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

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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
**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
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**
- *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
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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