

***CDC Update:***  
**Breast Cancer in Younger Women: A Multi-  
component Public Health Approach**

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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



# **Education and Awareness Requires Learning Young (EARLY) Act (*EA*) Provisions**

- ❑ **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).

## Other Key *EA* provisions

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

□ **In response to EA, CDC identified key areas of focus:**

- Applied research initiatives
- Communication activities (i.e., approaches and messages development)
- Programmatic support (e.g., young survivors)

# **Advisory Committee on Breast Cancer in Young Women (ACBCYW)**

- ❑ Provides advice and guidance to the Secretary, HHS, the Assistant Secretary for Health, and the Director, CDC, regarding:**
  - formative research, development, implementation and evaluation of evidence-based activities aimed at prevention, early detection, and survivorship.**
  
- ❑ The advice provided by the Committee will assist in ensuring scientific quality, timeliness, utility, and dissemination of credible appropriate messages and resource materials.**

## □ **Current status:**

- ACBCYW established in July, 2011
- Committee stood up October 2011
  - 15 voting members
  - 6 ex-officio members
  - 10 liaison representatives
- Meetings:
  - April 16, 2013
  - December 13, 2012
  - April 18–19, 2012
  - September 21–23, 2011
  - January 31–February 1, 2011
- Committee Web Page:  
[www.cdc.gov/cancer/breast/what\\_cdc\\_is\\_doing](http://www.cdc.gov/cancer/breast/what_cdc_is_doing)

# ***EA Directed 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

## Ongoing Activities

- ❑ Sisters Study and Two Sisters Study
- ❑ Impact of Genomics and Personalized Medicine on the Cost-effectiveness of Preventing and Screening for Breast Cancer in Younger Women

## ***EA Directed 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

## ***EA Directed 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)”
- ❑ “Developing psychosocial and reproductive health support for young breast cancer survivors (YBCS) in the United States”
- ❑ Evaluation of the “Developing support and educational awareness for young (<45) breast cancer survivors in the United States” *CoAg*

# ***EA Directed 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*
- ❑ *BodyTalk* Web Application: Clinical Decision Support Tool for Women and their Providers (Updated tool: March 31, 2014 launch)

## Ongoing Activities

- ❑ Social Media Usage for Breast Cancer Awareness and Survivors

# ***EA Directed 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
- ❑ *Targeted Campaign (Pilot)*: Rapid Deployment Social Media Campaign for Young Women at High Risk for Developing Breast Cancer
- ❑ *Targeted Media Campaign (Pilot)*: Breast Cancer Genetics and Family History for Women at “Higher risk” for developing breast cancer (to be conducted in partnership with Sharsheret and Sisters Network Inc.)

## Pending Activities

- ❑ National Breast Cancer in Young Women Multimedia Media Campaign



Centers for Disease Control and Prevention

**ADVISORY COMMITTEE** on  
**BREAST CANCER** in **YOUNG WOMEN**



Recommendations to the Secretary  
of Health and Human Service

# Overview:

## 3 Major Recommendations

1. Identify and Communicate Effectively with Young Women at Elevated Risk
  - ✓ *Fully accepted for implementation to the extent that time and funding allow*
2. Support the Development and Utilization of Strategies to Engage Providers to Identify and Communicate with Young Women at Elevated Risk
  - ✓ *Additional discussion and guidance needed for certain items*
  - ✓ *Recommendation will be implemented to the degree allowed by resource availability and public health priorities and capacity*
3. Engage Patients and Providers to Highlight and Address the Issues Unique to Young Women Facing Breast Cancer
  - ✓ *Recommendation will be implemented to the degree allowed by resource availability and public health priorities and capacity*

# Questions?



# Contact Information



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