



Campaign Updates and Future

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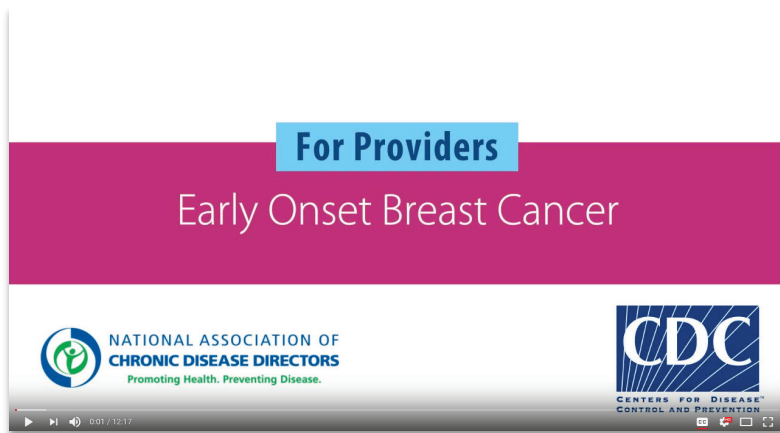
U.S. Department of
Health and Human Services
Centers for Disease
Control and Prevention

What's New from *Bring Your Brave*

Health Care Provider Outreach

CDC launched the Bring Your Brave Health Care Provider website with:

- Risk assessment tools and screening guidelines
- Tailored, downloadable fact sheets
- Access to a CME training course
- Avatar-based educational video



Assessing Risk in Young Patients



Identifying Young Women With Increased Risk of Hereditary Breast and Ovarian Cancer

Health care providers can play a critical role in helping to reduce the incidence of hereditary breast and ovarian cancer by identifying patients with elevated risk. The following guidelines can help identify young women who may have a higher risk for hereditary breast and ovarian cancer and detect early-onset breast cancer among these women.

Who is at high risk for early-onset breast cancer?

According to the American Cancer Society (ACS), women who are at high risk for early-onset breast cancer include those who—

- Have a known BRCA1 or BRCA2 gene mutation.
- Have a first-degree relative* (parent, brother, sister, or child), second-degree relative (aunts, uncles, nieces, or grandparents), or third-degree relative, which includes first cousins, with a BRCA1 or BRCA2 gene mutation.
- Have a lifetime risk of breast cancer of about 20% to 25% or greater, according to risk assessment tools that are based mainly on family history.
- Had radiation therapy to the chest between the ages of 10 and 30 years.
- Have Li-Fraumeni syndrome, Cowden syndrome, or Bannayan-Riley-Ruvalcaba syndrome, or have first-degree relatives with one of these syndromes.

*Risk is higher with more than one affected first-degree relative and if the affected relative was diagnosed at a young age.

What are the current genetic counseling and testing guidelines for women at high risk for breast cancer?

The ACS recommends genetic testing for women at high risk, as defined above, to look for mutations in the BRCA1 and BRCA2 genes (or less commonly in other genes such as PTEN or TP53). Although testing can be helpful in some situations, providers need to weigh the pros and cons with the patient. The ACS strongly recommends that women first talk to a genetic counselor, nurse, or doctor who is qualified to explain and interpret the results of these tests.

The U.S. Preventive Services Task Force (USPSTF) recommends that women who have one or more family members with a known potentially harmful mutation in the BRCA1 or BRCA2 genes should be offered genetic counseling and testing. Women with an identified increased risk should be referred to a genetic counselor, who can further evaluate the risk based on family history, discuss the pros and cons of testing, and arrange for BRCA testing if the patient is ready to proceed.



Reaching Young Women Where They Are



Podcast Series



Video Series



Educational Videos – Two Approaches

“Ask the Expert” Video Series



Avatar-Based Educational Videos

1
Introduction to Early-Onset Breast Cancer & Risk Factors

• Body image • Financial concerns
• Fertility issues • Feelings of isolation

Be sure to tell your doctor about:

Family history of breast & ovarian cancer – mother’s and father’s side.

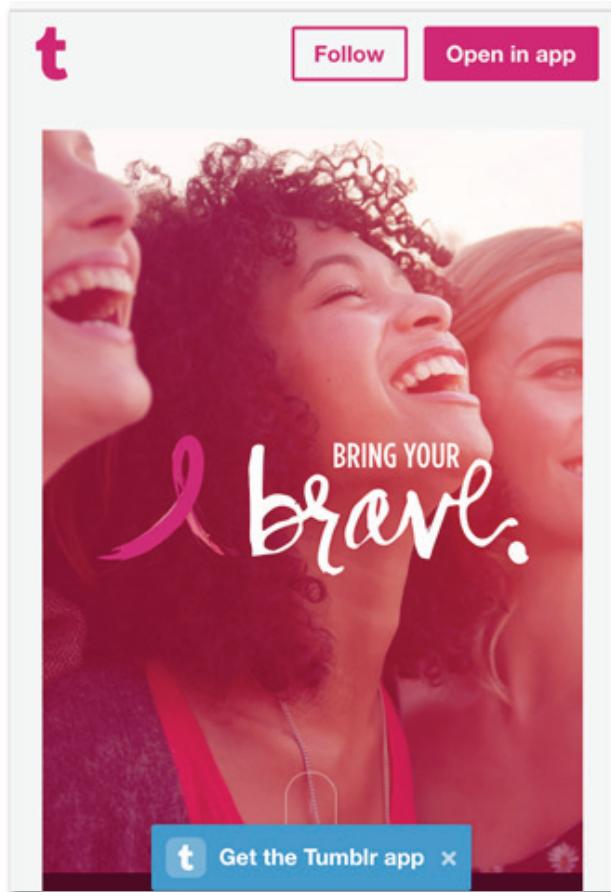
Use an online tool like the U.S. Surgeon General’s family health history portrait.

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

1:18 / 4:29

Providing a Platform for Storytelling

New ways to use the power of storytelling to inspire women



Share Your Story App 2.0

Choose Your Category



Survivor

I have been diagnosed with breast or ovarian cancer.



Previvor

I have been identified as having a higher risk of getting breast or ovarian cancer, but do not have cancer.



Caregiver

I provide help and care to someone who has been diagnosed with cancer.

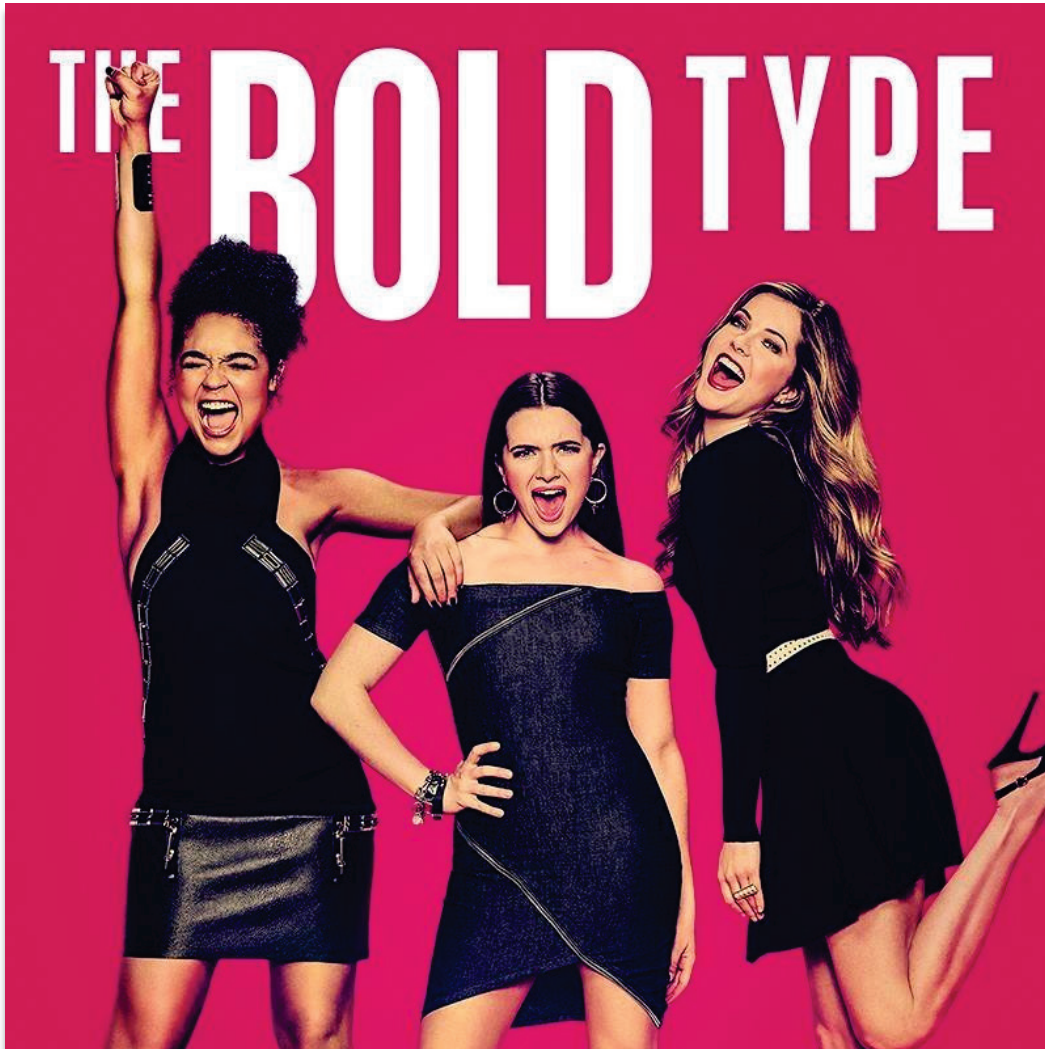


Supporter

I provide emotional support and friendship to a cancer survivor or previvor.

Edutainment

Bring Your Brave + Hollywood, Health and Society



GREY'S ANATOMY

Grey's Anatomy

March 2017



HOLLYWOOD HEALTH & SOCIETY HH&S @HollywoodHealth

Follow

If you're watching #GreysAnatomy right now, check out the @CDC_Cancer feed for great info on #BreastCancer. #KnowTheSymptoms #MaggiesMom

CDC Cancer @CDC_Cancer
Family members of #BreastCancer survivors need support too. More from @YSCBuzz: bit.ly/2mU2N2c #GreysAnatomy #TGIT

shonda rhimes 17.2K Tweets

TWEETS TWEETS & REPLIES MEDIA LIKES

shonda rhimes Retweeted

Shondaland @ShondalandTV · 1h
What is inflammatory #BreastCancer? #Cancer has spread to the breast skin; breast looks red & swollen & feels warm. #MaggiesMom

5 68 129

Kelly McCreary 2,730 Tweets

TWEETS TWEETS & REPLIES MEDIA LIKES

Kelly McCreary @KellyMcCreary · 53m
Mammograms can find breast cancer early, when it's easier to treat & before it's big enough to feel bit.ly/2fWuTTs #greysanatomy
6 139 348

Kelly McCreary @KellyMcCreary · 54m
#BreastCancer symptoms vary & some women don't have symptoms. Find out what they are cdc.gov/cancer/breast/... #greysanatomy
2 73 117

Kelly McCreary @KellyMcCreary · 55m
Most women who get inflammatory #BreastCancer have dense breast tissue, which makes it harder to find #cancer with a mammogram #MaggiesMom
1 55 101

Kelly McCreary @KellyMcCreary · 55m
Some symptoms of inflammatory #BreastCancer: redness, swelling, dimpled texture, inverted nipple, breast

The Bold Type

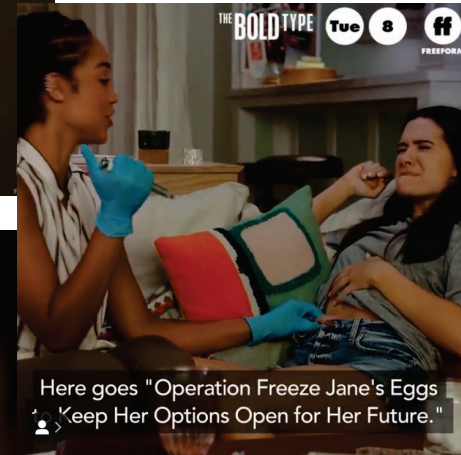


the bold type

"The Breast Issue"

Episode #106

The Story Continues...



The Bold Type – Amplifying the Message

The tweets posted during the show resulted in:

- 98,805 Impressions
- 1,909 Engagements
- 394 Retweets
- 445 Likes

Bold Type Writers @BoldTypeWri... · 1d
#TheBoldTypeChat

Sarah Watson @SarahWatson42
Huge thanks to @CDC_Cancer for consulting on this story with us. Follow them for more information on breast cancer and testing. #TheBoldType

1 12 49

Erica Bednar @EMBOSU
Yinzer, Buckeye, and Genetic Counselor at MD Anderson working on hereditary cancer research projects (focusing on gyn. cancers). All views expressed are my own.
Houston, TX
3,310 Following 943 Followers

Erica Bednar Retweeted
CDC Cancer @CDC_Cancer · 9m
Knowing your family health history is an important step in understanding your #BreastCancer risk. #BringYourBrave #TheBoldType



Better Choices Than Hate

Mo Meldrum @MoMeldrum
Breast cancer advocate; retired chair, Komen Detroit Race for the Cure and director, Breast Cancer Special Programs - Barbara Ann Karmanos Cancer Institute
869 Following 179 Followers

Mo Meldrum Retweeted
CDC Cancer @CDC_Cancer · 1h
"I didn't want to know." Facing risk can be scary. How Jackie decided to get genetic counseling: bit.ly/2vmxeBW #TheBoldTypeChat

Tampa Strides @TampaStrides
Official home of the American Cancer Society Making Strides Against Breast Cancer walk in Tampa, FL. #HopeLivesHere This profile maintained by event volunteers.
Tampa, FL
makingstrides.acsevents.org/site/TR?fr_id=...
428 Following 387 Followers

Tampa Strides Retweeted
CDC Cancer @CDC_Cancer · 9m
Ways to lower your risk for #BreastCancer: bit.ly/2wpc42x #BringYourBrave #TheBoldType #TheBoldTypeChat



Sarah Watson @SarahWatson42
Creator of The Bold Type. Coming soon. Writer on Parenthood. Gone too soon.
448 Following 9,852 Followers

Sarah Watson @SarahWatson42 · 1m
Huge thanks to @CDC_Cancer for consulting on this story with us. Follow them for more information on breast cancer and testing. #TheBoldType

Freeform Retweeted
CDC Cancer @CDC_Cancer · 3h
Our #BringYourBrave team is watching @TheBoldTypeTV tonight-tune in w/ us to learn about #BreastCancer risk in young women. #TheBoldTypeChat



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.

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

The Bold Type Retweeted your Tweet · 2h

CDC Cancer @CDC_Cancer
For more information on #BreastCancer in young women, visit #BringYourBr...

Sarah Watson @SarahWatson42 · 1h
Great information here. #TheBoldType

CDC Cancer @CDC_Cancer
Genetic counseling/testing may be recommended for some women based on family history of #BreastCancer bit.ly/2v0YiVX #TheBoldType



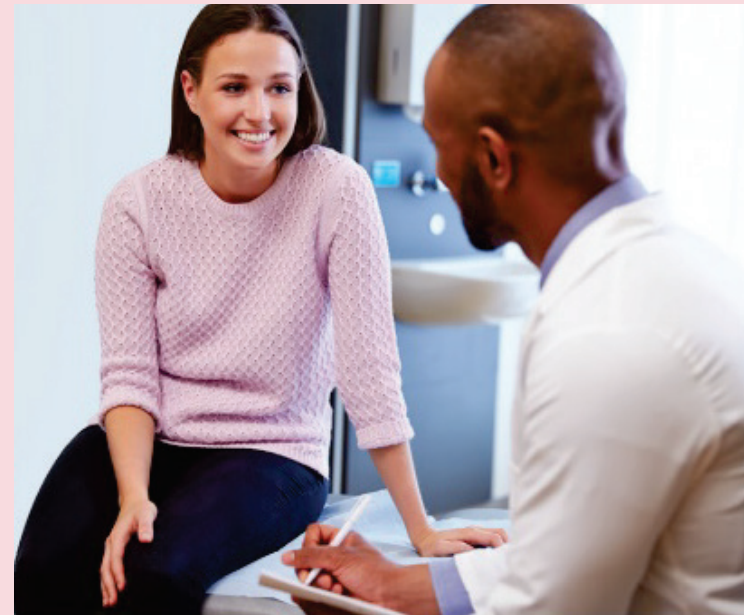
What's Next from *Bring Your Brave*

What's Next: Research and Results

Filling Knowledge Gaps & Clearing Up Misinformation



Provider Education



Knowledge Gaps & Misinformation

Young Women

Lifestyle & Risk Reduction



Drinking fewer alcoholic beverages may reduce your breast cancer risk.



Breastfeeding your babies may help lower your breast cancer risk.



Disparities



Direct-to-Consumer Genetic Tests



Managing High Risk -What Can I Do?



Misinformation

Address recurring questions/themes like:

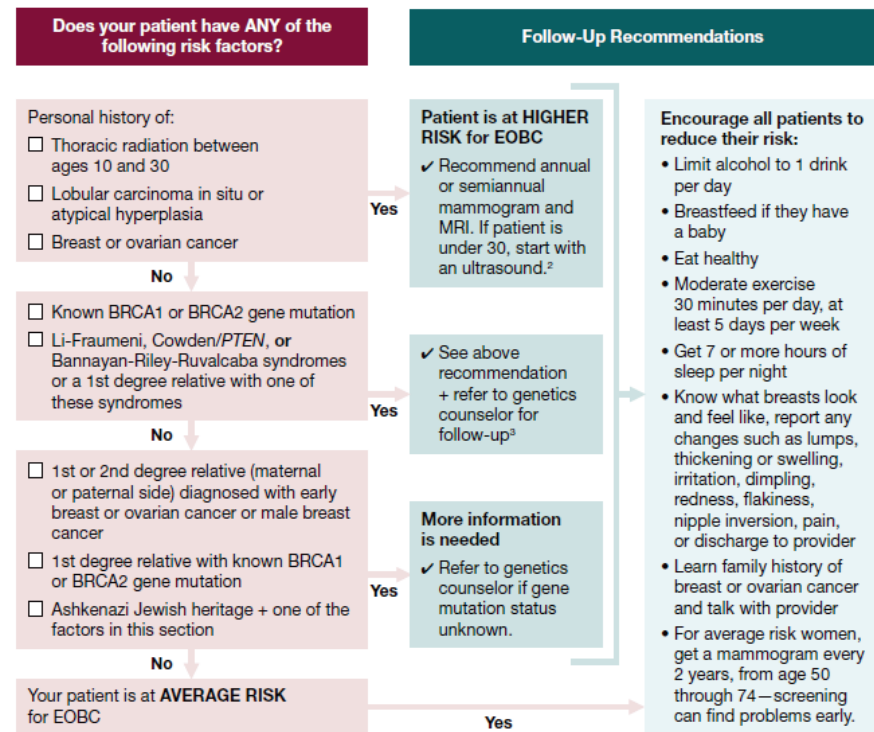
- Pap test does not screen for ovarian cancer
- Ovarian cancer risk and BRCA
- Environmental concerns about breast cancer risk (e.g. bras)

Provider Education & Tools

Refresh & Update CME

Medscape

Online Risk Assessment Tool





**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

BRING YOUR
brave.