



Temeika L. Fairley, PhD

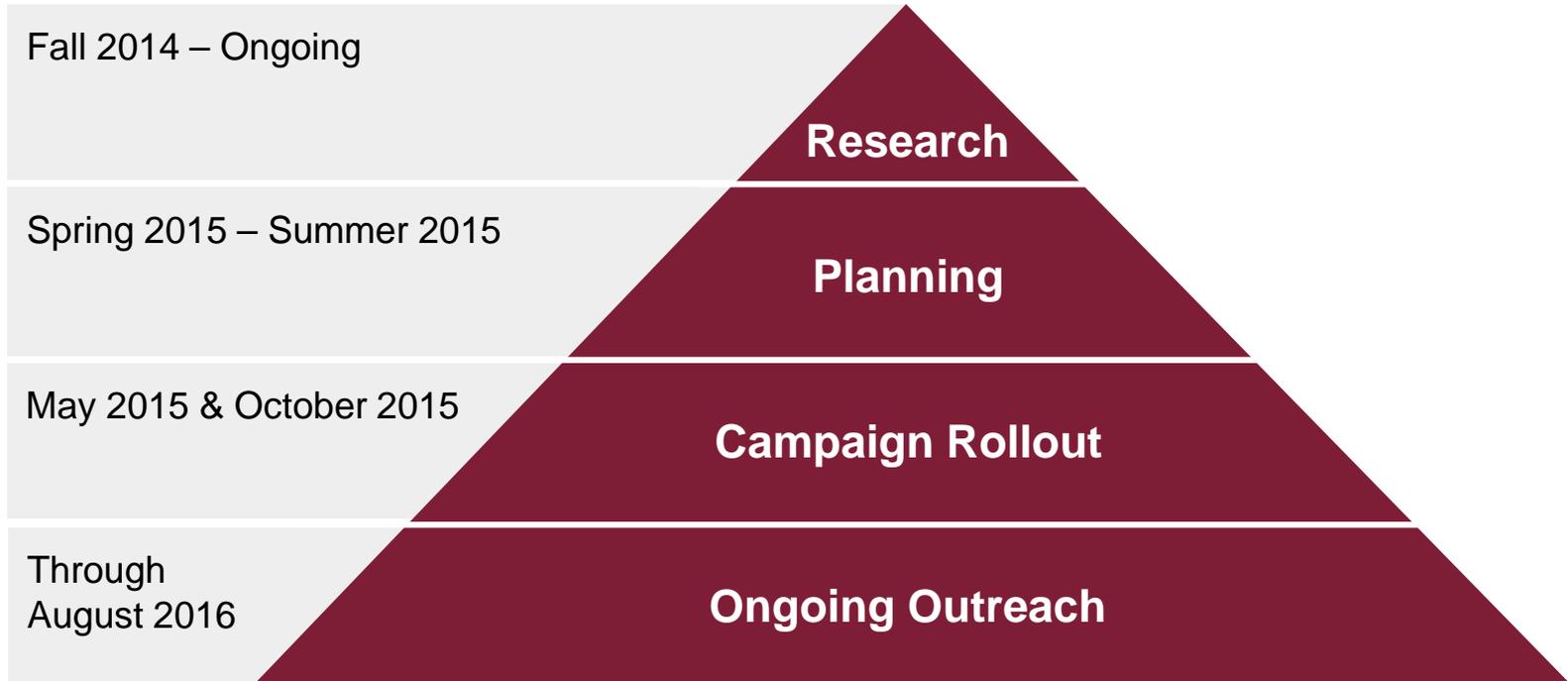
Health Scientist, Division of Cancer Prevention and Control,
Centers for Disease Control and Prevention (CDC)

Advisory Committee on Breast Cancer in Young Women (ACBCYW)

January 28, 2016

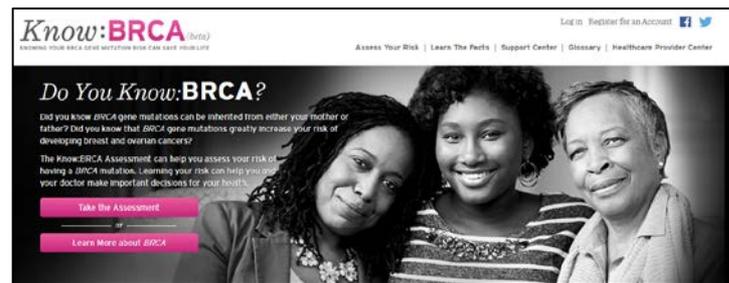


Timeline



Know:BRCA Lessons Learned

- Desired a positive tone that was *not scary*
- Warned that advertisements should *not trivialize* an issue as personal and important as cancer
- Appreciated *instantly distinguishable imagery* associated with the ad topic (pink ribbon, Know:BRCA logo)
- Messages needed to be *informative/educational*
- Identified high performance venues (e.g., SEM/SEO, FB, Twitter, etc.)



Planning

Current Audiences

Primary Audience



Young Women (18-44)
with Above Average Risk

Secondary Audiences



General Audience –
All Young Women (18-44)



Survivors (18-44)

Goals

- Encourage young women to **learn their family history** of breast and ovarian cancer
- Educate young women on the **risk factors** for breast cancer before the age of 45
- Inspire young women to **talk to their health care provider** if they think they might be at higher risk for breast cancer
- Encourage young women to live **healthy lifestyles** and be aware of their own breast health

Strategy

“Influence the Influencers”

Harness the power of young women who have a strong connection to breast cancer—those with a family or personal history of breast cancer—to share their story with their online community, creating a trickle down effect to those less aware of their risk.

Campaign Name



- The name needed to:
 - Resonate with 18-44 year olds
 - Bring to life the idea that young women can be personally affected by breast cancer
 - Empower young women to learn about their risk for early breast cancer & take action if needed
- Creative process included creative brief, research & discovery, legal search, formal/informal testing

“This name evokes the image of ordinary women conjuring up and discovering their own bravery. That, to me, is interesting, dignified, and inspiring.”

“Sometimes the right thing to do is not the easy thing, we all must bring our brave!”

“The name reframes the conversation about HBOC as something that you can be proactive about and take control of rather than being fearful.”

Telling Personal Stories



Amy, 34



Carletta, 44



Lisa, 41



Marleah, 27



Cara, 30



Cassie, 42



Meagan, 22



Jackie, 38

Campaign Rollout –
Phase 1
May 2015

Campaign Rollout: Phase 1

- Launched Campaign Website
 - 4 videos about genetic counseling and testing
 - 4 videos telling Lisa's personal story
- Infographic about HBOC
- Partner promotion of the website and videos
- Paid Facebook promotion
 - Website, videos, infographic



Bring Your Brave Website

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

SEARCH

CDC A-Z INDEX

Bring Your Brave Campaign

CDC • [Campaign Home](#) • [Bring Your Brave Campaign Home](#)

f t +

Breast cancer is the most common cancer in women in the United States. While breast cancer mostly occurs among older women, in rare cases breast cancer does affect women under the age of 45. Eleven percent of all cases of breast cancer in the U.S. are reported in this age group. Risk for breast cancer among young women varies based on factors such as family and personal history of cancer. Many young women do not know their risk for this disease or are not aware of ways to lower their risk.

BRING YOUR brave. The [Bring Your Brave Campaign](#) provides information about breast cancer to women younger than age 45 by sharing real stories about young women whose lives have been affected by breast cancer.

Like: Be Your Own Health Advocate

BREAST CANCER IN YOUNG WOMEN
Get basic information on breast cancer in young women.

HEREDITARY BREAST CANCER AND BRCA GENES
Learn about hereditary breast and ovarian cancer and BRCA genes.

TAKE ACTION
Take steps to manage your risk of getting breast cancer at a young age.

REAL STORIES
Hear from young women whose lives have been affected by breast cancer, and learn key information from a genetic counselor.

About the Campaign

BRING YOUR brave.
Learn more about [Bring Your Brave](#).

- Connect with CDC Breast Cancer on Facebook
- Follow CDC Breast Cancer on Twitter

Campaign Resources

RESOURCES
The [Bring Your Brave](#) campaign offers [resources](#) to help spread the word about how breast cancer affects young women.

All Videos

Watch videos about breast cancer risk in young women.

- Lisa's Videos
- Video from a Genetic Counselor

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

SEARCH

CDC A-Z INDEX

Bring Your Brave Campaign

CDC • [Campaign Home](#) • [Bring Your Brave Campaign Home](#) • [Breast Cancer in Young Women](#)

Breast Cancer In Young Women

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Breast Cancer in Young Women

Risk Factors for Breast Cancer at a Young Age

Symptoms of Breast Cancer

Hereditary Breast Cancer and BRCA Genes

Take Action

Real Stories

About the Campaign

Campaign Resources

Stay Informed

f t p

Breast cancer is the most common cancer in women in the United States. About 1 in 8 women will get breast cancer during her life. Although breast cancer mostly occurs among older women, in rare cases breast cancer does affect women under the age of 45. About 11% of all new cases of breast cancer in the United States are found in women younger than 45 years of age.

Take Action

Real Stories

Lisa's Story

Learn from a Genetic Counselor

About the Campaign

Campaign Resources

Stay Informed

f t p

Get inspired and learn more about breast cancer in young women and managing your risk for breast cancer by watching our video testimonials. Hear stories from real women who have a family or personal history of breast cancer, and learn key information from a genetic counselor.

Lisa's Story
Learn about Lisa's family history of breast cancer and why she decided to get genetic testing and counseling.

Learn from a Genetic Counselor
Learn from genetic counselor Joyce Turner, MS, CGC, about genetic counseling and testing, family history, and BRCA genes.

More >

Social Media Platforms



CDC Breast Cancer



@CDC_Cancer



pinterest.com/cdcgov/breast-cancer



<https://www.youtube.com/CDCStreamingHealth>



Do any of these describe you? If so, ask your doctor about #BreastCancer risk 1.usa.gov/1JwKz9V #BringYourBrave

If you are **under the age of 45**, you may have a **higher risk of breast cancer** if:

- You have close relatives who were diagnosed with breast cancer before the age of 45 or ovarian cancer at any age.
- You have changes in your BRCA1 or BRCA2 genes, or have close relatives with these changes.
- You have Ashkenazi Jewish heritage.
- You received radiation therapy to the breast or chest during childhood or early adulthood.
- You have had breast cancer or certain other breast health problems.
- You have been told by a doctor that you have dense breasts on a mammogram.

www.cdc.gov/BringYourBrave
#BringYourBrave



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

**11% OF WOMEN
DIAGNOSED WITH
BREAST CANCER
IN THE US ARE YOUNGER
THAN 45 YEARS OLD.**

BRING YOUR brave.
www.cdc.gov/BringYourBrave
#BringYourBrave



U.S. Department of Health and Human Services
Centers for Disease Control and Prevention

Saved from
Centers for Disease Control and Prevention

Visit

men under age 45 can and do get breast cancer. Find out more from
CDC's #BringYourBrave #BreastCancerAwareness

Personal Stories



<https://www.youtube.com/watch?v=Mm-a4tWmi2c>

- Lisa has five aunts and one cousin who had breast cancer, and one aunt who had ovarian cancer.
- Her cousin and three of those aunts were younger than age 50 when they were diagnosed.



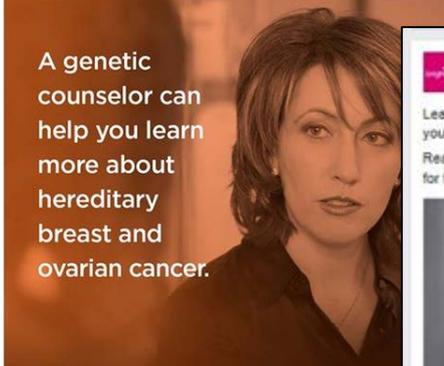
<https://www.youtube.com/watch?v=RkG4L50CbvA>

- Joyce is a genetic counselor with more than 15 years of experience.
- She has a Master's degree in medical genetics and is the director of a genetic counseling program on the East Coast.

Partner Promotion

American Cancer Society · May 29, 2015 · Like Page

Attention women: If your mother, sister, or daughter was diagnosed with breast or ovarian cancer before age 50, you may have a higher risk of cancer. Find out from #BringYourBrave why talking to a genetic counselor may be valuable: <http://1.usa.gov/1zBEVj>



A genetic counselor can help you learn more about hereditary breast and ovarian cancer.

  www.cdc.gov/BringYourBrave

592 Likes · 33 Comments · 281 Shares · Was this result helpful?

Bright Pink shared CDC Breast Cancer's video · May 30 at 3:04pm · Like Page

Learning about your family history of breast and ovarian cancer can save your life. Thank you CDC Breast Cancer for this beautiful campaign. Ready to talk risk? Visit AssessYourRisk.org to assess your personal risk for these diseases. #BringYourBrave #KnowledgelsPower



1,336 Views

CDC Breast Cancer

50% of women with a BRCA gene mutation will develop breast cancer by age 70, compared to 7% of women in the general U.S. population. Learn more about what BRCA mutations are from a genetic counselor. #BringYourBrave

Like · Comment · Share

YSC Young Survival Coalition · May 21, 2015 · Like Page

What every young woman needs to know about hereditary breast and ovarian cancer from @CDCBreastCancer. Learn more from #BringYourBrave: <http://1.usa.gov/1F0mBWx>



What Every Young Woman Needs to Know About Hereditary Breast & Ovarian Cancer

- 11% OF WOMEN have a BRCA mutation
- 1-8 million women have a BRCA mutation
- 500 BRCA mutations are identified each year
- 50% of women with a BRCA mutation will develop breast cancer by age 70, compared to 7% of women in the general U.S. population
- 30% of women with a BRCA mutation will develop ovarian cancer by age 70, compared to 1% of women in the general U.S. population

1 2 3

Livestrong · June 18 at 10:11am · Like Page

Knowing your family's cancer history can help you understand your own cancer risk. Learn more about hereditary breast cancer from Lisa and CDC Breast Cancer's new #BringYourBrave campaign: <http://1.usa.gov/1ADark2>



Knowing my family history of breast cancer helps me manage my risk and make more informed decisions about my future.

— LISA, AGE 40

  www.cdc.gov/BringYourBrave

CDC - Bring Your Brave Campaign - Lisa's Story

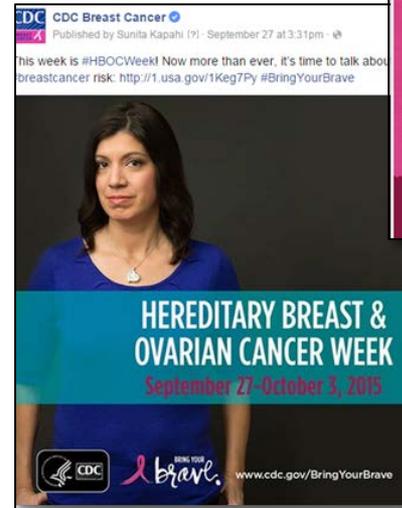
The story of Lisa, a 40-year-old woman with a family history of breast cancer.

CDC.GOV

Like · Comment · Share · 168 · 10

Phase 1 Lessons Learned

- Content:
 - Graphics with shorter, eye-catching stats performed best
 - Conversation starters boost engagement
 - Shorter videos perform better
- Delivery:
 - Partners are critical to spreading campaign messages
 - Leverage health observances
- Research
 - Incorporate *BYB* focus group findings



Social media changes every day, so we are always in a learning space!

Bring Your Brave Research

- **Goal:** To garner core insights to shape a credible and distinct social and digital media education campaign about breast cancer that effectively reaches women ages 18-44
- **Methods:**
 - Literature Review and Materials Audit
 - Key Informant Interviews
 - Review of Existing Research
 - Social Media Analysis
 - *Bring Your Brave* Focus Groups

Key Takeaways

- Develop audience-based messages and materials for women ages 18-44 centered around **personal stories**
- For Jewish women: **show Jewish women**, messages should cite **facts and stats** specific to Jewish women, include **proactive tips**, and be **upbeat and positive** in tone
- For African American women: show African American women in warm environments & **with family members**, provide substantial information but **keep it simple** and easy to understand, use an **empowering tone with actionable steps**

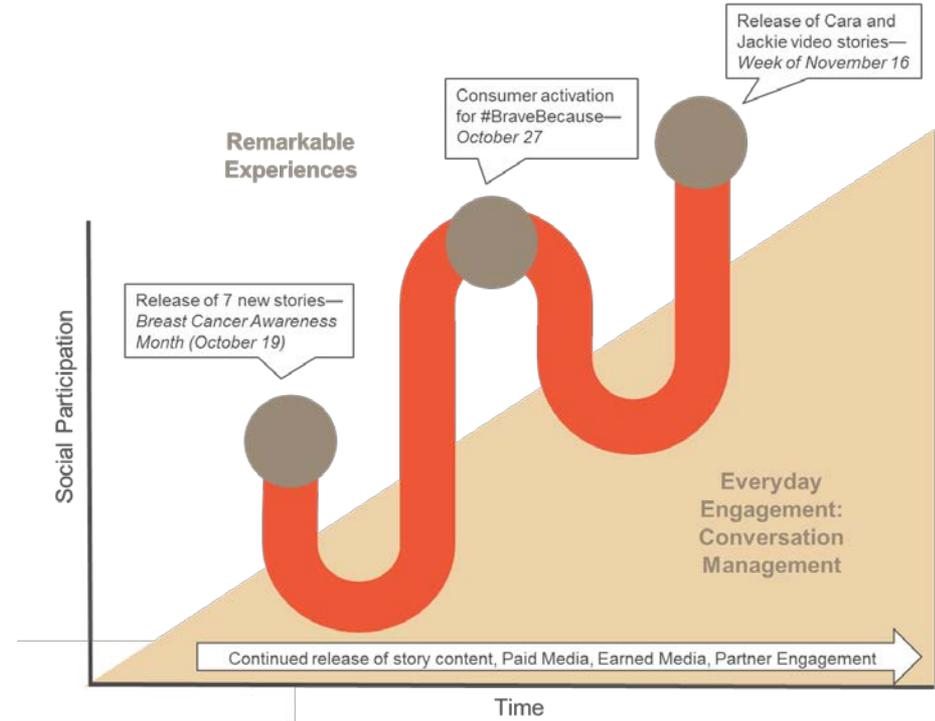
“Basically if you’re specifically targeting Jewish women, then you should put something on here that says, ‘Hey, Jewish women.’ Or a picture, something that’s calling us, calling our names.”

“It really grabbed my attention and made me want to read further. She was relatable. She didn’t use big words. She just talked like we are sitting here talking.”

Campaign Rollout –
Phase 2
October 2015

Campaign Rollout: Phase 2

- Introduced 7 new personal stories
 - 6 new videos sharing personal stories from Cara and Jackie
- #BraveBecause Day of Action
- Paid Media
 - Facebook, Display Ads, YouTube Ads, Search Engine Marketing, Influencer Engagement
- Earned Media
- Partner promotion of the website and videos



Sharing Our Stories

CDC Breast Cancer 
October 19 at 10:30am · 

Meet the seven young women of the #BringYourBrave campaign. They are sharing their stories to inspire young women to learn their risk for breast cancer. Read their stories. <http://1.usa.gov/1Rdqjvn>



  www.cdc.gov/BringYourBrave

CDC Cancer @CDC_Cancer · 4 Nov 2015
Because her dad had a BRCA gene mutation, Amy got tested. 1.usa.gov/1LQPbuW #BringYourBrave



"I knew there was a 50% chance I would carry a BRCA gene mutation. I'll do everything in my power to see my husband go grey and my boys grow up."
-AMY, AGE 33

 **CDC Cancer** @CDC_Cancer  

What Meagan's experience finding a lump in her breast taught her: 1.usa.gov/1LndcnS #BringYourBrave



"Be aware of changes in your body, and talk to your health care provider about them."
-MEAGAN, AGE 22

  www.cdc.gov/BringYourBrave

CDC Breast Cancer 
October 21 at 1:30pm · 

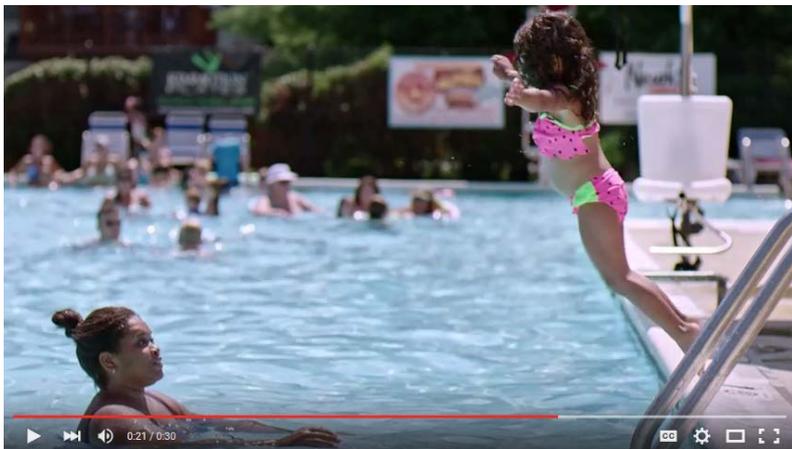
Several of Cassie's family members had breast cancer, which motivated her to find out her own risk and take action. <http://1.usa.gov/1G8f11A> #BringYourBrave



"Two of my aunts had breast cancer in their 40s, so I knew I could be at higher risk."
-CASSIE, AGE 42

  www.cdc.gov/BringYourBrave

Sharing Our Stories



<https://www.youtube.com/watch?v=9GaefI5EVSU>

- Jackie witnessed many relatives on her father's side of the family die from breast or ovarian cancer.
- At 35, she sought genetic counseling and testing and learned that she has a BRCA gene mutation.
- In 2015, Jackie had her ovaries removed to manage her risk. She undergoes regular breast cancer screening.



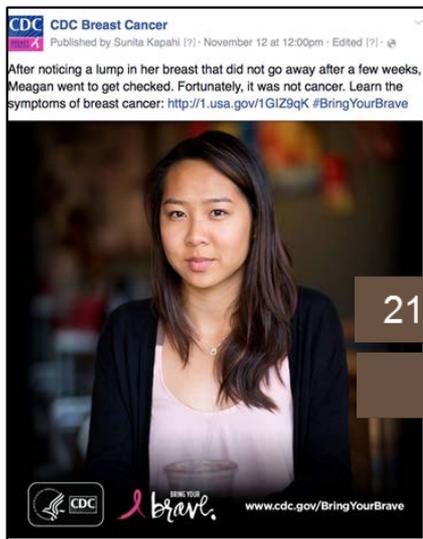
<https://www.youtube.com/watch?v=yqzohyNKzGU>

- Cara is of Ashkenazi Jewish heritage. She was 3 years old when her mother passed away from breast cancer.
- At 22, she tested positive for a BRCA gene mutation and chose the path of surveillance. After her first breast MRI, Cara was diagnosed with breast cancer.
- Since her treatment ended in 2011, Cara has been cancer-free.

Sharing Our Stories



Reached 80,424 unique individuals with an average engagement rate of 5.4%



21,526 People Reached

19.3% Engagement



Generated 122,415 impressions with an average engagement rate of 1.14%



14,412 Impressions

2.3% Engagement

Sharing Our Stories

216 people like this.

David Lim You are a great role model and leader!
November 12 at 1:44pm

Meagan Chan Thanks, Mr. Lim!! That means so much coming from you!
Hope the family's doing well! 😊
November 12 at 1:48pm

Meagan Chan shared **CDC Breast Cancer's photo.**
November 12 at 10:12am · Edited · 🌐

I don't typically share personal statuses like this on Facebook, but when I do, it's for a cause. Although breast cancer awareness month is over, promoting breast health will never cease. I was 21 when I discovered a small lump in my right breast. I went into the imaging clinic alone and studied for my ochem lab final I had later that evening to keep my mind off the procedure. I anxiously waited for biopsy results the following week. Fortunately, I had the support of family and friends through this time and was informed that the lump was a fibroadenoma, a benign tumor that is common in women under the age of 30. Having been a Student Health Advocate at UCSD, I knew of the positive health influences peers can create on one another simply by sharing personal experiences. I wanted to share my experience with other young women and had the opportunity to do so through CDC's Bring Your Brave campaign. I am a firm believer in health education and prevention and hope to have reached others who may have experienced similar situations! I encourage you to read other women's stories here: <http://www.cdc.gov/.../young.../bringyourbrave/stories/index.htm>
#BringYourBrave

... thing to do for sure 😊

AMAZING experience PHAPING! I

... nt for sure since I had to move to agency preparedness at a local ... Gonna take a couple more ... king it one day at a time. 😊 are

... people what has happened in your ... th. It's good to know that your okay

... so excited to see what you'll do in the

... when you need it! 😊

... for your bravery in sharing your ... story educate our insecurities that it is support!! You make possibility endless!! Luv u gal!!
at 4:46pm

... VE YOU PIC 🤗🤗
at 1:38am

... ng Thanks for sharing! Hope you're doing well 😊
at 2:21am

Meagan's post received 216 likes and 10 comments from her Facebook friends.

Bring Your Brave

November 8, 2015 | CC



PINKY TRI

INSPIRE
LEARN ABOUT BREAST CANCER

BECOME A BRING YOUR BRAVE CAMPAIGN PARTICIPANT



www.cdc.gov/BringYourBrave/Casting

Earlier this year, I read about a CDC campaign that was looking for individuals to help raise awareness about genetic counseling and breast cancer in younger women. I was very happy to find out months later that I was selected as one of seven women to share our experience(s) in an effort to broaden scope and awareness.

While I never would have chosen chemo and all the other things that come with cancer, I am certain of this one thing --- that my life is purposed. Whatever platform I've been given is one where I hope my experiences can enlighten and educate women. But, I am also hopeful that I encourage women who are in the midst of treatment to dare themselves to dream big dreams for the brighter day that will come.

Bring your brave to me means - visualizing a hope for tomorrow before you're ever even able to see through to tomorrow. And, one way in which we can all be hopeful is through FAITH. Faith that will tell us that even though we can't SEE it now -- we can BE it (later).

My grandmother passed from cancer at the age of 44. I didn't know the measures in the 60s that were taken to improve the lives of women who were battling breast cancer. Early detection is key. Because I knew my mother's family history, I understood my risks.

I was steadfast in getting my annual screenings. Not only were screenings like clockwork, I was my own best advocate. No one -- absolutely no one - knows better than you how you feel.

I learned shortly after my diagnosis that I was negative for the BRCA mutation gene. For me, it meant that I didn't have to make any additional decisions at the time about my immediate treatment. I was able to focus my attention and efforts on getting better after the mastectomy and chemo treatment.

Bring your brave is sometimes as simple as getting screened or knowing when to be proactive.

Bring your brave is more than a slogan for cancer survivors. It is for all who tackle and fight during the fight but how we prepare for battle before it even starts.

Know your family history Get Screened Feel yourself up
This is my battlecry!

Carletta shared a blog post about her participation in the campaign on 11/8.

#BraveBecause

What motivated you to learn
your breast cancer risk?
Share your story.

Share on October 27th

#BRAVEBECAUSE



CDC Breast Cancer's Photo
in Timeline Photos



www.cdc.gov/BringYourBrave

Options | Share | Send | Like

CDC Breast Cancer
Page Liked · October 20, 2015 ·

Breast cancer is the most common cancer in women in the U.S. Do you know your risk? Join us on October 27 in raising awareness of the importance of knowing your breast cancer risk, in honor of Breast Cancer Awareness Month. #BraveBecause #BringYourBrave

Like Comment Share

24 people like this. Top Comments ·

16 shares

CDC Breast Cancer · Anne Gallagher thank you for sharing your story! We agree that women should know how their breast/body normally looked and follow up with their doctor if they see/feel something that is concerning or unusual.
Like Reply · October 21, 2015 at 1:36pm

CDC Breast Cancer · Amanda Swangler thank you for sharing your story with us. Our thoughts are with you.
Like Reply · 1 · October 21, 2015 at 1:31pm

Shaunice Cage My paternal grandmother and cousin passed away from breast cancer. I had my mammogram and ultrasound done. Because of my family history.
Like Reply · October 22, 2015 at 3:14pm
1 Reply

Amanda Swangler ERCA1+ and soon a Frelvor. I will not be able to share my story on October 27th since this is the day I go in for my mastectomy/reconstruction. Know your RISK!
Like Reply · 2 · October 20, 2015 at 3:32pm

Anne Gallagher I was diagnosed in 2012, triple negative and ER+ . NOT genetic. My daughter is 37 and has just been diagnosed triple positive. Cancer doesnt give a damn who it chooses... know your body.
Like Reply · 2 · October 20, 2015 at 3:45pm

Write a comment ·



HHS.gov
@HHSGov

Follow

Do you know your #breastcancer risk?
Share your #BraveBecause story. Inspire others. #BringYourBrave

I was inspired to learn my
breast cancer risk because

#BRAVEBECAUSE



www.cdc.gov/BringYourBrave

#BraveBecause

 **Marleah Dean Kruzel**
@marleahdeank

Following

#BraveBecause #KnowledgelsPower. Learn your #breastcancer risk: 1.usa.gov/1GhPlca

I was inspired to learn my breast cancer risk because

#BRAVEBECAUSE

  www.cdc.gov/BringYourBrave

 **Tracy Lytwyn Fischer**
@TracyFyschwyn

Follow

#BraveBecause my mom was diagnosed w #breastcancer when I was 11 & again 8 yrs later. #BringYourBrave like my mom!

 **Meghan Morin**
@Meg619Morin

Follow

I didn't know it was possible to have risk factors at my age. It's not just family history #bravebecause #BringYourBrave

 **Olivia Taylor-Burrus**
@Aivilohhh

Follow

I was inspired to learn my breast cancer risk to protect other women in my family because at 30, there's a chance it's genetic #BraveBecause

#BraveBecause

Michelle Swieter Berndt
October 27 at 10:14am · 🌐

I was inspired to learn my breast cancer risk because my great grandmother, grandmother and mom had breast cancer. When we found out my mom carried the BRCA2 gene it only made sense for me to get tested. Knowing you have the gene is not a bad thing - it's a chance to be proactive. Do you know your family history? It could save your life like it did mine!
#BraveBecause #BringYourBrave

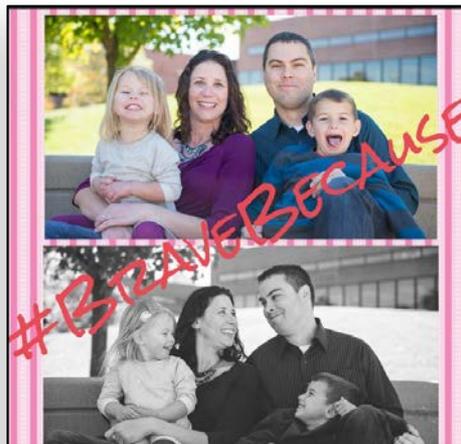
What motivated you to learn your breast cancer risk?
Share your story.

Share on October 27th

#BRAVEBECAUSE



www.cdc.gov/BringYourBrave



CDC Breast Cancer's reshare of this post received 29 likes and reached 1,005 people. Marianne's original post received 112 likes, 38 comments, and 3 shares.

Staci Stager · CDC Breast Cancer
October 27 · 🌐

At 33 years old, I chose to be #Brave. I'm a woman of science. Through the work of the @CDC Breast Cancer and other scientists, science has taught us about our risks of many disease states. Also, my breast cancer risk at a young age was diagnosed when I was 14. How did it come from my father's side. His mom and several other women in our family have been affected by this disease. I've struggled with #BreastCancer. #Brave because for myself, and brave for my own son and daughter.

The other, more important, part of my decision to #BringYourBrave is because I'm a mother to these two

CDC Breast Cancer's reshare of this post received 33 likes and reached 1,803 people.

Marianne Makike Hertzog
October 27 near Fleetwood, PA · Edited · 🌐

#bravebecause #bringyourbrave

I am BRCA 1 positive. I did not know this until after here I am with Tristan 1 week after my 1st cycle of chemotherapy. 7 more followed. Diagnosed when he was 8 months old with stage 2, triple negative breast cancer. I was still breastfeeding him and had to stop immediately. He cried for 2 weeks, never had a bottle or formula before. Yes, I lost my breasts, my hair, and my uterus. (in that order) A total of 7 surgeries. But I am still here. Knowledge is power. Know your risks and do not be afraid to stand up and speak! Be brave!

If anyone questions why I may be so vocal about my boys, now you know! No one puts this mamma in the corner!

Share

- 111 people like this.
- 3 shares
- View 32 more comments

Brenda Allen I'm so happy for you and proud of you. Remember when I did Risk and told you that you'd grow old with them? I knew you were a strong woman and I consider you one of my heroes... 🙏

Paid Media – Influencer Outreach

- *Influencer outreach* resulted in **31 blog posts**, which generated more than **3.97M impressions**
- Bloggers shared posts nearly **100x** on social media, resulting in more than **2.17M impressions**, including:
 - Facebook: 826k impressions
 - Twitter: 725k impressions
 - Instagram: 61k impressions
 - Pinterest: 437k impressions
 - Google+: 119k impressions



It's A Lovely Life®

HOME ABOUT TRAVEL FOOD TECH LIFESTIPS MONTHLY DEV/HOUSE DISNEY MOVIE NIGHTS FITNESS

Bring Your Brave

I have three very important reasons to want to know my risk for developing breast cancer. These three standing next to me.

In my pre-teen and teen years breast cancer was a part of my life. I learned around that time that my grandma had breast cancer and it would end up shaping the way that I lived from that point on. It also made me appreciate all of life, the good and the bad. My grandma loved life and she loved her family.

Heather DelaneyReese
@itsalovelylife

Why it's important to me to know my risk for developing breast cancer. #BringYourBrave #ad itsalovelylife.com/?p=31180

FAVORITE 1

11:00 AM - 28 Oct 2015



mom on the side
... AND A WHOLE LOT MORE

Switch to XFINITY® Home
A total home security and automation solution

TWINS FAMILY ENTERTAINMENT RECIPES TECH TRAVEL DIY HOME MIDWEST

YOU ARE HERE: HOME / FAMILY / BRING YOUR BRAVE. GET INFORMED ABOUT BREAST CANCER

76 PLACES

Bring Your Brave: Get Informed About Breast Cancer

OCTOBER 30 2015 BY LISA COLLINS · 8 COMMENTS

This is a sponsored post written by me on behalf of Centers for Disease Control and Prevention's Bring Your Brave campaign for IZEA. All opinions are 100% mine.

The tears started falling when I read the Facebook update on my laptop earlier this year. I knew it was coming, but it didn't prepare me for the punch in the gut I felt. A person I had known since childhood, a friend just a few years older than myself, had been diagnosed with breast cancer, the most common cancer in women in the United States.

At 38 my friend was battling an aggressive form of breast cancer while she wanted to be on the sidelines of her then 9 year old son's sporting events, and on dinner dates with her husband. For

Mom On The Side
October 30 at 12:00pm · @

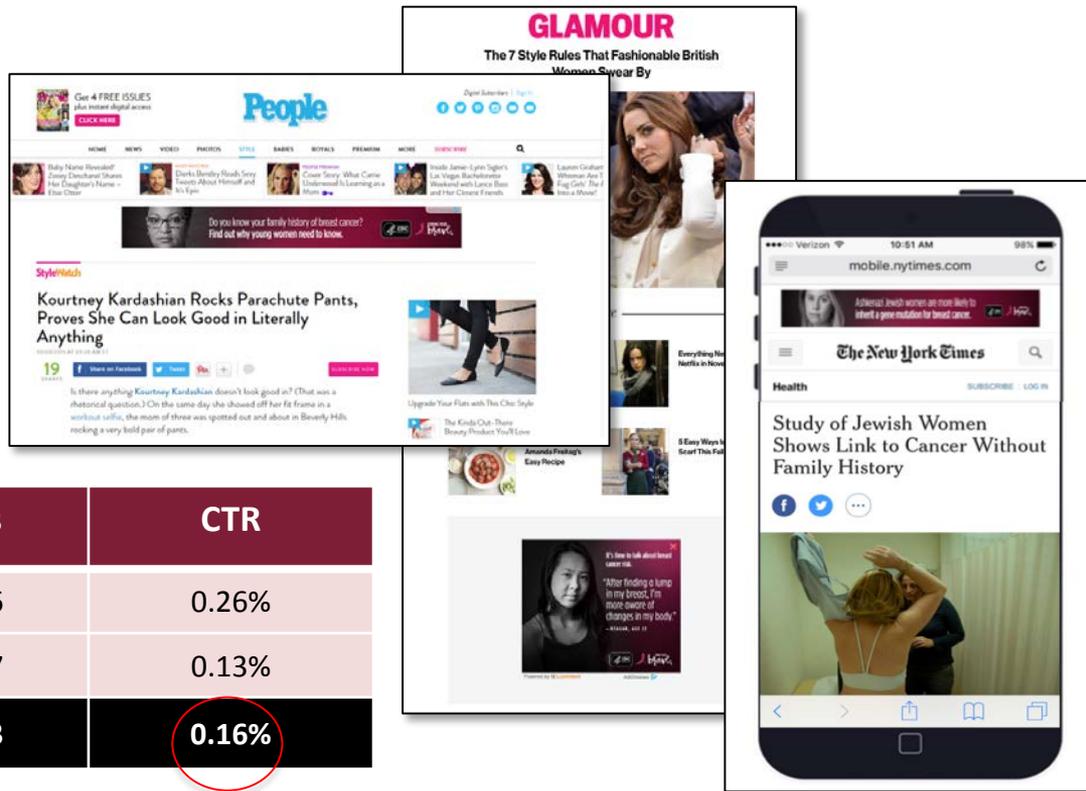
Did you know that 11% of all cases of breast cancer in the United States affect women under the age of 45? #BringYourBrave and get informed of the Breast Cancer Risk Factors! CDC Breast Cancer is sharing #BraveBecause so many of these women's stories need shared! [ad]

BRING YOUR BRAVE
Bring Your Brave: Get Informed About Breast Cancer
Bring Your Brave: Get Informed About Breast Cancer and the risk factors, especially in younger women.

MOMONTHEOSIDE.COM | BY MOM ON THE SIDE

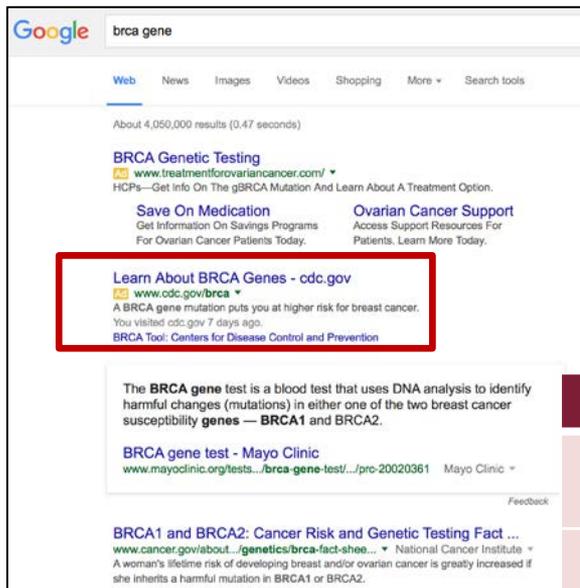
Paid Media – Digital Display Advertising

- *Digital display ads* were served via two platforms—Live Intent and RUN Ads, resulting in more than **20M impressions** with a click-through rate of 0.16%
- Mobile and desktop placements were targeted to women 18-44 and Jewish women



Platform	Impressions	Clicks	CTR
Live Intent	5,078,218	13,186	0.26%
RUN Ads	15,020,708	19,957	0.13%
Total	20,098,926	33,143	0.16%

Paid Media – Search Engine Marketing



- Search Engine Marketing generated **619k+ impressions** and nearly **10k click-throughs** to cdc.gov at an average cost-per-click of \$1.97
- The campaign with keywords centered around BRCA and genetic testing has driven the most traffic at the lowest cost, with an average CPC of \$1.74

Keyword Category	Impressions	Clicks	CTR	Avg. CPC
BRCA/Genetic Testing	249,588	5,766	2.31%	\$1.74
Breast Cancer in Young Women	365,116	4,048	1.11%	\$2.28
Breast Cancer in Jewish Women	5,102	133	2.61%	\$2.52
Total	619,806	9,947	1.60%	\$1.97

Paid Media - YouTube

- Promoted 15-second ads featuring Cara and Jackie for two weeks in November
- The ads generated 31,675 views with a cost-per-view (CPV) of \$0.17
 - The ad featuring Jackie performed better than the ad featuring Cara in terms of recorded views, with a View Rate of 17.18% compared to 14.15%
 - The ad featuring Cara was more effective in driving clicks from the video, with 498 clicks and a **CTR of 0.49%** compared to the ad with Jackie that drove 315 clicks at a **CTR of 0.31%**

Ad	Impressions	Views	View Rate	Avg. Cost-Per-View
Cara	101,789	14,406	14.15%	\$0.18
Jackie	100,545	17,269	17.18%	\$0.16
Total	202,334	31,675	15.65%	\$0.17

Paid Media – Facebook

Facebook advertising generated a total of **2.5M impressions**. Overall, the ads received **348k+ total engagements**.

Ad Set	Impressions	Engagements
Facebook Post Engagements - Breast Cancer Interest Targeting	573,003 impressions	20,269 engagements
Facebook Post Engagements - Jewish Women Targeting	329,645 impressions	10,160 engagements
Click to Website - Breast Cancer Interest Targeting	290,745 impressions	10,979 clicks-to-website
Click to Website - Jewish Women Targeting	334,647 impressions	16,364 clicks-to-website
Video Ads	983,979 impressions	290,598 video views
TOTAL	2,512,019 impressions	348,970 engagements <small>(engagements, clicks-to-website, video views)</small>

Paid Media – Facebook

Facebook Post Engagements:



Jackie (Breast Cancer Interest Targeting)
Impressions: **506,508**
Engagements: **16,739**
Engagement Rate: **3.30%**



Cara (2) (Jewish Women Targeting)
Impressions: **213,336**
Engagements: **6,237**
Engagement Rate: **2.92%**

Facebook Click-to-Website:



Lisa (2) (Breast Cancer Interest Targeting)
Impressions: **119,833**
Clicks: **4,639**
Click-through-rate: **3.92%**



Ashkenazi Jewish Risk (Jewish Women Targeting)
Impressions: **206,822**
Clicks: **8,486**
Click-through-rate: **4.10%**

Earned Media

SHAPE FITNESS HEALTHY EATING WEIGHT LOSS LIFESTYLE CELEBRITIES MORE

#FunFun Challenge Shape Dine Dash Digital Editions **JOINT 1000** Newsletters **SUBSCRIBE** Save 50% off Shape Magazine

MIND AND BODY | Oct. 19, 2015
What I Wish I Knew About Breast Cancer in My 20s
During breast cancer awareness month, the CDC sheds light on young women impacted by the disease. Here, six ladies open up

By Charlotte Hilson Anderson
@follow@charlotteanderson

3 of 7 | Young Women Get Breast Cancer Too

SHAPE

SHAPE NOW
October 30, 2015

Could a Few Sips of This Help Prevent a UTI?

"Breast cancer is not just a disease that affects grandmothers and older women. Young women are at risk, as well, and since taking a look at my family's risk factors, I've been able to take a proactive stance against the disease. Early detection is possible no matter how old you are!" —Amy, tested positive for the BRCA2 mutation at age 32

CDC targets Jewish community in breast cancer awareness push

OCTOBER 21, 2015 BY SUZANNE POLLAK — LEAVE A COMMENT

Like Share Tweet G+ LinkedIn Print

Washington Jewish Week

CARA SCHARF LEARNED THROUGH GENETIC TESTING THAT SHE CARRIES THE BRCA1 GENE MUTATION, AND AT 25, LEARNED SHE HAD BREAST CANCER. PHOTO COURTESY OF THE CENTERS FOR DISEASE CONTROL AND PREVENTION

Cara Scharf knew her mother and grandmother had died from cancer when they were young, but it didn't occur to her that this family history could be passed on directly until her father spelled it out when she graduated college.

My Story: "Faith, Family & Friends" Perfect Rx To Beat Cancer

Facebook Twitter Email More

Black Doctor.org
Your daily medicine for life

Faith, Family, and Friends are the 3 Fs that helped me handle what I was given. I called it my assignment from God. I joked early on with friends that there was no grading scale for this assignment. I felt like this assignment... this test... was pass/fail only and for me failing was NOT an option.

After my other side of my lifestyle... that the just ha

RESULTS:
12 Placements with a total reach of 7.6M+

Partner Promotion

 **Tigerily Foundation** @tigerilycares · 12 Nov 2015

Jackie was **#BraveBecause** she wants to see her daughter grow up. Why did you learn your **#breastcancer** risk?

“Three women in my family got breast or ovarian cancer before 50. I took steps to understand my own risk so I can be there for my daughter.”

-JACKIE, AGE 38

 **LBBC**
@LivingBeyondBC 

Join **#BringYourBrave** 10/27. Share what motivated you to learn your **#breastcancer** risk. **#BraveBecause**

What motivated you to learn your breast cancer risk? Share your story.

Share on October 27th

#BRAVEBECAUSE

  www.cdc.gov/BringYourBrave

 **Force: Facing Our Risk of Cancer Empowered**
14 hrs · 

@CDCBreastCancer introduces seven young women who are sharing their stories to inspire other young women to learn their risk for breast cancer. Read their stories: <http://1.usa.gov/1G7vKf2> **#BringYourBrave**



 **Sharsheret**
@Sharsheret  

Since her mom passed from **#breastcancer** at 42, Cara wanted to know her risk. **#BraveBecause** 1.usa.gov/1X9e6vC

“My dad knew about my strong family history and encouraged me to get tested for a BRCA gene mutation.”

-CARA, AGE 30

  www.cdc.gov/BringYourBrave



Results To-Date

- 39.25 million impressions on Twitter, Facebook, Pinterest and YouTube
- 454,000+ video views
- Nearly 68,000 website visits
- 418,991+ engagements on social media (e.g., retweets, shares)
- 1,900+ mentions on social media

"Three women in my family got breast or ovarian cancer before 50. I took steps to understand my own risk so I can be there for my daughter."
-JACKIE, AGE 38

Found on 1.usa.gov

Centers for Disease Control and Prevention - 5 weeks ago
Jackie was #BraveBecause she wanted to be there to watch her 4-year-old daughter grow up. What motivated you to learn your breast cancer risk? Use #BraveBecause. #BringYourBrave

Jackie's Bring Your Brave Ad

Centers for Disease Control and Prevention (CDC) 18,473

Phase 2 Lessons Learned

- *75% of impressions from Phase 2 resulted from paid media efforts.*
- *Simple and relatable stories are more shareable.* Meagan's story had both the highest reach and engagement.
- *Graphic content performs best.* The infographic was the top-performing Twitter content.
- *Ongoing evaluation of paid advertising allows us to optimize for a stronger ROI in the future.*
- *Partnership is key.*

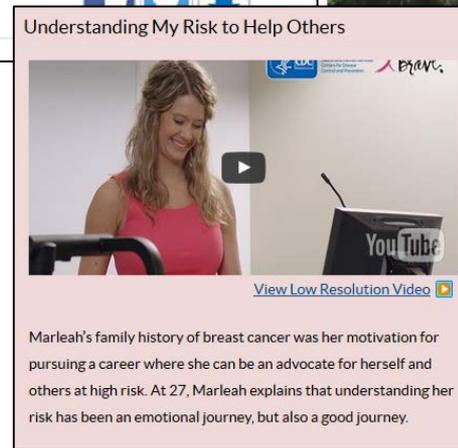
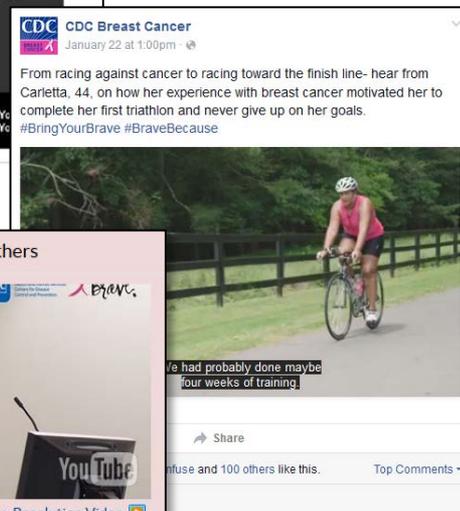


The image shows a screenshot of a Facebook post from the CDC Breast Cancer page. The post is dated November 12, 2015, and was published by Sunita Kapahi Kapahi. The text of the post reads: "After noticing a lump in her breast that did not go away after a few weeks, Meagan went to get checked. Fortunately, it was not cancer. Learn the symptoms of breast cancer: <http://1.usa.gov/1GIZ9qK> #BringYourBrave". Below the text is a photograph of a woman with long dark hair, wearing a black cardigan over a light pink top, holding a glass. At the bottom of the photo are logos for the CDC and the "Bring Your Brave" campaign, along with the URL www.cdc.gov/BringYourBrave. Below the photo, the post shows engagement metrics: "21,569 people reached", "70 Likes", "1 Comment", and "3 Shares". There is a "Boost Post" button and a "Like" button.

Ongoing Outreach

How Will We Expand Our Reach?

- **Continue to Tell Personal Stories**
 - Engage existing and new spokeswomen
 - *Share Your Story* Web Application
 - Release new content



How Will We Expand Our Reach?

- **Boost Efforts with Paid Media**
 - Continue to invest in digital display, Facebook, and YouTube advertising, as well as search engine marketing
- **Seek Earned Media Opportunities**
- **Engage Partners & Influencers**
 - Content has a dramatically higher success rate when promoted by partners



“We are always looking for new stories to share and purposeful graphics. The toolkit helped us to enhance our outreach and education efforts as some of the posts resonated very well with our target population, saving us the time and effort to create new content.” – Sharsheret



“Continue to do what you are doing. We will incorporate all that we can of it into our campaigns, since we are both doing similar things. We do have this great CDC resource already listed on our websites, so it is being seen by our audience.” – LSU

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BRING YOUR
brave.