



UNC BREAST CANCER AND
THE ENVIRONMENT RESEARCH PROGRAM

Using Web-based Tools to Communicate Breast Cancer Risk to Young Women

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UNC BCERP's Foci



Research

- ▶ To understand how obesity and other risk factors influence young African American women's susceptibility to basal-like breast cancer.

Outreach

- ▶ To develop and implement effective messaging and educational tools to communicate basal-like breast cancer risk to young African American women.

UNC BCERP

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Staff

- ▶ Melissa Troester, Principal Investigator, *Epidemiology*
- ▶ Liza Makowski, Co-PI, *Nutrition*
- ▶ Neasha Graves and Kathleen Gray, Community Partner, *Center for Environmental Health and Susceptibility*

Developing Initial Communication Strategies



- ▶ Feedback from **target audiences**:
 - Focus groups with African American women
 - Interviews with healthcare professionals
- ▶ Ongoing feedback from the **Community Advisory Committee**
 - CAC shares perspectives of advocates, health agencies and professionals and lay audiences
- ▶ Piloted tools with **lay health advisors** in Wake “Educate Our Women” Program

A Jigsaw Puzzle of 'Component Causes'



Approach

To communicate breast cancer risk with a clear, informative and useful visual

Puzzle

How multiple risk factors work together to make up a full risk profile

Graphic Mock ups of Proposed Tool





**pregnancy
history**

obesity

**unknown
factors**

environment

genes

**family
history**



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