To determine interest in tailored breast cancer education and information among women diagnosed with breast cancer based on personal and medical demographics, including subtype of breast cancer, stage, age, living situation (single, married, children, student, retired), race/ethnicity, or sexual orientation.

RESULTS:

In late 2016, 80-question online surveys were distributed to participate in studies of triple-negative breast cancer (TNBC), a newly described subtype. TNBC disproportionately affects younger women, African-Americans, and young Hispanics. Chemotherapy and surgery, with or without radiation, with no further therapy to reduce risk of recurrence. To survey people with TNBC, Living Beyond Breast Cancer (LBBC) developed programs tailored to this diagnosis. Program evaluative data suggested women with TNBC wanted guidance on emotional concerns. In response, in 2013 LBBC developed a comprehensive program that focused on TNBC patients and survivors.

CONCLUSION:

Education and information tailoring preferences showed marked differences by breast cancer subtype. Women with TNBC strongly prefer education and information to be tailored to their breast cancer subtype and race/ethnicity, but are less interested in cancer stage or living situation-specific tailoring. Additionally, younger age influenced preferences in women with TNBC. Across all women, advancing cancer stage influenced preferences toward stage-tailored materials. Healthcare providers, cancer centers, and breast cancer organizations should consider developing education and information tailored to the needs of TNBC patients and survivors.

REFERENCES:


Our mission is to connect people with trusted breast cancer information and a community of support.

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