FORCE launched the survey nationally through a network of 50 FORCE outreach groups, partner organizations that serve young breast cancer survivors, and via a social media campaign targeting women age 45. The survey was administered from March 15 through June 30, 2015. A total of 1,178 eligible women responded. Analysts generated crosstabs and used chi-square analyses to assess whether patterns in seeking information varied by demographic variables. Omnibus chi-square values were presented. Analyses identified particular cell differences within significant crosstabs that had practical significance for program planning.

Key relationships of interest for program planning:

- Women with high school education or less were less likely to seek information.
- Media use of young breast cancer survivors was not significantly different from young high-risk women.
- 12% of women with a high school education or less reported sharing information they had learned from media with health care providers, compared with 25-30% of women with at least some college education (chi-square=18.96, df=9, p=0.026).
- Sharing of information learned from media with family and friends increased with education. About one-third (32%) of women with high school education or less reported doing so. About half of those with at least some college (46%) or a BA (52%) shared information with family and friends. More than half (59%) of women with a graduate degree shared breast cancer-related information they had learned from the media with family and friends (chi-square=30.22, df=9, p<0.001).

Discussion

High-risk women between ages 18-45 years are using multiple media sources to seek information about breast cancer risk, prevention, screening, and treatment. They are likely to share this information with care providers and their social support networks. XRAYS is addressing a key need for health information. It will be useful for XRAYS to offer reviews of articles on a broad range of topics that can inform decisions at each stage of risk assessment and treatment.

Acknowledgements

The authors would like to thank our partners Living Beyond Breast Cancer, Tiger Lily Foundation, Triple Steps Towards the Cure, the Young Survival Coalition, and members of the XRAYS steering committee for their feedback and assistance in publicizing the survey. This project was supported by the Cooperative Agreement Number, DP005404, funded by the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention or the Department of Health and Human Services.