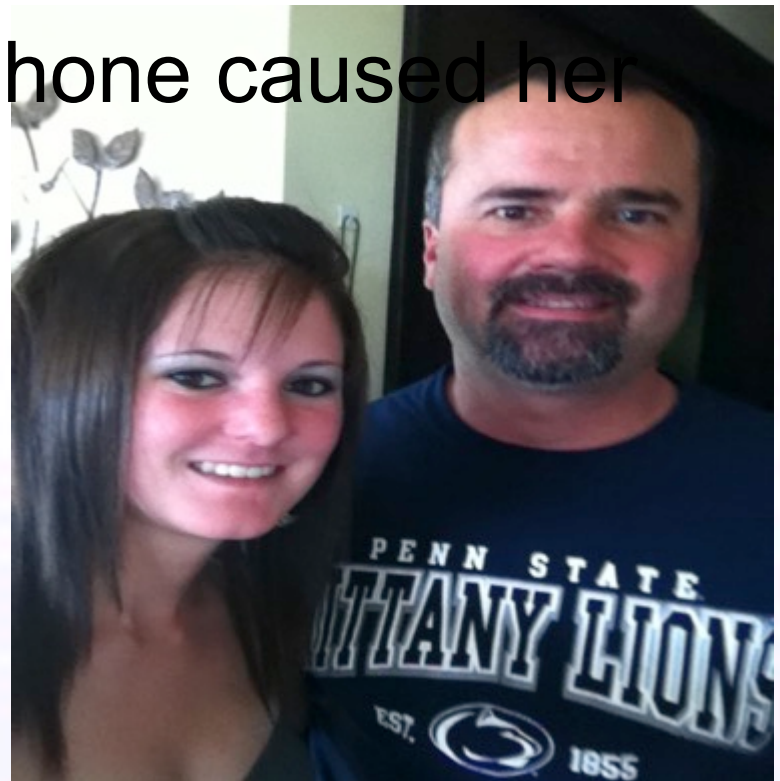




# WHY?

Doctors could not provide any medical answers but we knew that Tiffany stored her phone in her bra for 10-12 hours each day, EVERY day for 5 years!!!

We concluded that her cell phone caused her breast cancer.



# 2<sup>nd</sup> Opinion

Due to Tiffany's age we decided to seek a 2<sup>nd</sup> opinion at Johns Hopkins - a leading cancer hospital in Baltimore, MD

At 21 – Tiffany was faced with a very difficult decision (lumpectomy or mastectomy)

Tiffany chose to have a left mastectomy at Johns Hopkins.

# March 2012

We traveled to Baltimore  
for Tiffany's  
mastectomy on March 15<sup>th</sup>



# Summer 2012

Tiffany underwent 6 weeks of radiation therapy.



# Last Day of Radiation at Hopkins



# February 2013

Tiffany has extreme pain in her left hip.  
She visits the doctor and she sends  
Tiffany for an MRI.

We feared the worst!!! Has the cancer  
spread?

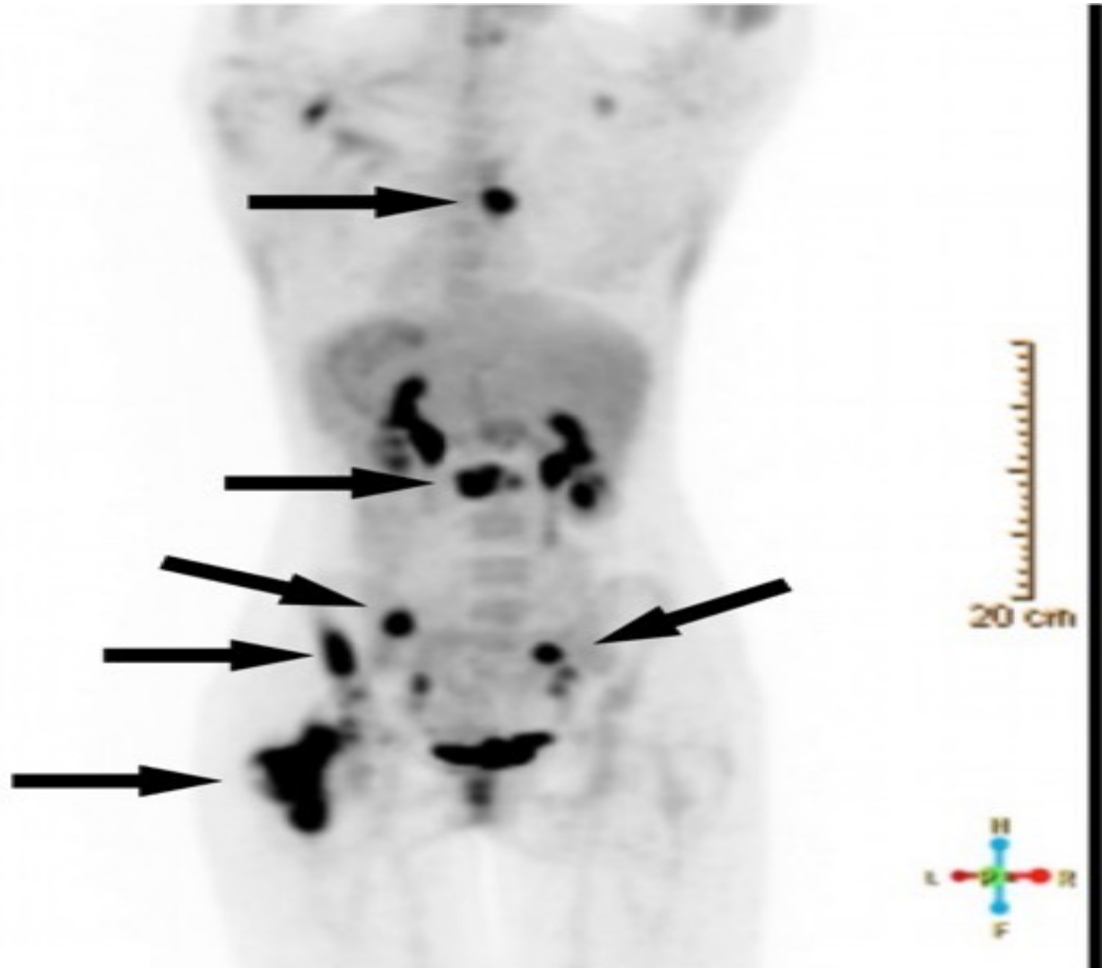


# March 2013

Tiffany is told that her breast cancer HAS spread to her hip, pelvis, spine, sternum & skull.



Tiffany must be on crutches to avoid a break to her hip due to the size of the tumor. This lasts for 2 weeks before surgery is scheduled.



# March 2013

Tiffany undergoes surgery for her hip to insert a plate for stability.

The cancer tumor in Tiffany's hip was sizeable enough to have eaten at least 50% of her hip bone.





# After Surgery . . .

Tiffany is on crutches for another 4 weeks following surgery.



# APRIL/MAY 2013

Once AGAIN Tiffany undergoes another round of radiation therapy.



# Long Term Treatments

- Monthly IV treatment of ZOMETETA (bone strengthening drug to promote bone healing) for 2 years
- Daily pill of TAMOXIFEN (blocks cancer cell growth by preventing the release of the female hormone ~ estrogen) for 5 years.

# Tiffany's Prognosis

- Tiffany has just recently been told that her cancer has spread to her liver. She will start chemotherapy on July 22, 2014 for 24 weeks. The success rate for Doxil is only 60% and hopefully Tiffany will fall into that 60% and work towards remission. Tiffany continues to battle her cancer on a daily basis, the aches and pains that accompany cancer and the side effects of chemotherapy. She looks forward to the day that she can say:

**“I AM CANCER FREE”**

She is a true cancer survivor and an amazing young lady.

# RAISING AWARENESS & SAVING LIVES

## Visual Media Interviews Include:

- FOX 43 and KTVU (FOX Station) in California via cell phone (October 2012)
- Channel 15/21 (November 2012)
- WGAL Channel 8 (February 2013)
- Howard Stern (Interview aired – May 2013)
- Inside Edition (nationally syndicated – June 2013)
- Dr. Oz (nationally syndicated – Air date: December 6, 2013)

## Written Media Includes:

- British Press
- Lancaster Newspapers

## Events Include:

- Rowdy Rankins Relay Event (September 2013)
- Breast-A-Ville Health Fair at Millersville University (October 2013)
- PFL (Project Forward Leap) with parents (November 2013)
- PFL with kids (December 2013)
- Thaddeus Stevens Health Fair (January 2014)



# Researching Cell Phones & Breast Cancer

Dr. John West (breast cancer surgeon & founder of BeAware Foundation ) from Orange County, California is currently researching the possible link between cell phones and breast cancer. I work closely with him to raise breast cancer awareness.



# More Breast Cancer Cases

From Kristin Neuberger:

I am 38, and was diagnosed with STAGE 4 BC when I was 36. The second I was diagnosed, I KNEW it was because of my cell phone. The cancer is ONLY in my right breast. Which was the ONLY place I kept my cell phone for 7 years. I had one very large tumor JUST under the skin, the exact size of a CELL PHONE! It was under the skin, near the armpit, which is exactly where my phones would nestle in and rest ALL day. There are a few satellite tumors as well, that radiate out from the large tumor.

From Theresa Julien (Boston, MA)

Back in 2008 I was diagnosed with breast cancer.

Being an avid gardener as I am, I became accustomed to tucking my cell phone into my bra. For years I did this.

When I was diagnosed I was totally blindsided as I too have no history of breast cancer in my family. Genetic testing negative.

In spite of my diagnosis, I headed back to the garden and as usual tucked my phone away.

I immediately made the connection between the cell phone and my breast cancer.

# AND . . .

From Donna LeBlanc

I am a breast cancer survivor, I was diagnosed 7 years ago, (Oct 2006) and I am now 59 years old. I am in total agreement with you that the cell phone might be the cause of the cancer... why? Because before I was diagnosed in 2006 with DCIS (Ductal Carcinoma In Situ) I TOO CARRIED MY CELL PHONE AROUND IN MY BRA FOR SEVERAL YEARS. AND my cancer was exactly in the area of my left breast where the cell phone would sit while in my bra.

From Letha Fisher (Grove, OK)

I was diagnosed w/ breast cancer in January. I too kept my cell phone in my bra and the tumor is right where the cell phone was kept.



Rachel compares her cell phone to the area in her breast marked for her boost dose of radiation



# CELL PHONE WARNINGS

## Samsung

For body worn operation, this phone has been tested and meets FCC RF exposure guidelines when used with an accessory that contains no metal and that positions the handset a minimum of 1.5 cm from the body.

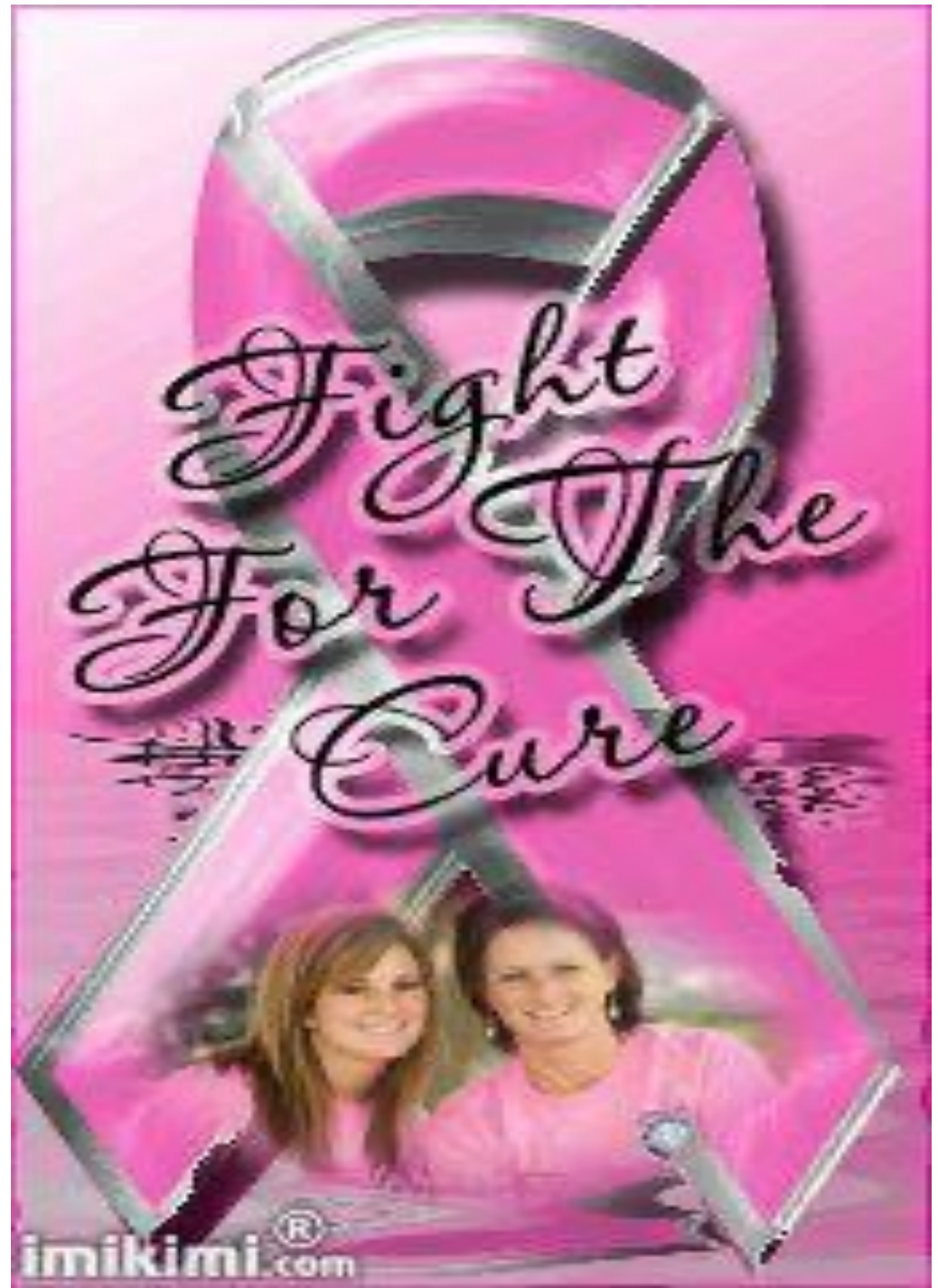
## iPhone

When carrying iPhone, keep it 1.5 cm (5/8 inch) or more away from your body to ensure exposure levels remain at or below the maximum levels. Avoid cases with metal parts.

## Pantech

### **RF exposure FCC**

For body worn operation, to maintain compliance with FCC RF exposure guidelines, use only accessories that contain no metallic components and provide a separation distance of 20 mm (0.6 inches) to the body. Use of other accessories may violate FCC RF exposure guidelines and should be



“Be Safe, Stay Well,  
Wear Your Bra  
Without Your Cell”