



Gayle Sulik, PhD

Medical Sociologist, Health Advocate, Author, Speaker

Dr. Gayle Sulik's Ground-breaking analysis of the culture and cult of breast cancer has stirred a grass roots reawakening. Her writings, keynotes, and workshops provide thorough grounding for thinking through the complexities and perversions of a pink ribbon system gone awry, and creating pathways for change.

Keynotes

- #ReThinkPink: The Changing Landscape of the Breast Cancer Movement
- The Big Business of Breast Cancer
- How Breast Cancer Became One of America's Most Popular Brands
- From Ta-tas to Boobies Bracelets: Is the Sexualization of Breast Cancer Helping Women, or the Cause?

Workshops

- What is Breast Cancer Awareness, and What Could it Be?
- Breast Cancer 101: How to Create a Game-Changing Awareness Campaign
- Evaluating Philanthropy: How to Know Your Contributions Are Going to the Right Place
- The Breast Cancer Pitch: How to Deconstruct Ads and Marketing Materials

