

Multiple Approaches to Increase Awareness and Support among Young Women Diagnosed with Breast Cancer CDC-FOA-DP14-1408

Program Overview

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December 4, 2014

Cooperative Agreement Timeline

Request

- Publication date: 5/16/2014
- Technical assistance call: 6/3/2014
- Application deadline: 7/1/2014

Review

- Received 25 applications
- Convened objective review: 7/31/2014

Implement

- Project period: 9/30/2014 – 9/29/2015
- Kick off call: 10/20/2014
- Reverse site visit: 12/3/2014

Purpose

- ❑ **Supports efforts to increase the availability of health information and support services for Young Breast Cancer Survivors (YBCS) and their families**
 - Support the development and implementation of strategic and integrated multi-media health education and awareness campaigns aimed at addressing the health information needs of YBCS
 - Support the enhancement of existing structured supporting services that address issues faced by YBCS at initial diagnosis

Program Profile

❑ **Authorizing statutes:**

- Patient Protection and Affordable Care Act (PPACA), Young Women's Breast Health Awareness and Support of Young Women Diagnosed with Breast Cancer
- Public Health Service Act

❑ **Average award: \$360,000**

❑ **Total project period funding: \$2.5 million**

❑ **Grantees:**

- Dana-Farber Cancer Institute
- FORCE: Facing Our Risk of Cancer Empowered
- Johns Hopkins University
- Living Beyond Breast Cancer
- Louisiana State University Health Science Center
- SHARSHERET, Inc.
- Young Survival Coalition, Inc

DP14-1408 Logic Model: Multiple Approaches to Increase Awareness and Support among Young Women Diagnosed—[ALL OUTCOMES ARE EXPECTED IN THE PROJECT PERIOD]

Strategies and Activities

Short-Term Outcomes

Intermediate Outcomes

Long-Term Outcomes

Component 1

Early Activities:

- Develop and maintain a diverse partnership network.
- Develop a comprehensive communication plan.
- Test appropriate health messages.
- Test social media tools used by the target population.

Later Activities:

- Create and implement innovative social media strategies.
- Disseminate health messages to YBCS.

Component 2

Early Activities:

- Convene partnership to discuss collaboration, enhancements, and scale-up.
- Conduct evaluation of pre-existing support services.
- Utilize evaluation findings to develop a 5-year implementation/program plan. Develop a sustainability plan.

Later Activities:

- Provide structured support services to YBCS.
- Promote and facilitate utilization of support services.

- **Increased number of organizations who serve the YBCS community.**
- **Increased organizational capacity to evaluate, enhance, and sustain support services.**
- **Increased use of YBCS-tailored, evidence-based public health messages and strategies.**
- **Increased sustainability of efforts that assure continuity of services.**
- **Increased awareness of preventive lifestyle behaviors.**
- **Increased awareness among YBCS of existing support services.**
- **Increased awareness among YBCS caregivers of existing support services.**

- **Enhanced partnerships that can facilitate and broaden program reach.**
- **Increased utilization of support services among YBCS and their caregivers.**
- **Increased availability of support services for YBCS and their caregivers.**

- **Increased awareness among YBCS regarding genetic testing and counseling.**
- **Increased availability of health information and other resources.**
- **Enhanced communication between YBCS and providers.**
- **Improved psychosocial functioning among YBCS and their caregivers.**
- **Improved health seeking behaviors among YBCS.**
- **Improved lifestyle behaviors among YBCS.**

STRATEGIES AND OUTCOMES

Strategies: Component 1

- ❑ **For the purposes of tailoring and disseminating an integrated health communication campaign for YBCS, organizations will:**
 - Develop and maintain a diverse partnership network comprised of organizations that have the expertise and capacity to facilitate identification, testing, and promotion of health messages to the target population;
 - Develop a comprehensive communication plan that describes strategies and objectives to be implemented;
 - Test evidence based age and culturally appropriate health messages;
 - Test social media tools used by the target population;
 - Create and implement innovative multi-media strategies to target, engage and influence YBCS;
 - Disseminate health messages and related resources to YBCS

Strategies: Component 2

- ❑ **For the purposes of implementing existing services that strive to support YBCS, organizations will:**
 - Convene partnerships to discuss collaboration, program enhancements, and possible scale-up of YBCS support services.
 - Conduct evaluation of pre-existing support services offered to YBCS.
 - Utilize evaluation findings to develop a five year comprehensive implementation/program plan to promote and deliver support services.
 - Develop a sustainability plan that identifies resources needed to sustain support services.
 - Provide structured support services to YBCS.
 - Promote and facilitate utilization of support services.

Short Term Outcomes

- ❑ Increased number of organizations who serve the YBCS community.**
- ❑ Increased organizational capacity to evaluate, enhance, and sustain support services.**
- ❑ Increased use of YBCS-tailored, evidence-based public health messages and strategies.**

Intermediate Outcomes

- ❑ Enhanced partnerships that can facilitate and broaden program reach.**
- ❑ Increased utilization of support services among YBCS and their caregivers.**
- ❑ Increased availability of support services for YBCS and their caregivers.**

Long Term Outcomes

- ❑ Increased awareness among YBCS regarding genetic testing and counseling.**
- ❑ Increased availability of health information and other resources.**
- ❑ Enhanced communication between YBCS and providers.**
- ❑ Improved psychosocial functioning among YBCS and their caregivers.**
- ❑ Improved health seeking behaviors among YBCS.**
- ❑ Improved lifestyle behaviors among YBCS.**

Proposed Grantee Activities

Dana-Farber Cancer Institute

- Expand existing support service
- Develop a national teleconference/webcast network

FORCE: Facing Our Cancer Risk of Cancer Empowered

- Create a program designed to translate complicated medical information and research news to the Young Breast Cancer Survivor (YBCS) community

John Hopkins University

- Expand and scale existing support service

Living Beyond Breast Cancer

- Expand existing program and incorporate new technologies to promote access

Louisiana State University Health Science Center

- Create a strategic and integrated multi-media health education and awareness campaigns aimed at addressing the health information needs of YBCS

SHARSHERET, Inc.

- Expand and scale up enhance and scale up The LINK Program, which provides: patient navigation, peer support, genetics information, and survivorship resources to YBCS.

Young Survival Coalition, Inc.

- Expand the Navigator Series, the Resource Link Guidebook, YSC SYNC, face-to-face, online support groups, national YBCS Summit, and Regional Symposia

Questions

Thank you!

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National Center for Chronic Disease Prevention and Health Promotion

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