

CANCER FREE ECONOMY NETWORK

PROMOTING HEALTHY REGENERATIVE ECONOMIES &
PROTECTING OUR HEALTH FROM THE CHEMICALS THAT CAUSE CANCER



2019 NETWORK OVERVIEW

Since 2014, the Cancer Free Economy Network has built a dynamic collaborative network among diverse teams and stakeholders who are connecting to help accelerate progress towards a healthy, regenerative economy. Our strategies are derived from an in-depth year-long process to analyze the “system” that has created an economy dependent on hazardous chemicals—a process that gave us strategic insights and built a spectrum of productive, ongoing relationships with a common goal; to lift the burden of cancer causing chemicals within a generation.

This overview of CFEN activities is meant for our supporters, partners and potential allies. To become a member or for more information on how you can get involved, contact Debra Erenberg, CFEN Strategic Director (debra@cleanproduction.org)

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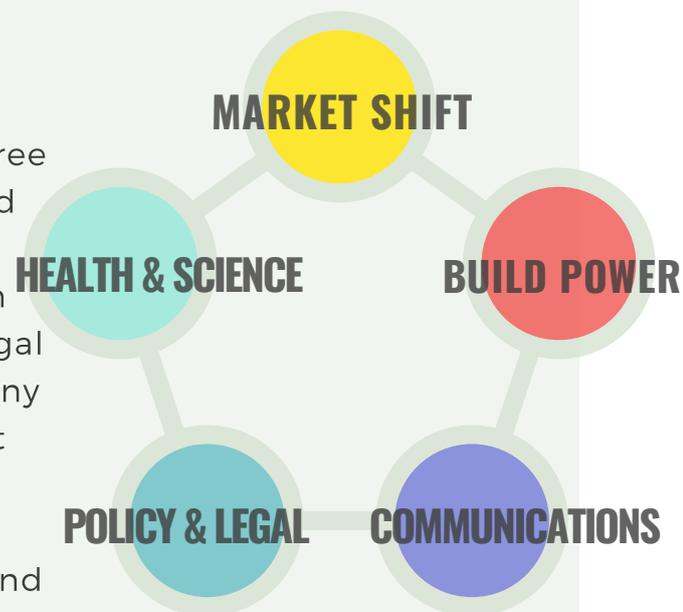
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VISION

The Cancer Free Economy Network (CFEN) is cultivating an inclusive movement to promote non-toxic healthy environments in places where all people live, work and go to school. We believe that cancer is an all-too-common diagnosis that devastates families and communities, for which a key opportunity for prevention has been largely left on the sidelines: toxic chemicals in the water we drink, the air we breathe, the food we eat, the products we manufacture and use. We believe everyone's health matters, and that the most effective change is a holistic approach that engages new voices and strengthens existing movements. We believe in collaboration--building mutually beneficial partnerships and powerful constituencies--uniting experts including cancer researchers, prevention advocates, policymakers, grassroots, labor and economic justice leaders working on a range of diverse issues.

METHODOLOGY

The network is strategically organized into three "nodes:" Building Power, Health & Science, and Market Shift. The nodes receive support from two cross-network hubs that offer expertise in the areas of Communications and Policy & Legal strategies. CFEN currently operates across many fields that influence the use of chemicals that significantly contribute to cancer including: cancer research; disease prevention; environmental justice; labor organizing; law and public policy; health and consumer advocacy; green chemistry, and the development and promotion of safer alternatives.



Guiding Star: Within our generation, we will lift the burden of cancers and other diseases by driving a dramatic and equitable transition from toxic substances in our lives, communities, and economy to safe, healthy alternatives for all.

HEALTH & SCIENCE

BUILDING A BASE OF COMMITTED HEALTH PROFESSIONALS, SCIENTISTS AND CANCER ADVOCATES

Our Health & Science node tracks and contributes to scientific research on the contribution of environmental exposures to cancers. We encourage health-focused constituencies to learn about the relevant science and to advocate for environmental carcinogen reduction as a cancer prevention priority. Our strategies include:

1. Changing dominant narratives about cancer (e.g., it is just bad luck, everything gives you cancer, etc.) so that people understand that reducing environmental pollution and developing safer alternatives will reduce new cases;
2. Deepening research on links between toxic chemicals, cancer, and safer alternatives;
3. Developing champions among health professionals and cancer-focused organizations to bring new and trusted voices to initiatives to reduce the use of toxic chemicals as part of cancer prevention.

The Health & Science node also provides technical support and science-based resources to CFEN members. The node is currently expanding the health and science base of the network through the following activities:

- Providing information and interpretation of relevant science, both on environmental links with cancer and on the development of safer materials and technologies;
- Developing factsheets and annotated bibliographies on cancers tied to environmental exposures, including CFEN's seven priority groups of chemicals;
- Reviewing materials developed by other nodes to ensure scientific accuracy;
- Equipping other organizations to engage their members in understanding and taking action on environmental carcinogens; and
- Convenings that expand opportunities for collaboration among disconnected constituencies.

INFLUENCING RESEARCH

The Health & Science Node is influencing the content of cancer-focused research meetings and identifying opportunities to increase funding to include the role of chemicals and environmental exposures in cancer prevention, and fuel a transition to safer alternatives.





MARKET SHIFT

CREATING INCENTIVES FOR SAFER ALTERNATIVES AND BUILDING DEMAND IN THE MARKETPLACE

Our Market Shift node is changing the underlying incentives for companies to shift away from seven priority groups of chemicals to safer alternatives by:

1. Identifying and promoting safer alternatives to highly fluorinated PFAS chemicals, which may have contaminated drinking water supplies of 110 million Americans;
2. Guiding communities to create their own action plans to reduce the harms caused by the priority chemicals, as part of trainings for community activists, workers, and advocacy organizations; and
3. Collaborating with Building Power node to broaden the network to include allies in the environmental health and justice movements.

Market Shift node's strategies include the following:

- Identifying safer alternatives to PFAS in firefighting foam in collaboration with NGOs and purchasers in Washington State;
- Meetings that convene food packaging manufacturers and purchasers to catalyze disclosure of chemical ingredients in products and advancement of safer alternatives;
- Hazard assessments of alternatives to PFAS ensuring they are not regrettable substitutes;
- Webinars on alternatives for policy makers, purchasers, general public, military personnel, and firefighters.
- Fact sheets disseminating alternatives to PFAS and evaluating the toxicity of alternatives for smaller purchasers of food packaging/service ware.

SAFER ALTERNATIVES

Market Shift node is focused on a Safer Alternatives project to identify safer alternatives to one of CFEN's priority carcinogens, fluorinated chemicals (PFAS), in food packaging and firefighting foam, by collaborating with market and policy campaigns to scale the adoption of these alternatives.



BUILDING POWER

SUPPORTING GRASSROOTS ACTION BY/FOR PEOPLE MOST AT RISK FROM CANCER-CAUSING CHEMICALS

Our Building Power node is equipping people to organize their communities around these three guiding principles:

1. That we all have both the “right to know” about hazards we are exposed to and the “right to understand” about those hazards with critical information and trainings in the language of impacted communities.
2. That all vulnerable people, as well as businesses seeking “clean” production, should have access to the knowledge and skills needed to share information about hazards and solutions with their neighbors, co-workers, elected officials, government regulators, employers and inspectors; and
3. That safer substitutes are attainable and we can replace harmful chemicals with ones safer for us and our families - if we work together and demand change.

Building Power Node, working closely with Market Shift node, is workshopping the Cancer, Chemicals and the Economy training module with 5-10 pilot partners. The training builds excitement and commitment for solutions including:

- Scaled-up investment in safer materials;
- Regulation that works to prevent use of cancer-causing chemicals;
- Research that explores environmental exposures and prevention;
- Increasing consumer, corporate and institutional purchasing power; and
- Ending disproportionate exposures for vulnerable populations.

GRASSROOTS EDUCATION

Once exposed populations become aware of dangerous chemicals in their air, water, food and products, they can identify hazards and take action for safer alternatives - and send a powerful signal about the need for large-scale transition.

POLICY & LEGAL HUB

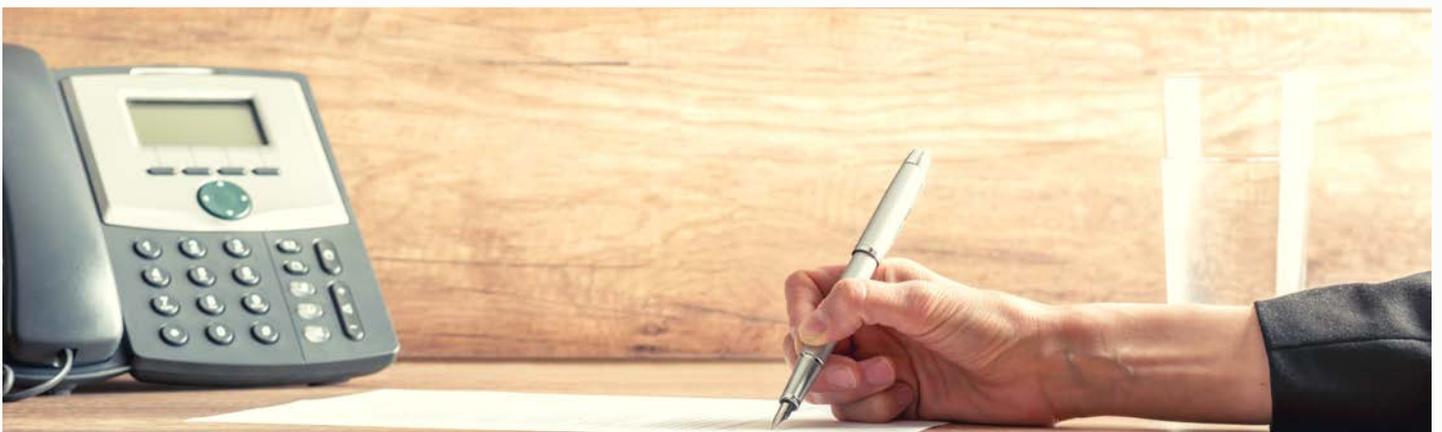
APPLYING ENVIRONMENTAL JUSTICE PRINCIPLES AND PROTECTING PEOPLE FROM DANGEROUS CHEMICALS

Our Policy & Legal Hub supports all of CFEN's nodes in incorporating policy and legal strategies into their areas of intervention. The Hub also develops policy and legal strategies that advance the work of the network as a whole. The Hub's primary strategies include:

1. Identifying policy & legal strategic alliances, and pursuing cross-network efforts for high impact results;
2. Protecting the mission of the EPA and other regulatory agencies and pursuing enforcement of existing laws; and
3. Linking environmental health issues to justice movements and other issues, particularly those focused on democracy and campaign finance.

Key projects of the Policy & Legal Hub for 2019 are:

- **Developing operational principles and a policy platform for CFEN;**
- **Conducting a comprehensive landscape analysis of policy and legal efforts to:**
 1. **Reduce racial disparities in cancer rates;**
 2. **Enforce existing chemical safety laws;**
 3. **Address the impacts of toxics produced by the energy industry and that contribute to climate change;**
 4. **Promote transparency in the toxics industry; and**
 5. **Conduct an analysis of cancer advocacy group involvement in policy efforts, partnering with and providing support to important ongoing efforts to strengthen our democracy.**





COMMUNICATIONS HUB

CHANGING THE STORY ABOUT HOW WE PREVENT CANCER AND PROTECT OUR COMMUNITIES

Our Communications Hub supports all of CFEN's nodes in incorporating communications strategies and best practices into their messaging for general and targeted audiences. The Hub also develops materials and assets that advance the work of the network as a whole. The Hub's primary strategies include:

1. Identifying key messaging, both cross-network and focused;
2. Using strategic communication and messaging approaches to increase the number of people and organizations who understand and act on issues related to toxins; and
3. Serve as a communications, messaging and design resource center for nodes and members, furthering their reach.

Key projects for 2019 include:

- Using and disseminating public opinion research determining what messaging works and doesn't work when it comes to sharing what we know about chemical exposures and cancer;
- Conducting a comprehensive analysis of current communications efforts and implementing newly aligned communications strategies;
- Working with the Center for Story-Based Strategy to develop compelling narratives around cancer and disease prevention through an environmental/toxics lens; and
- Partnering with Story of Stuff Project to create shareable assets to engage the general public.

A GOOD STORY CHANGES EVERYTHING

Using science and messaging research for greatest impact, the Communications hub increases demand for change and influences the stories people tell themselves about cancer and toxic chemicals.