

A group of five diverse women of various ethnicities and ages are smiling and wearing pink shirts with white ribbons, symbolizing breast cancer awareness. They are arranged in a line, with the woman on the far right being the most prominent.

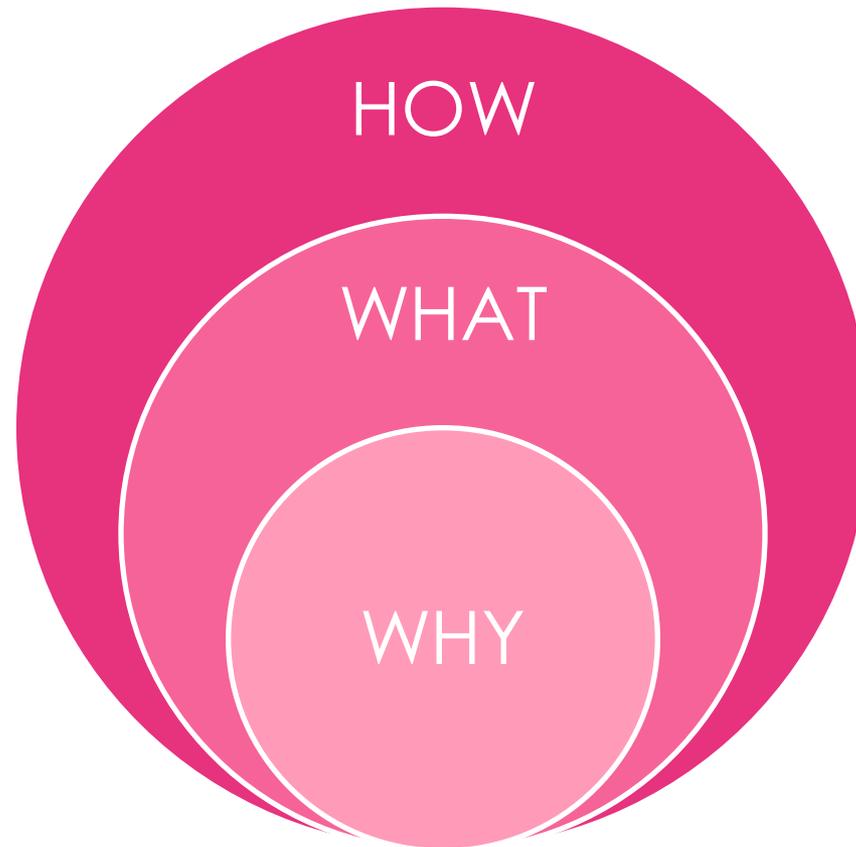
CDC Update: Progress and Planning

Breast Cancer in Young Women

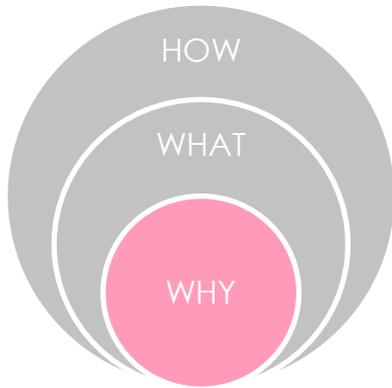
Temeika L. Fairley, PhD
Health Scientist
Designated Federal Official
DCPC, CDC



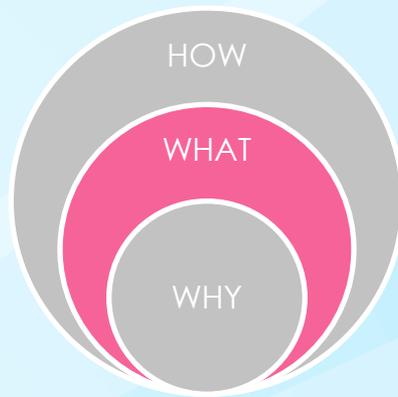
WHY ARE WE HERE TODAY?



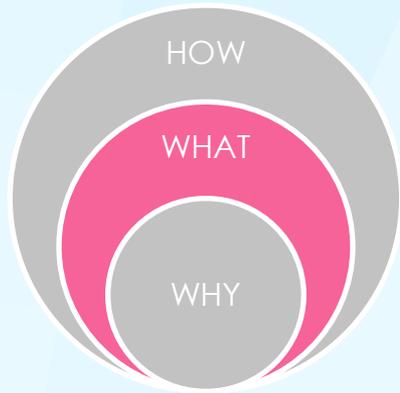
“Breast cancer in young women is a public health issue. There are more than 250,000 young women living with a breast cancer diagnosis in the U.S.”



WHAT



THE LEGISLATION

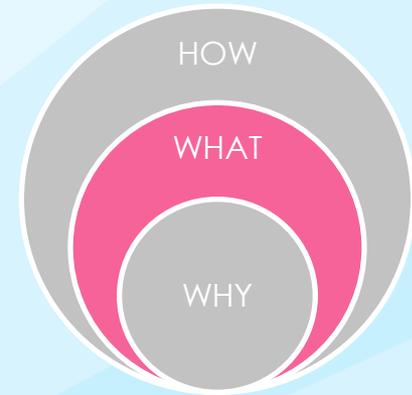


- ❑ **Established under** Part V, Section 399 NN of the Patient Protection and Affordable Care Act, Public Law 111-148

- ❑ **Authorizes CDC to:**
 - Work on initiatives to increase the understanding and awareness of breast health and breast cancer among women at high risk for BC, including those under 40
 - Establish a Federal Advisory Committee on Breast Cancer in Young Women (ACBCYW).

Key *EA* Provisions

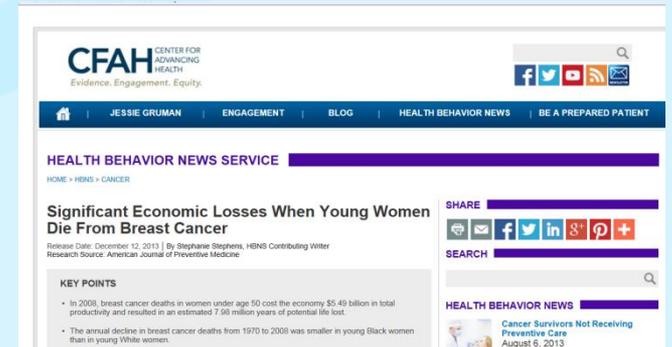
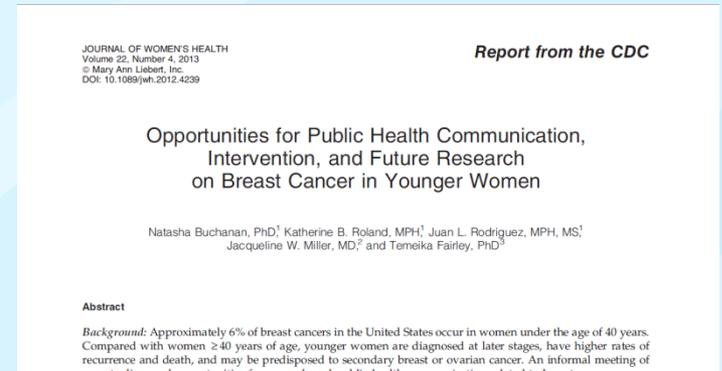
- ❑ **Conduct research**
- ❑ **Provide support to young women with breast cancer**
- ❑ **Establish a national, evidence-based education campaign**
 - Target specific populations at risk
 - Target messages and educational resources to health care providers



EA Activities: Research

Completed Activities

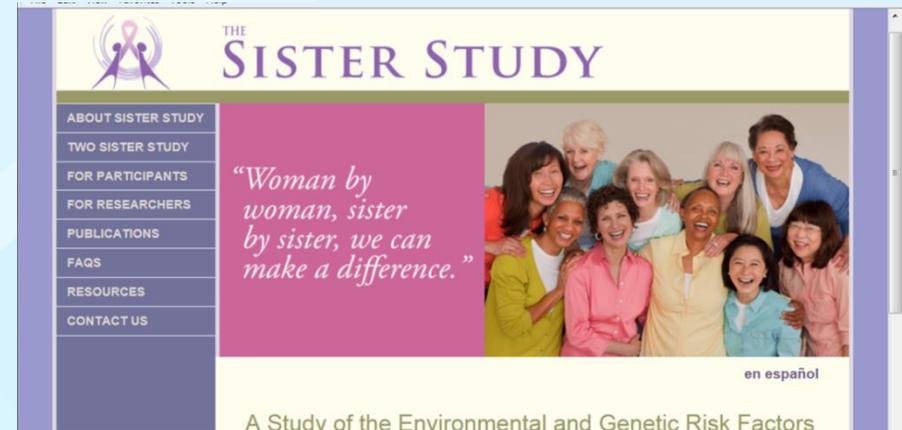
- ❑ **Walking Together:** Making a Path toward Healing
- ❑ **Literature Review/SME Panel: Breast Cancer in Young Women:** Reviewing the Evidence and Setting the Course
- ❑ **Estimating Infertility Among Breast Cancer Survivors**
- ❑ **Health Insurance Coverage of Genetics Services**
- ❑ **Economic Burden of Breast Cancer in Young Women Aged 15-44 Years in the United States, 2000-2010**



EA Activities: Research

Ongoing Activities

- ❑ **Sisters Study and Two Sisters Study:** national survey of young breast cancer survivors and their sisters
- ❑ **Impact of Genomics and Personalized Medicine on the Cost-effectiveness of Preventing and Screening for Breast Cancer in Younger Women**



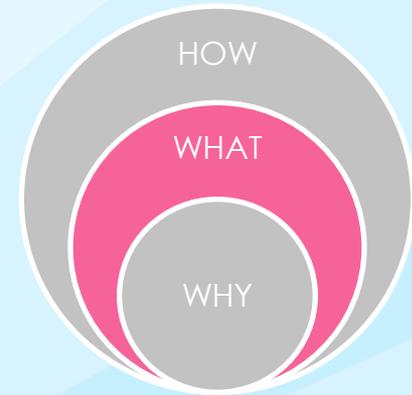
***EA* Activities: Research 2**

New Activities

- ❑ **Comparative Effectiveness and Clinical Utility of Risk Assessment Tools for Hereditary Breast and Ovarian Cancer**
- ❑ **The Economic Impact of Late Stage Breast Cancer Diagnosis and Benefits of Reducing Alcohol Consumption Among Women Aged 18-44 Years at High Risk for Breast Cancer**

Key *EA* Provisions

- ❑ **Conduct research**
- ❑ **Provide support to young women with breast cancer**
- ❑ **Establish a national, evidence-based education campaign**
 - Target specific populations at risk
 - Target messages and educational resources to health care providers



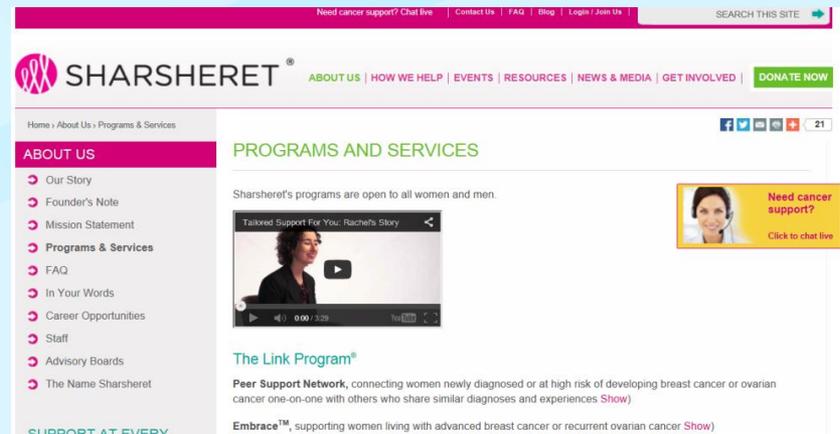
EA Activities: Program Support

- ❑ **CoAg: “Enhancing Breast Cancer Genomic Practices Through Education, Surveillance, and Policy”** (3 grantees; 2011-2014)
- ❑ **CoAg: “Developing support and educational awareness for young (<45 years of age) breast cancer survivors in the United States”** (7 grantees; 2011-2014)



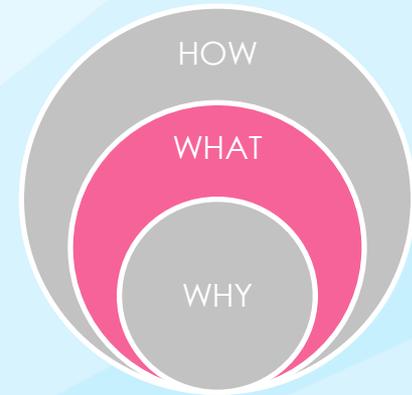
EA Activities: Program Support

- ❑ “Developing psychosocial and reproductive health support for young breast cancer survivors (YBCS) in the United States”: an evaluation of existing survivorship support resources.



Key *EA* Provisions

- ❑ Provide support to young women with breast cancer
- ❑ Conduct prevention research
- ❑ **Establish a national, evidence-based education campaign**
 - Target specific populations at risk
 - Target messages and educational resources to health care providers



EA Activities: Communications

Completed Activities

- ❑ **Hollywood Health and Society:**
Using entertainment education to reach women regarding breast cancer risk factors: Multiple-Episode Television Storyline on 90210
- ❑ **Social Media Usage for Breast Cancer Awareness and Survivor Education:** a social media usage and listening study to identify information gaps and develop a social media strategy for reaching young women at risk for breast cancer or survivors



EA Activities: Communications

- ❑ **BodyTalk Clinical Decision Support**
Tool: An smartphone app (iPhone and Android) and web-based tool for patients and medical providers to learn more about the BRCA gene mutations and assess individual risk

- ❑ **Audiences include:**
 - Young women (ages 18-44) at high risk for having a BRCA 1/2 gene mutation
 - Medical providers

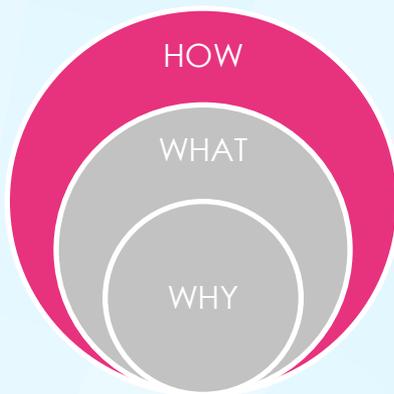


EA Activities: Communications

New Activities

- ❑ **Hollywood Health and Society:** *Education, Awareness, and Support for Minority and High Risk Women (under 45 years of age) living with or at increased risk for breast cancer*
- ❑ **Know:BRCA Social Media Initiative:** *Rapid Deployment Social Media initiative for Young Women at High Risk for Developing Breast or Ovarian Cancer*
- ❑ **Public launch of Know:BRCA CDS tool (formerly BodyTalk)**
- ❑ **Breast Cancer in Young Women Social Media Campaign:** *National Social Media Education and Awareness Campaign targeting young women ages 15-44 (including those at elevated risk for and/or living with breast cancer) and medical providers.*

PLANNING...



Roll-out overview

Spring
2015

Full Social
Media Campaign

Know:BRCA
CDS Tool

Know:BRCA
Social Media
Initiative

April/May
2014

PROJECT
SCHDEULE





Body Talk to Know:BRCA
Rebranding the resource

ReBranding **BodyTalk**

- ❑ In 2012, CDC released **BodyTalk**, a clinical decision support tool designed to help young women and providers assess risk for BRCA gene mutations and determine if genetic counseling and testing is warranted.
- ❑ Initial feedback from the ACBCYW and other stakeholders was that the tool name, appearance, and functionality was not appealing to young women.



Rebranding and Redesigning the **BodyTalk** Clinical Decision Support Tool

- ❑ CDC initiated efforts to rebrand and redesign **BodyTalk** to better reach target audiences.
 - User feedback and comments from extensive review used to guide redesign;
 - *Designed in partnership with ORISE, Bright Pink and Multiple Inc.*
 - *Designed “responsively” so that it can be accessed on any computer, tablet, or mobile device.*
 - *Tested with young women (both those at increased risk and not at increased risk of having a BRCA gene mutation).*

Know: **BRCA**

KNOWING YOUR BRCA GENE MUTATION RISK CAN SAVE YOUR LIFE



Learn. Know. Act.

Please [log in](#) to assess your risk for breast cancer.
[Forgot password?](#) [Reset it here](#) | [Register for an account](#)

TEXT SIZE: a A A

HOME

LEARN THE FACTS

ASSESS YOUR RISK

FAQS

RESOURCE LINK LIBRARY

LOCATE SCREENING
FACILITIES

GLOSSARY OF TERMS

HEALTH CARE
PROVIDERS



Visit the [Health Care Provider Information Center](#) for information about:

- breast and ovarian cancer
- the BRCA1&2 gene mutations
- talking to patients about breast and ovarian cancer risk factors

[Take me there >>](#)

WELCOME TO BODYTALK



BodyTalk is a website that aims to empower young women to be proactive about their breast and ovarian health. Breast cancer is the most common cancer among the general population of American women, except for skin cancer. It is the second leading cause of cancer death in these women, after lung cancer.

While breast cancer in women under 40 is rare, when it does happen, a greater proportion that normal is due to family history or genetics. If you have a family history of breast cancer, you may be at increased risk of developing breast or ovarian cancer. Knowing your risk is so important. It could save your life.

BodyTalk will help you to:

1. Learn

In the [Learn](#) and [FAQ](#) sections, you will learn about breast cancer and ovarian cancer, how your family history and other factors can influence your cancer risk, and whether this online genetic risk assessment is right for you.

2. Know

Answer a few questions about you and your family's cancer history and BodyTalk can help you to know your risk for a rare gene mutation that can increase your risk for breast and ovarian cancer. (Note: it cannot tell you if you definitely have the mutation – only genetic counseling and testing can do that). Please visit the [Know and Act](#) section to get started.

3. Act

Now that you know your risk, what next? BodyTalk will help you discuss your risk results with your doctor and your family so that you can make informed choices about your health. You may also share facts on this site through Facebook, Twitter or email; learn more by visiting recommended sites; or locate a genetic counseling and testing facility near you.

Do You Know: **BRCA?**

Did you know BRCA gene mutations can be inherited from either your mother or father? Did you know that BRCA gene mutations greatly increase your risk of developing breast and ovarian cancers?

Learning your risk can help you and your doctor make important decisions for your health.

[Take the Assessment](#)

— or —

[Learn More about BRCA](#)



What does a BRCA gene mutation mean?

[Click Here to Get the Answer](#)

Is This Assessment for Me?

DETERMINE IF THE ASSESSMENT IS RIGHT FOR YOU

1

2

3

Helping Women Know:BRCA

Women with BRCA gene mutations face a greatly increased risk of breast and ovarian cancers. The U.S. Preventive Services Task Force recommends screening women for a family history that may be associated with an increased risk. Know:BRCA can help you collect detailed family history and determine whether genetic counseling and testing is appropriate for your patients.

Get Started with Know:BRCA

or

Tour the Assessment



Click Here to Find Answers to Your Patients' BRCA Questions

[Learn More](#)

Benefits of Know:BRCA

4 WAYS KNOW:BRCA WILL BENEFIT YOUR CLINICAL PRACTICE

1

EFFICIENCY

Know:BRCA saves time in gathering detailed family cancer history information

2

EVIDENCE-BASED ALGORITHM

It identifies women who may be at risk with an evidence-based algorithm

3

USPSTF COMPLIANT

The tool complies with USPSTF BRCA screening recommendations

4

GUIDANCE & SUPPORT

Provides guidance and support tools for patients at high risk

Questions?



Contact Information



Temeika L. Fairley, PhD
CDC/Division of Cancer Prevention and Control

tfairley@cdc.gov

[**www.cdc.gov/cancer**](http://www.cdc.gov/cancer)

Supplemental Slides

