

Addressing Breast Cancer in Young Women: Research, Program, and Communications

CDC Update

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Centers for Disease Control and Prevention
National Centers for Chronic Disease Prevention and Health Promotion
Division of Cancer Prevention and Control
Office of the Director

Advisory Committee on Breast Cancer in Young Women (ACBCYW)

- ❑ New Ex-Officio from AHRQ;**
- ❑ Status of new members (voting and non-voting)**
- ❑ 2013 Meeting Schedule**

Research Project Updates

- ❑ **Publications anticipated for 2013/2014:**
 - Breast Cancer in Young Women: Reviewing the Evidence and Setting the Course
 - Estimating Infertility Among Breast Cancer Survivors
 - Health Insurance Coverage of Genetics Services
 - Sister's Study and Two-Sister's Study
 - Economic Burden of Breast Cancer in Young Women Aged 15-44 Years in the United States, 2000-2010

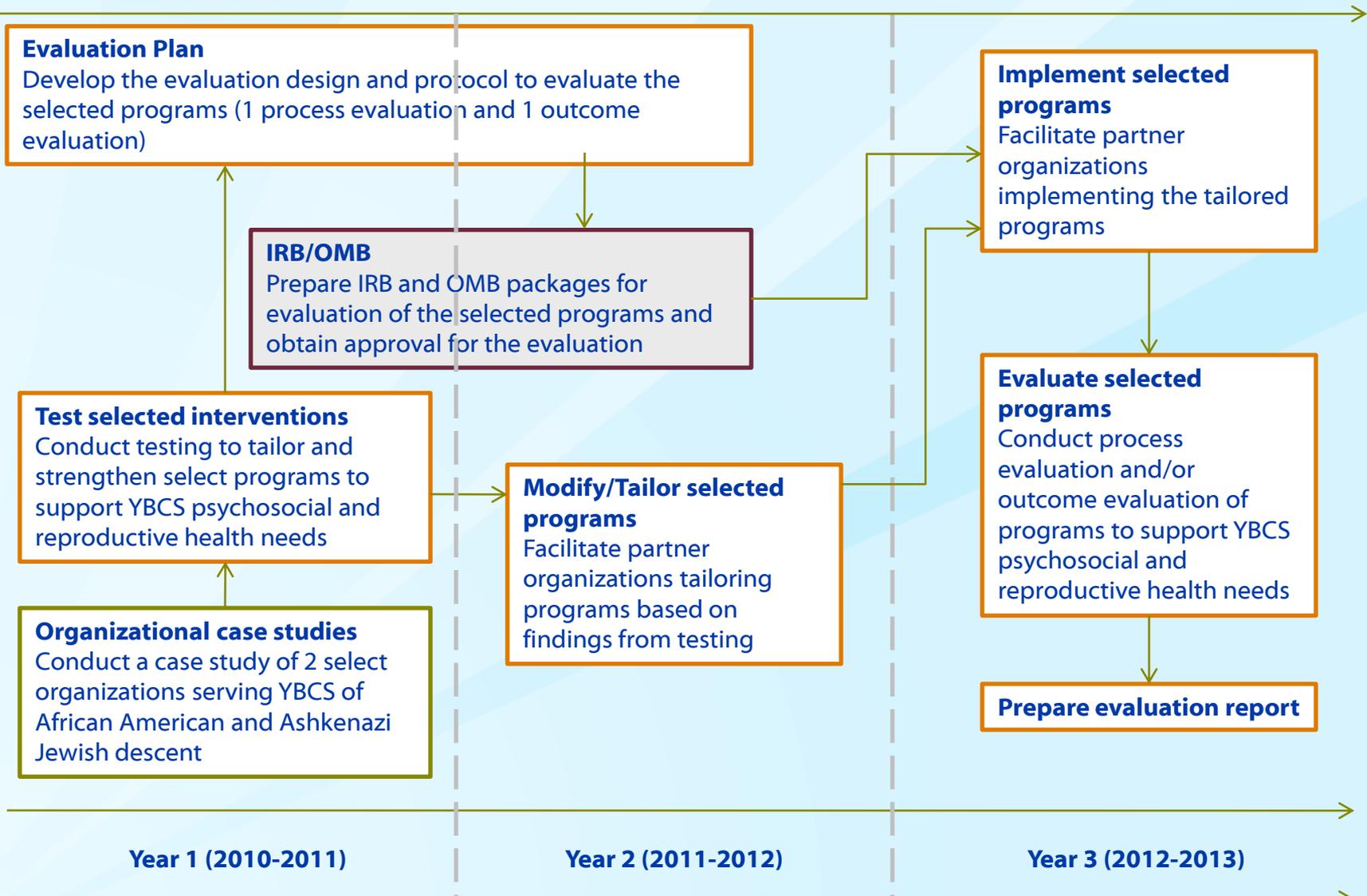
Program Support Activities Update

- ❑ **Development and implementation of a comprehensive evaluation plan for programs that support young breast cancer survivors**
 - Evaluation of the activities of the DP11-1111, "*Developing Support and Educational Awareness for young (<45) Breast Cancer Survivors in the United States*" to:
 - Identify organizational elements that are essential for the successful implementation of young breast cancer survivors programs;
 - Identify promising practices or evidence based interventions that can be broadly disseminated to the target population;
 - Assess the overall effectiveness of the program
 - Evaluation findings expected in Fall/Winter 2014

Program Support Activities Update

- ❑ **Developing psychosocial and reproductive health support for young breast cancer survivors (YBCS) in the United States**
 - Sisters Network, Inc.: Young Sisters Initiative (YSI) web-based survivorship resource in final development. Resource to be launched for evaluation in spring 2013. OMB approvals have been secured for this project.
 - Sharsheret, Inc.: Modifications have been made to the Genetics for Life and Peer Support Network programs based on focus group findings. Evaluation of these resources was initiated in October 2012.
 - Study findings anticipated in Fall/Winter 2013.

BCYW Project : Years 1, 2 and 3



Health Communications Updates

- ❑ **Social Media Usage for Breast Cancer Awareness and Survivors**
 - Provide research background, strategy, and recommendations for social media educational materials and interventions for young women ages 15-44 at risk for breast cancer and survivors.
 - Key Project Tasks:
 1. Literature review and environmental scan
 2. Formative research
 3. Partnership with relevant organizations
 4. Recommendations for disseminating results from the overall study to various programs and other stakeholders

Social Media Research Methods

- ❑ **Research conducted February 2012–September 2012**
- ❑ **Social Media Review/Monitoring**
 - Scanned social media conversations from February 2011 – September 2012, occurring across many platforms.
 - Collected conversations related to defined search terms.
 - Researchers quantitatively and qualitatively analyzed conversations.
 - Analysis of Social Media Strategies Used by Cancer Organizations
- ❑ **Focus social media strategy development on three specific areas:**
 - Increase **awareness** among young women at high risk for breast cancer
 - Provide **support** to young breast cancer survivors early in diagnosis, during treatment, and post-treatment
 - Address prevention and treatment **myths** with scientific evidence

Next Steps

- ❑ **Draft social media campaign strategies**
- ❑ **Test strategies**
 - Develop formative research IRB protocol
 - Conduct interviews to gather feedback on the initial design, messaging, and placement of the campaign
 - Revise strategies based on interview findings
- ❑ **Engage partner organizations for review and dissemination of revised social media campaign strategies**

Questions?



Contact Information



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