

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

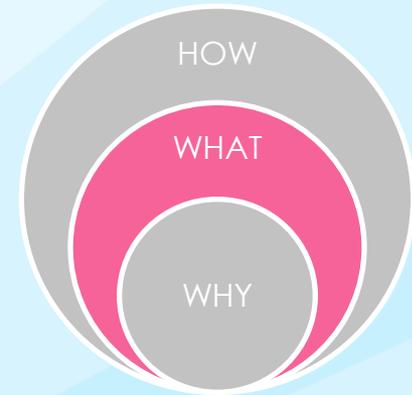
Breast Cancer in Young Women

Temeika L. Fairley, PhD  
Health Scientist  
Designated Federal Official  
DCPC, CDC  
August 11, 2014



## Key *EA* Provisions

- ❑ **Provide support to young women with breast cancer**
- ❑ **Conduct research**
- ❑ **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)--  
**Funding Completed****
  - Evaluation of DP11-1111 underway—findings available May 2015
  
- ❑ ***CoAg: “Developing support and educational awareness for young (<45 years of age) breast cancer survivors in the United States”* (7 grantees; 2011-2014)--**Funding Completed****
  
- ❑ ***New grants pending award 2014-2019***
  - ~30 applications received and reviewed by objective review panels;
  - Applicant pool included state health departments, national organizations, and academic institutions;

# EA Activities: Research

## Completed Activities

- ❑ Estimating Infertility Among Breast Cancer Survivors—published in *The Oncologist* 2014;19:1–9

The  
Oncologist®

Breast Cancer

## Estimates of Young Breast Cancer Survivors at Risk for Infertility in the U.S.

KATRINA F. TRIVERS,<sup>a</sup> ALIZA K. FINK,<sup>b</sup> ANN H. PARTRIDGE,<sup>c,d</sup> KUTLUK OKTAY,<sup>e,f</sup> ELIZABETH S. GINSBURG,<sup>d</sup> CHUNYU LI,<sup>a</sup> LORI A. POLLACK<sup>a</sup>  
<sup>a</sup>Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Atlanta, Georgia, USA; <sup>b</sup>ICF International, Rockville, Maryland, USA; <sup>c</sup>Dana-Farber Cancer Institute, Boston, Massachusetts, USA; <sup>d</sup>Brigham and Women's Hospital, Boston, Massachusetts, USA; <sup>e</sup>Division of Reproductive Medicine and Laboratory of Fertility Preservation and Molecular Reproduction, New York Medical College, Valhalla, New York, USA; <sup>f</sup>Innovation Institute for Fertility Preservation, New York, New York, USA

*Disclosures of potential conflicts of interest may be found at the end of this article.*

**Key Words.** Breast neoplasms • Infertility • Fertility preservation • Survivors • Reproductive behavior • Pregnancy

# EA Activities: Research

## Ongoing Activities

- ❑ **Sisters Study and Two Sisters Study:** national survey of young breast cancer survivors and their sisters— *Data collection completed; analysis/publication phase*



# EA Activities: Communications

## Roll-out overview

Spring  
2015

Full Social  
Media Campaign

Know:BRCA  
CDS Tool

April/May  
2014

Know:BRCA  
Social Media  
Initiative

PROJECT  
SCHDEULE



## **EA Activities: Communications**

*Know*:**BRCA**

KNOWING YOUR BRCA GENE MUTATION RISK CAN SAVE YOUR LIFE

- ❑ ***Know*BRCA Social Media Initiative**
  
- ❑ ***Know*BRCA Clinical Decision Support Tool:** A 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

# Background

- ❑ **KnowBRCA** is an pilot *education initiative* from the Centers for Disease Control and Prevention that aims to build awareness about how BRCA gene mutations affect risk for breast and ovarian cancer.
  - This initiative includes *web and social media education and promotion* of the **KnowBRCA** online tool.
- ❑ The **KnowBRCA** online tool assesses a young woman's risk of having a BRCA gene mutation based on her personal and family cancer history. It launched on May 8 and was used by young women in all 50 states during the first week.

## 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

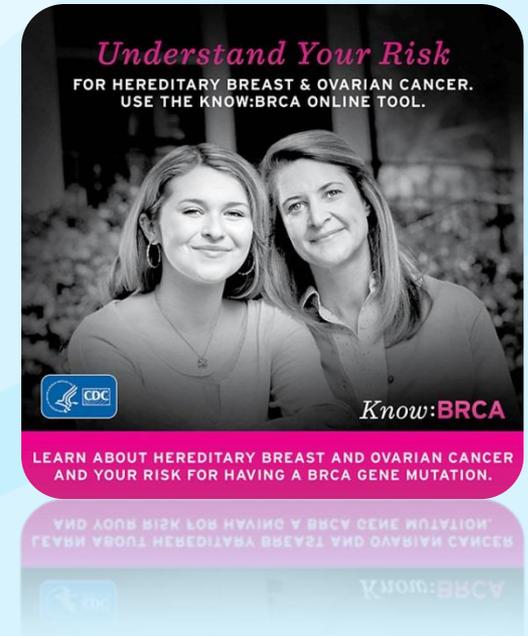
1

2

3

# Initial Promotion of Know:BRCA

- ❑ Sent Promotional Emails
- ❑ Tier 1 Feature article on the CDC website
- ❑ Disseminated infographics via CDC's Instagram and Pinterest accounts
- ❑ Optimized search engine rankings
- ❑ Visibility at the 6th Annual Congressional Women's Softball game



# Promotion of Know:BRCA? (cont.)

## □ Promoted Via @CDC Cancer on Twitter

### ■ May:

*Know:BRCA* had 4 million estimated impressions from 473 twitter mentions by 288 users. There were 58 tweets and 407 retweets.

### ■ June:

*Know:BRCA* had 3.9 million estimated impressions from 364 twitter mentions by 236 users. There were 49 tweets, 311 retweets, and 4 @mentions or replies.

### ■ July:

*Know:BRCA* had 2.2 million estimated impressions from 206 tweets by 158 Users. There were 25 tweets, 180 retweets, and 1 @mention/reply.

# Additional Promotion

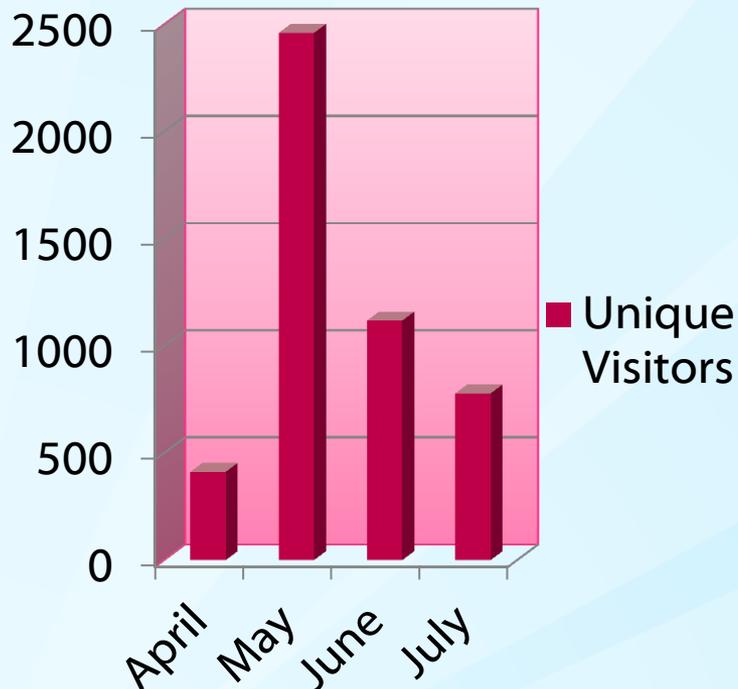
- ❑ New England Journal of Medicine article on May 16
- ❑ The Robert Wood Johnson Foundation on June 9.
- ❑ Featured in Yahoo! Health
- ❑ HHS Office of Women's Health
- ❑ Nurse's Links to Resources blog



## **Additional Promotion** (cont.)

- ❑ Stakeholder Social Media Support Examples: Bright Pink, Sharsheret, Living Beyond Breast Cancer, Tigerlily, etc.\*\*
- ❑ The American Association for Clinical Chemistry
- ❑ Healthy Delaware

# Unique Visitors Accessing CDC's Young Women and Breast Cancer Website



CDC Home  
Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

## Breast Cancer

[Cancer Home](#) > [Breast Cancer](#)

[Recommend](#) [Tweet](#) [Share](#)

### Breast Cancer in Young Women

*Cancer* is a disease in which cells in the body grow out of control. When cancer starts in the breast, it is called *breast cancer*. Except for skin cancer, breast cancer is the most common cancer in American women.

Most breast cancers are found in women who are 50 years old or older, but breast cancer also affects younger women. About 11% of all new cases of breast cancer in the United States are found in women younger than 45 years of age. While breast cancer diagnosis and treatment are difficult for women of any age, young survivors may find it overwhelming.

CDC's Division of Cancer Prevention and Control is working to increase awareness of breast cancer and improve the health and quality of life of young breast cancer survivors and young women who are at higher risk of getting breast cancer.

- Basic Information
- Breast Cancer in Young Women**
- Who Has a Higher Risk?
- What Can I Do to Reduce My Risk?
- What CDC Is Doing
- Know:BRCA
- Partners
- Advisory Committee on Breast Cancer in Young Women
- Funding: Increasing Awareness and Support Among Young Women with Breast Cancer
- Funding: Young Breast

# How many people have accessed Know:BRCA tool?

Between May 1 – July 31:

- ❑ 3,420 unique users
  - Of those users, more than 1,600 have accessed the clinical provider section of the website.
- ❑ 4,720 sessions
  - Sessions average 4:00 minutes each.
  - During those sessions there have been 22,082 page views.

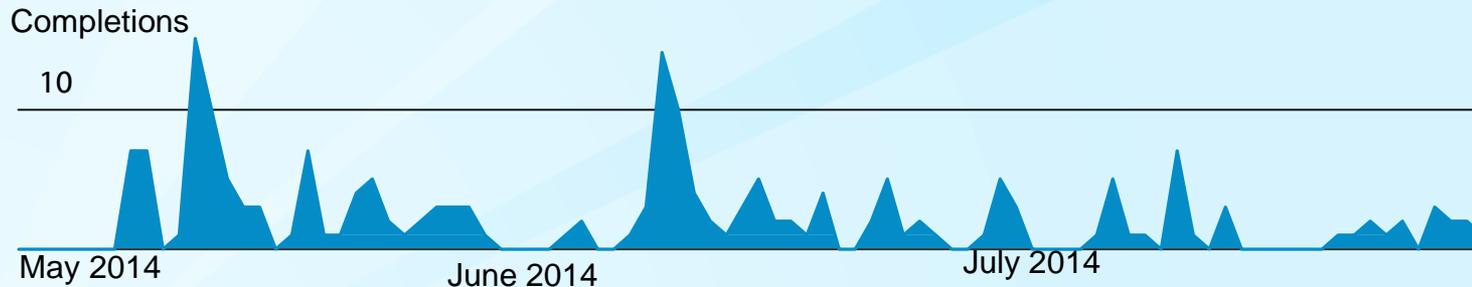
*Know:***BRCA**

KNOWING YOUR BRCA GENE MUTATION RISK CAN SAVE YOUR LIFE



# How many website users are engaging with the Know:BRCA tool?

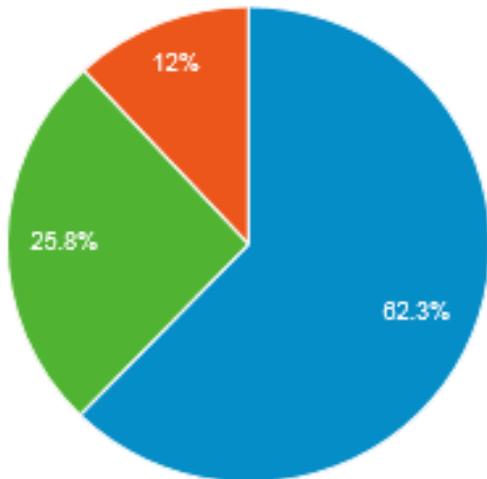
- ❑ 593 users have entered the online assessment
- ❑ 194 users have completed all the steps and received a results message



# Devices Being Used to Access Know:BRCA

Sessions by Device Category

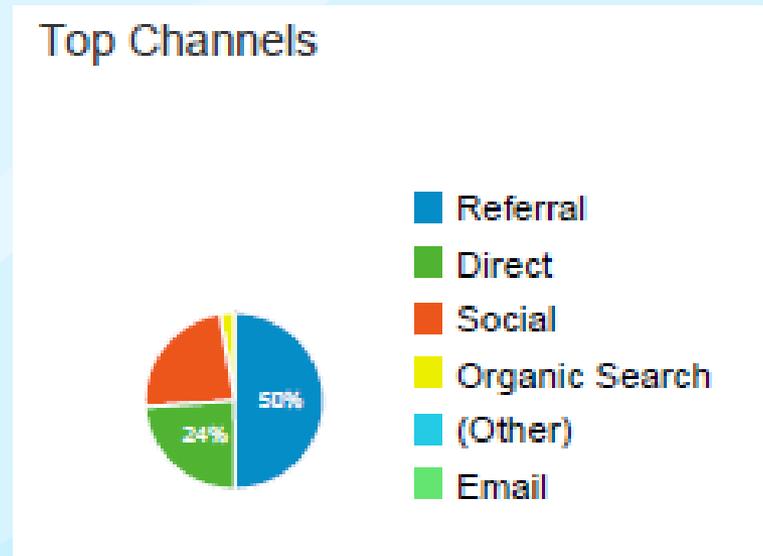
■ desktop ■ mobile ■ tablet



Almost **40%** of sessions are taking place on tablet or mobile devices.

# How are users getting to the website?

- ❑ Half of users are accessing Know:BRCA by clicking on a link from another website.
- ❑ A quarter of users are directly typing in the Know:BRCA URL.
- ❑ Just under a quarter of users (24.5%) are coming to the website through social media links.
- ❑ Less than 3% are accessing the site via a search engine key word search (i.e., google, bing).



# Social Media's Role in Leading Users to the Website

	Social Network	# of Sessions	% of All Social Network Referrals
1.	Facebook	848	86%
2.	Twitter	141	14%
	<b>Total</b>	<b>989</b>	

Of the 4,207 total sessions that took place on the Know:BRCA website, almost **24%** of them were started by users coming directly from Facebook or Twitter.

# What is next for Know:BRCA?

Currently we are testing digital advertisements with young women who have a family history of breast or ovarian cancer and young Ashkenazi Jewish women.



Take a medical “*selfie...*”

Learn your risk for hereditary breast and ovarian cancer. Knowing your BRCA gene mutation risk can save your life.

*Know:BRCA*

LEARN MORE AT [CDC.GOV/CANCER/KNOWBRCA](https://www.cdc.gov/cancer/knowbrca)



**Healthcare Providers:** The Know:BRCA tool can help you work with your patients to assess their BRCA 1/2 gene mutation risk.



[cdc.gov/cancer](https://www.cdc.gov/cancer)

Promotion through the new CDC Breast Cancer Facebook page.



# CDC Breast Cancer



## □ Objectives

- Create a forum where those engaged in the fight against breast cancer can discuss the issues, share their experiences, gain support and learn more;
- Drive traffic to Breast Cancer section of CDC site (<http://www.cdc.gov/cancer/breast/>);
- Humanize CDC's Division of Cancer Prevention and Control ; and
- Provide science-based information about breast cancer with which users can both learn and interact by reading, liking, sharing, and clicking.

# Target Audiences

- ❑ Women who use Facebook and are interested in this topic
- ❑ Healthcare Providers
- ❑ CDC/DCPC Grantees and Partners



Visit [www.facebook.com/CDCBreastCancer](https://www.facebook.com/CDCBreastCancer)  
to like the page

# **EA Activities: Communications**

## Activities

- ❑ **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.*
  - **Ogilvy**--Marketing firm/Ad Agency Hired to conduct the next phase of our campaign activities!!!

## **Expanded and Broader Social Media Campaign**

- ❑ **Focused on breast health, breast cancer risk factors (including but not limited to BRCA gene mutation), and survivorship among young women.**
- ❑ **Utilizes the recommendations of the ACBCYW**
- ❑ **Audiences include:**
  - Young women (ages 15-44) at higher than average risk for developing breast cancer (e.g. Ashkenazi Jewish and African-American females);
  - Young breast cancer survivors;
  - Young women of all racial, ethnic, and cultural backgrounds; and
  - Medical providers
- ❑ **Anticipated roll-out in Spring 2015**

# Education and Awareness Campaign

## ❑ **Topics may include:**

- breast cancer genetics
- family history
- cancer survivorship
- breast health
- risk factors
- risk reduction

- ❑ Topic selection will be informed by formative research as well as input from the ACBCYW.

# Questions?



## **Contact Information**

**Temeika L. Fairley, PhD**

**CDC/Division of Cancer Prevention and Control**

**[tfairley@cdc.gov](mailto:tfairley@cdc.gov)**

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