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
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.
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).
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.

- **Methodology**
  - Published Literature Review and Materials Audit
  - Key Informant Interviews
  - Review of Existing Research
  - Social Media Analysis
  - Focus Groups
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

Storytelling Platforms

Bring Your Brave Tumblr

Share Your Story App
Digital Content

Digital assets shared across social media channels.

Facebook  Tumblr  Twitter  Pinterest
HBOC Week and National Previvor Day

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
+
Hollywood Health & Society
Breast cancer education through entertainment: Partnership with Freeform network’s The Bold Type
Background: *The Bold Type*
Results

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

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Engagements</th>
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<tbody>
<tr>
<td>The tweets posted during the show resulted in 98,805 Impressions</td>
<td>The tweets posted during the show resulted in 1,909 Engagements</td>
</tr>
<tr>
<td>On average, our tweets result in 17,000 impressions daily – that’s</td>
<td>(retweets, replies, likes, url clicks)</td>
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<tr>
<td><strong>5.8x our daily average</strong></td>
<td>On average, our tweets result in 101 engagements daily – that’s nearly</td>
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<td></td>
<td><strong>19x our daily average</strong></td>
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<tr>
<th>Retweets</th>
<th>Likes</th>
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<tr>
<td>The tweets posted during the show resulted in 394 Retweets</td>
<td>The tweets posted during the show resulted in 445 Likes</td>
</tr>
<tr>
<td>On average, our tweets result in 44 retweets daily – that’s</td>
<td>On average, our tweets result in 31 likes daily – that’s more than</td>
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<td><strong>9x our daily average</strong></td>
<td><strong>14x our daily average</strong></td>
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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.
Sarah Watson, creator of The Bold Type retweeted our content and thanked us for our consultation on the story.

Engagement – The Bold Type Cast & Crew

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

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

Rebecca Fitzpatrick @riitzpatrick101 · 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

Leanne Weston @identykit · 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.

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!
Coming Soon...
Podcast
Changing Perspectives
Podcast

MOTIVATED MOMENT
A PODCAST SERIES

www.cdc.gov/BringYourBrave  #BringYourBrave
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
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)

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.