



Bring Your Brave Campaign Updates

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Advisory Committee for Breast Cancer in Young Women Meeting
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Campaign Overview



- The *Bring Your Brave* campaign amplifies stories of real women to raise awareness of breast cancer in young women (ages 18-44) among the general population, encouraging women to *understand their risk and the signs and symptoms*.
- We're building on the campaign **speak directly to young breast cancer survivors and previvors**, including stage IV thrivers, highlighting the unique challenges they face (relationships, family planning, mental health) to help **minimize feelings of isolation** among these women.

Latest Content

Videos

- Beyond the Diagnosis – unscripted roundtable conversations among survivors and previvors discussing topics like intimacy, relationships, body image, family planning, and living with Stage IV MBC. *Before we watch - these videos touch on sensitive topics.*
- Carletta – 10 years of survivorship
- Sally and Gloria – seeking out caregivers and supporting young survivors
- **New:** short, social-ready videos describing breast cancer signs and symptoms and addressing disparities and risk factors among Black and Hispanic women.



Beyond the Diagnosis: Family Planning



Being a Previvor

(Cutdown)



Carletta: Survivor Guilt



Supporting Survivors: Sally and Gloria



Paid Media and Content Partnerships



- Partnered with Refinery29 on a [custom article](#) that dove into the generational differences in Latina communities when it comes to discussing family health history.
- The piece discussed stigma of breast cancer in this community and the importance for younger generations to be more open.

Ongoing Audience Research

We recently conducted focus groups with women unaware of their risk as well as **previvors** – a first for the campaign.

“...They kind of just brushed me off. And they [said], ‘No, you’re too young to worry about this.’ And I [said], ‘But my mom had breast cancer when she was 26.’ [...] I kind of had to advocate for myself and push them to do that genetic testing.”
Previvor, Black/African American

“For now, what was brought to my attention was testing positive for the gene, keeping those monthly self checks, ensuring that I attend things like my gyno annual, flagging at any point in time in either my GP annual or my gyno annual if something feels like it’s changed “
-Previvor, General Population

This research is ongoing– including upcoming **interviews with family members of previvors who have not received genetic counseling and testing.**

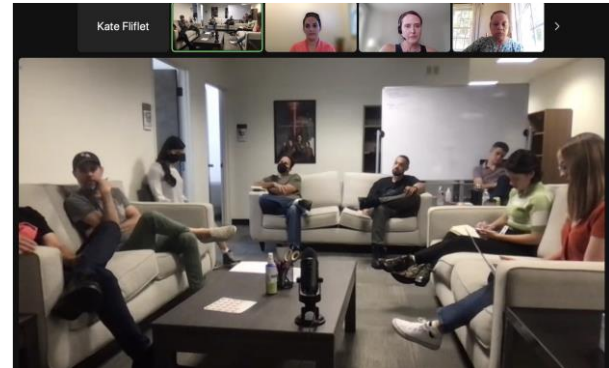
Educating Through TV and Gaming

Process

- **Proactive**
 - Inform, encourage, and excite writers about the importance of sharing information about early onset breast cancer via tip sheets, panel events, one-on-one conversations, and other resources
- **Reactive**
 - Serve as advisor as needed when writers reach out to Hollywood, Health, & Society about early onset breast cancer storylines they are working on

Goals

- Infuse storylines with facts and information that are helpful to the public
- Improve accuracy and representation
- Dispel myths
- Encourage sensitive, realistic and more nuanced portrayals, and a broader view of life after a cancer diagnosis



EOBC Entertainment Ed Updates

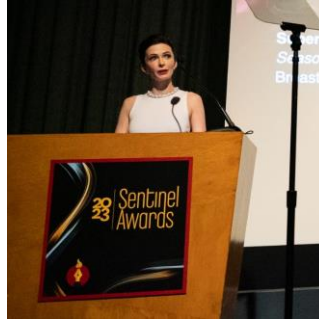
Multi-Season EOBC Storyline on *Superman & Lois*



Consulted on the main character EOBC storyline in seasons 3 and 4 of The CW's *Superman & Lois*.

- Google searches for “breast cancer support groups” spiked by 33% after Clark attended a support group onscreen.
- 1.3M visits to CDC's breast cancer related webpages while the storyline was airing.
- The storyline will continue through season 4 this fall.

Superman & Lois Won a Sentinel Award for EOBC Storyline



The *Superman & Lois* EOBC storyline won a Sentinel Award for its depiction of breast cancer. The actress who plays Lois Lane, Bitsie Tulloch, accepted the award and posted on Instagram about it.

Season-Long EOBC Storyline on *All American: Homecoming*



Consulted on the main character EOBC storyline in season 3 of The CW's *All American: Homecoming*.

- Google searches for “cancer in young women” spiked after episode 3.
- End card directing viewers to [cdc.gov/bringyourbrave](https://www.cdc.gov/bringyourbrave) (metrics pending).
- 1.17M total live views in July.
- The storyline will continue through the fall of 2024.

Ongoing:

- Unscripted tv - conversations with production companies about accurately and responsibly talking about breast cancer in reality television

Thank You!

For more information, contact CDC

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TTY: 1-888-232-6348 [cdc.gov](https://www.cdc.gov)

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