



Bring Your Brave: Telling Our Story, Listening to Theirs

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Genomic Series: Implementing Genomics in a Direct-to-Consumer World: Opportunities for Education and Communication

August 13, 2018



Charity, 29

Public Health Challenge

EARLY Act & CDC's Response to the Public Health Challenge

Do Young Women Know?

Young women don't necessarily have breast cancer on their radar, but many of them should.

Risk Factors

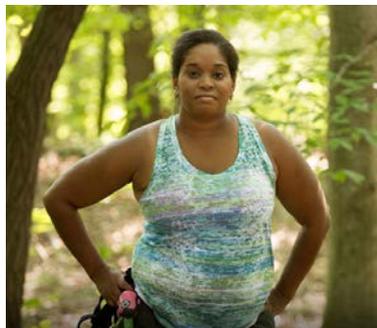


BRCA

BRCA1 BRCA2



Disparities



Risk Reduction Strategies



Early Act

The Breast Cancer **Education and Awareness Requires Learning Young Act (EARLY Act)** became the first piece of legislation related to breast cancer in young women, enacted in 2010. The EARLY Act authorizes CDC to:

Develop initiatives to **increase the understanding and awareness of breast health and breast cancer among young women** at high risk for breast cancer.

Establish a Federal Advisory Committee on Breast Cancer in Young Women (ACBCYW).

CDC's Response



The campaign objectives are to reach young women and:

Encourage

Them to learn their family history.

Educate

On the risk factors for breast cancer before age 45.

Inspire

Women to talk to their health care providers if they think they may be at a higher risk for breast cancer.

Incite

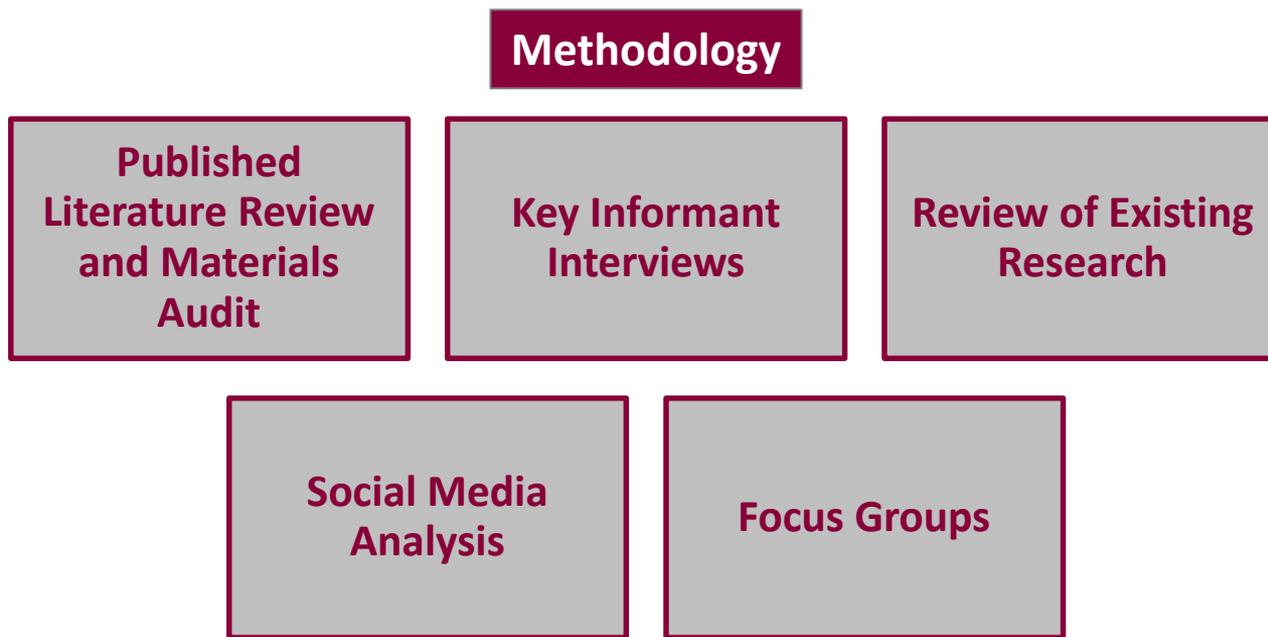
To live a healthy lifestyle and be aware of their own breast health.

Research & Campaign Strategy

Using Innovation in Communication to Reach the Audience

Research Goal & Methodology

Goal: 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.



Key Takeaways

Young women most frequently seek out health information online and through social media.



Personal stories were central to conversations about breast cancer in young women; however, these **stories shared across social media did not typically provide a tangible call-to-action** related to risk.

Digital Storytelling

The “influencer the influencers” strategy leverages storytelling through digital media.

Goal: Tell the stories of young women affected by breast cancer through emotionally compelling video, podcasts, and social media content - ultimately driving young women to trusted information from CDC to understand their risk.



Spreading Awareness, Building the Community

Educating the Audience and Encouraging Conversation Online

Multimedia Storytelling

Content Creation

Videos Featuring
Spokeswomen's Stories



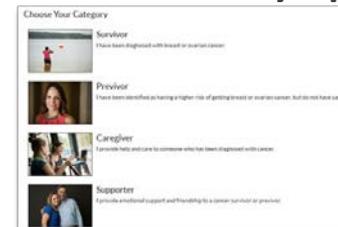
Coming Soon! Podcast
Series



Bring Your Brave Tumblr



Share Your Story App



Storytelling Platforms

Digital Content

Digital assets shared across social media channels.



Ways to Reduce Your Risk for Breast Cancer

- Keeping a healthy weight.
- Exercising regularly.
- Getting enough sleep.
- Limiting alcohol intake.
- Breastfeeding your babies.

BRING YOUR brave. www.cdc.gov/BringYourBrave

8 Warning Signs of BREAST CANCER

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"This is just one element of my journey in life. It's not the whole story."
-CASSIE, AGE 42

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"I tried to find the light in a very dark situation."
-CARLETTA, AGE 44

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"I didn't expect to go through something like that at such a young age."
-MEGAN, AGE 22

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Take Action to Lower Your Breast and Ovarian Cancer Risk

BRING YOUR brave.

Learn Your Family History of Cancer

Asking questions about your cancer risk is one of the best ways to reduce your risk. Here are some steps to help you learn more about your family history of cancer:

1. Ask your doctor about your family history of cancer.
2. Ask your doctor about your family history of cancer.
3. Ask your doctor about your family history of cancer.
4. Ask your doctor about your family history of cancer.
5. Ask your doctor about your family history of cancer.

Understand Genetic Counseling and Testing

Genetic counseling can help you understand your risk of cancer and whether you should get tested for a gene mutation that may increase your risk of cancer.

Did You Know?
Genetic testing can help you understand your risk of cancer and whether you should get tested for a gene mutation that may increase your risk of cancer.

Understanding THE RESULTS

Understanding the results of genetic testing can help you understand your risk of cancer and whether you should get tested for a gene mutation that may increase your risk of cancer.

Make Healthy Lifestyle Choices

Healthy weight, physical activity, and breastfeeding can help you reduce your risk of cancer.

BRING YOUR brave. www.cdc.gov/BringYourBrave

HBOC Week and National Previvor Day



How are you taking part in **Hereditary Breast & Ovarian Cancer Week?**



www.cdc.gov/BringYourBrave www.cdc.gov/cancer/knowledge

HBOC Week/Ovarian Cancer Awareness Month

Collaborated with CDC's Inside Knowledge gynecologic cancer campaign to share social media content about hereditary breast and ovarian cancer.

National Previvor Day

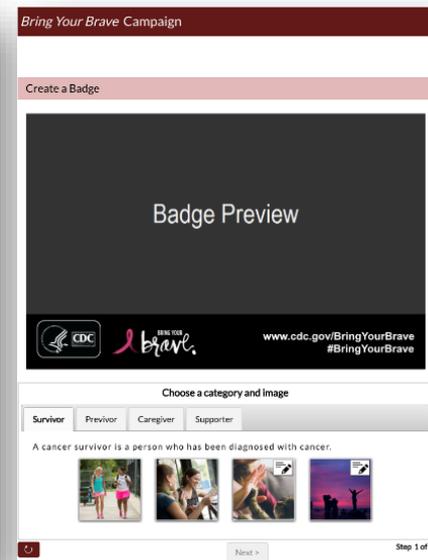
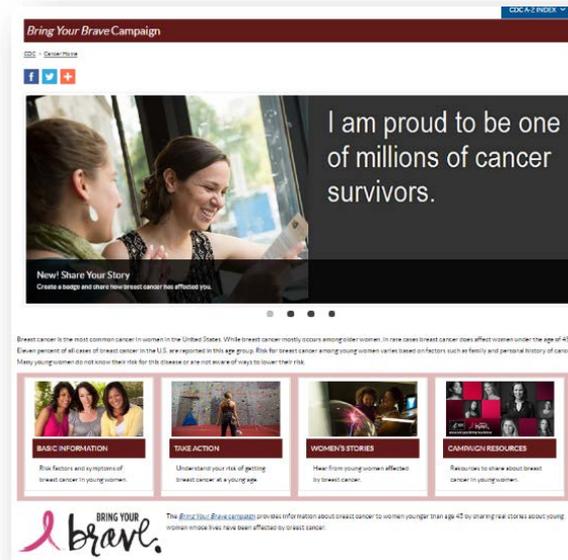
Disseminated co-branded social media content tailored to previvorship.



Website

Bring Your Brave Website

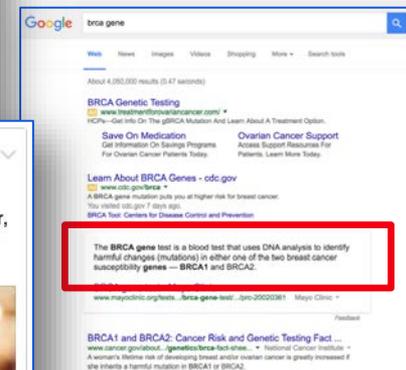
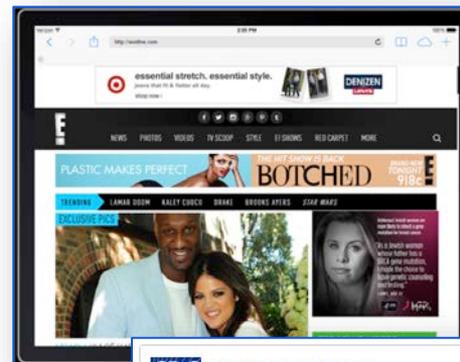
- Central campaign resource designed to engage and inform the audience, with content that includes:
 - Key information about breast cancer in young women
 - Spokeswomen's stories, and
 - Resources for social resharing.



Paid Media

Targeted digital spend ensure messages are hitting appropriate audiences, and further drive to CDC resources.

- Facebook
- Display
- YouTube advertising
- Search engine marketing



Bring Your Brave Metrics

In total, the *Bring Your Brave* campaign has generated:

- **113 million impressions across social media, blogs, search engines, digital display, and earned media**
- **2.26 million video views**
- **1.4 million social media engagements, and**
- **300,000+ visits to CDC's *Bring Your Brave* website**

Thousands of women who have been encouraged to learn their family history of breast cancer and be aware of their own breast health.



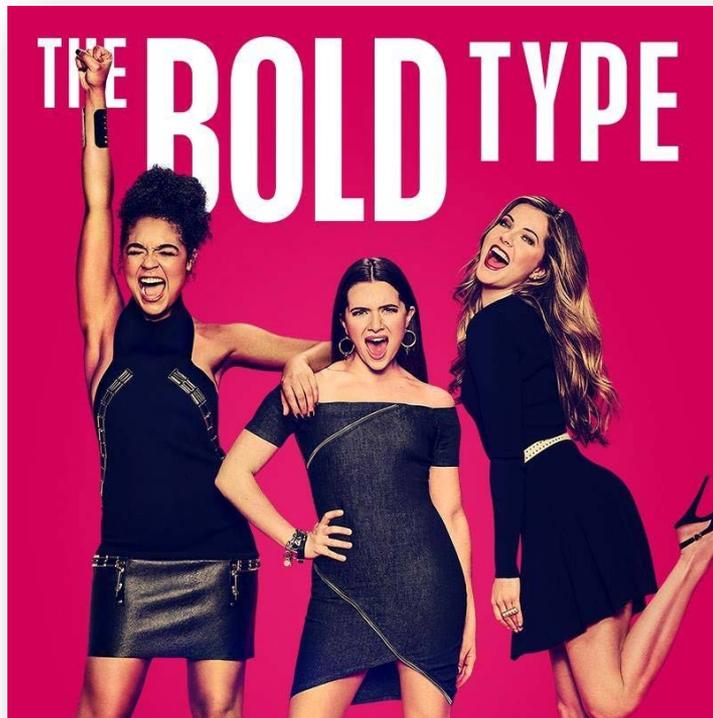
Bring Your Brave

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Hollywood Health & Society

Breast cancer education through entertainment: Partnership with Freeform network's **The Bold Type**

Background: *The Bold Type*



Executive Producer: Sarah Watson
Executive Producer: Joanna Coles
Executive Producer: Ruben Fleischer
Executive Producer: David Bernad
Executive Producer: Victor Helli, Jr.
Co-Executive Producer: Matthew McGuinness
Co-Executive Producer: Holly Whidden
Supervising Producer: Justin W. Lo
Co-Producer: Wendy Straker Hauser

the bold type

"The Breast Issue"

Episode #106

Written by

Matthew McGuinness



Results

CDC engaged in the post-show Twitter conversation, using #BringYourBrave and posting relevant content

Impressions

The tweets posted during the show resulted in

98,805 Impressions

On average, our tweets result in
17,000 impressions daily – that's

5.8x our daily average

Engagements

The tweets posted during the show resulted in

1,909 Engagements

(retweets, replies, likes, url clicks)

On average, our tweets result in
101 engagements daily – that's nearly

19x our daily average

Retweets

The tweets posted during the show resulted in

394 Retweets

On average, our tweets result in
44 retweets daily – that's

9x our daily average

Likes

The tweets posted during the show resulted in

445 Likes

On average, our tweets result in
31 likes daily – that's more than

14x our daily average

Engagement – *The Bold Type* Show & Network

Freeform network retweeted our content, reaching their audience of **nearly 725K followers**.

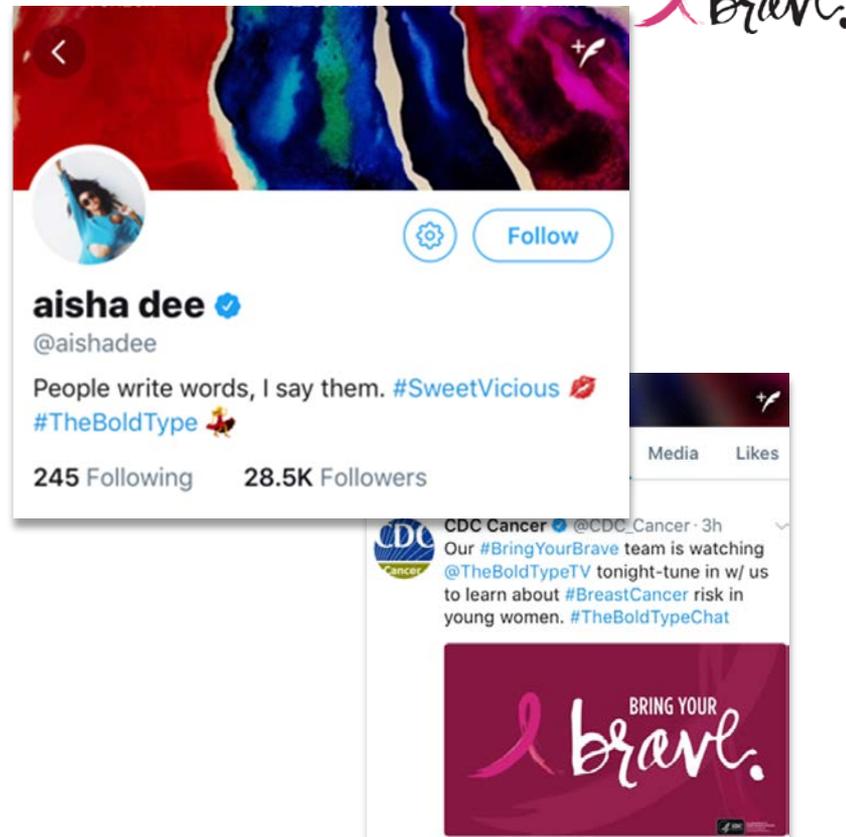


The Bold Type's Twitter profile retweeted most of our posts, reaching their network of **18.4K followers** with multiple Bring Your Brave messages.



Engagement – The Bold Type Show & Network

Sarah Watson, creator of *The Bold Type* retweeted our content and thanked us for our consultation on the story.



Aisha Dee, one of the show's stars, retweeted our content to her 28.5K followers.

Engagement – *The Bold Type* Cast & Crew

Engagement – Comments from Viewers

 **Mariana** @theskeeta · Aug 8
Replying to @SarahWatson42 @CDC_Cancer
Hey Sarah. Thanks for writing that story. It touched really close to home and I identified so much with Jane. I'm booking my test soon. ❤️

1 1

 **Sarah Watson** @SarahWatson42 · Aug 9
Sending love and support! Be bold!

1 1

 **Rebecca Fitzpatrick** @rfitzpatrick101 · Aug 9
Replying to @SarahWatson42 @CDC_Cancer
Thank you for highlighting the importance of this issue. Meant alot to me personally as a woman in her 20s and daughter of a cancer survivor

1 1 1

 **Leanne Weston** @identitykit · Aug 8
Replying to @SarahWatson42 @CDC_Cancer
Thank you for writing that story. I don't have the characters to explain why it matters to me, but rest assured that it really does.

1 1

 **Bonnie Burton** @bonniegrrl · Aug 9
Replying to @SarahWatson42 @CDC_Cancer
Thank you for covering Breast Cancer on #TheBoldType. I wish more TV shows would address it! 👍

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Coming Soon...
Podcast
Changing Perspectives

Podcast

The podcast cover features a black and white photograph of a woman with glasses and a man with glasses, both smiling. The woman is in the foreground, and the man is slightly behind her. A large, stylized pink speech bubble with the word "my" in white cursive is overlaid on the image. Below the image, the text "MOTIVATED MOMENT" is written in large, pink, all-caps letters, followed by "A PODCAST SERIES" in smaller, black, all-caps letters. At the bottom, the website "www.cdc.gov/BringYourBrave" and the hashtag "#BringYourBrave" are listed in black text.

my

MOTIVATED MOMENT

A PODCAST SERIES

www.cdc.gov/BringYourBrave #BringYourBrave

My Motivated Moment: Storytellers

Meagan

After finding a lump in her breast, Meagan became more aware of and vigilant about her health.

Emily & Caroline

Two sisters with Ashkenazi Jewish heritage and a family history of breast cancer talk about the importance of support and communication in the family, and the personal decisions involved when learning your own risk.

Jen

Survivor who shares the importance of support when battling cancer and addressing risk, and introduces her biggest supporter, her husband Jay.

Jay

The husband of a young breast cancer survivor shares his perspective as a caregiver on the toll breast cancer can take on a young family.

Carletta

Survivor whose “keep it moving” mantra has kept her motivated and healthy.

New Story Themes



Themes explored

- Everyone handles risk differently – even within the same family;
- Handling diagnosis and risk with little to no knowledge of family health history;
- Dealing with diagnosis with a family that does not talk about health issues;
- Mental health and wellness when dealing with risk

Changing Perspectives



■ Ask the Experts

- CDC experts responding to questions about breast cancer risk
- To be released in October for Breast Cancer Awareness Month
- First up: Dr. Lisa Richardson, Oncologist and Division Director, DCPC, CDC

Lesson Learned

The Numbers, The Stories

Thank You!

For more information, contact CDC
1-800-CDC-INFO (232-4636)
TTY: 1-888-232-6348 www.cdc.gov

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

