

# Susan G. Komen for the Cure®

## Efforts to Engage Young Women about Breast Cancer

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# OUR VISION...OUR PROMISE

## A World Without Breast Cancer

To save lives and end breast cancer forever by empowering people, ensuring quality care for all and energizing science to find the cures.



One promise, two sisters

# Fighting Breast Cancer on ALL Fronts

Next to the U.S. government, we are the world's largest source of nonprofit funds dedicated to ending breast cancer. Our “all angles” approach incorporates:



Local communities



Innovative research  
on a national level



Strong public policy  
across all levels of  
government



Global expansion

# Stats – Breast Cancer in Young Women

- In the U.S. about 5 percent of all new breast cancer cases occur in women under age 40.
- More than 10,000 women in the U.S. under age 40 are expected to be diagnosed with breast cancer this year, and more than 1,100 will die.
- The 5-year relative survival rate in the U.S. is slightly lower among women diagnosed with breast cancer before age 40 (83 percent) compared to women diagnosed at ages 40 and older (90 percent).
- Tumors diagnosed in younger women may be more aggressive and less responsive to treatment.

# Unique Issues for Young Breast Cancer Survivors

Young women diagnosed with breast cancer face issues that may differ from women who are postmenopausal. These issues may include:

- the possibility of early menopause
- loss of fertility
- concerns about body image and sexuality

# Komen's Engagement with Young Women

Needs Assessment

Targeted Educational Resources

Komen on the Go™

Young Women's National Advisory Council

Affiliate Programs Reaching Young Women

Collaborations and Partnerships

The Future of Breast Cancer Research

# Beast Health/Breast Cancer Informational Needs Assessment of Young Women

## Results:

- Majority of materials geared for a general audience
- Underlying tone -- breast cancer is an issue for women over 40
- Lack of research on women under 40
- Personalize information
- Start educating early
- Information should be everywhere
- Credibility is crucial



# Targeted Educational Resources



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# Komen on the Go™

Educational mobile experience which engages at-risk populations in breast cancer awareness

What you'll find at a Susan G. Komen On the Go Stop:

- Pink interactive learning center
- Hands-on computer kiosks full of information on the breast cancer movement
- Life-saving recommendations about breast health awareness
- Inspirational videos
- Eight-foot "graffiti wall" for sharing memories or pledging support for the cause

# Young Women's National Advisory Council

Focuses on breast health and breast cancer issues specific to young women and raises awareness and promotes engagement in the breast cancer cause among a powerful generation of advocates.

# Affiliate Programs Reaching Young Women

- Mammography Screening for Young, Genetically At-Risk Women
- Newly Diagnosed Resource Kits for Young Women Diagnosed with Breast Cancer/The Factor Education/Outreach Series
- Support and Education for Young Women Affected by Breast Cancer
- Breast Health Awareness for Young Women

# Collaborations and Partnerships

We believe in the power of collaboration to leverage our efforts.

C4YW

The ASCO Cancer Foundation

F.O.R.C.E

Fertile Hope

# The Future of Breast Cancer Research

Komen is focused on bringing cures from the lab to the bedside with our Promise Grants.

- Emphasizes quicker delivery of scientific outcomes to patients
- Tackling some of the toughest breast cancers

