



Bring Your Brave Campaign Updates



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ACBCYW Meeting
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EARLY Act Comms Portfolio Projects

Contracts

Main Campaign	Entertainment Education
Formative research, strategy, content development, organic social, paid media, earned media, all with a social/digital focus.	Storylines about breast cancer in young women in entertainment – both TV + mobile gaming.

Cooperative Agreements

ACOG (American College of Obstetricians and Gynecologists)	National Association of Chronic Disease Directors (NACDD)
Marketing materials to promote Early Onset Breast Cancer Continuing Medical Education (CME) two-part course.	Tools to help you craft your story and discuss risk information with family members.



CDC/ACOG Early Onset Breast Cancer CME

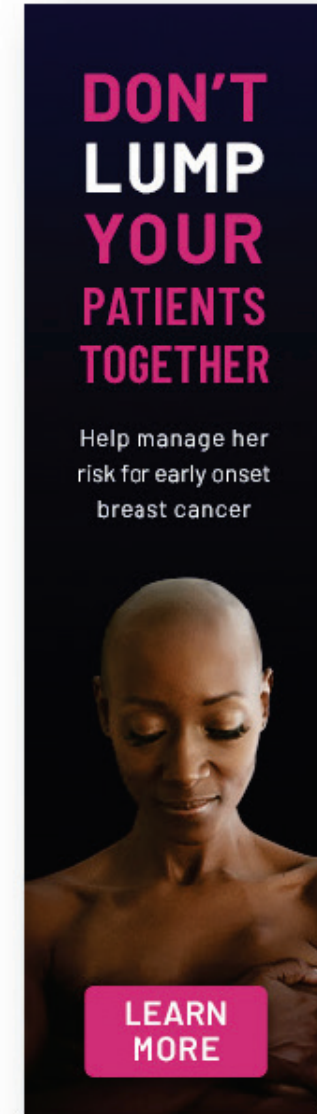
Course Highlights

2,504 Course Registrations

2,339 Course Completions

10,850 CME/CEUs awarded

- Pretest/Posttest % Knowledge Change
 - EOBC I: +21%
 - EOBC II: +12%
- Intent to Change Practice (Entire Series)
 - 57% reported intent to change their practice as a result of attending the activity.



The Latest: Survivors and Previvors



Take on issues “outside of cancer” that young survivors (+ previvors) disproportionately experience: **mental health, sexual health, financial health, career disruption, fertility, relationships.**



Provide tools to support the “firsts” – **those who are 1st in their families to learn risk** - and share stories that can help them manage the challenge.

“Not Afraid of Firsts”



**Knowing your family health history
is the first step to understanding
your breast cancer risk.**

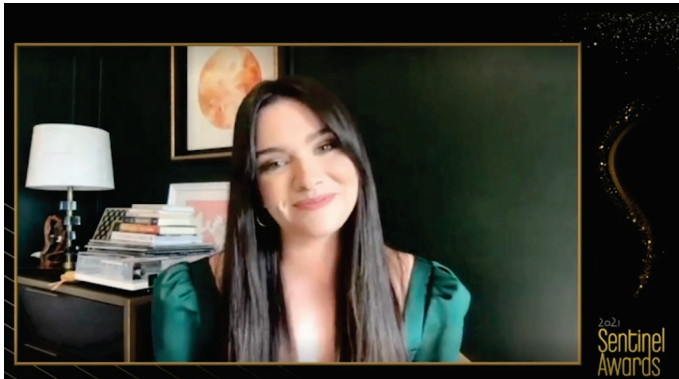


**Start the
conversation
today.**



Entertainment Education – The Latest

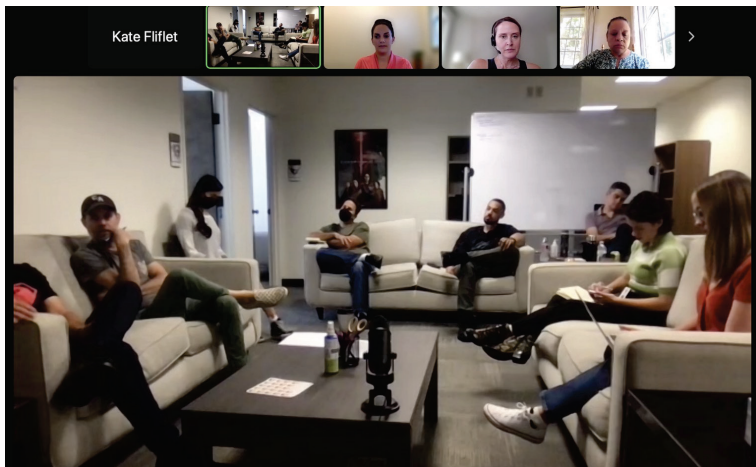
Launch of BC storyline in *Insecure: The Come Up* mobile game



The Bold Type wins a Sentinel Award



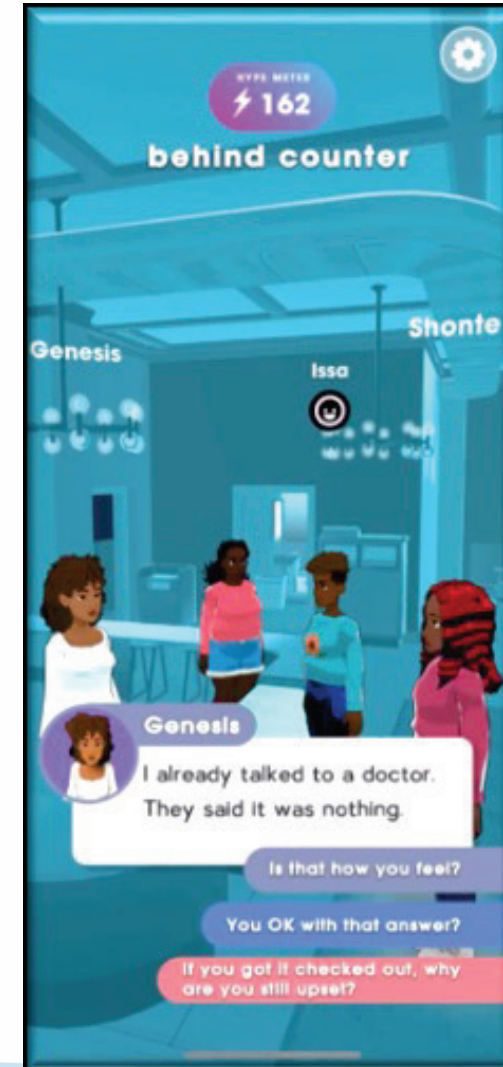
HH&S panel on survivor fertility and family planning; HH&S board meeting – young Black women and BC



Season-long story arc on The CW's *Superman & Lois*



2 episode storyline (Apr and May 2023) on *Grey's Anatomy*



What's Next for BYB

- Formative Research
 - Focus groups with previvors – our first - and other populations to test messages
- 3 new video concepts in pre-production
 - Carletta – 10 years of survivorship
 - Survivor and non-traditional caregiver story
 - Survivor/previvor roundtable
- Helping “the firsts” tell their stories
 - Being the first to learn about BRCA/genetic risk has health implications for the entire family – new video series will provide tips for the task of sharing the health information with family members



Thank you!

Go to the official federal source of cancer prevention information:
www.cdc.gov/cancer



Division of Cancer Prevention and Control
Reliable. Trusted. Scientific.

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.