

TITLE: Interval breast cancer: Ideas for future messaging to increase awareness and advocacy

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STUDENT SUBMISSION: No

TOPIC/TARGET AUDIENCE: Topic: Interval Breast Cancer Target Audience: policy makers and researchers

ABSTRACT: Interval breast cancers are cancers diagnosed after a negative mammogram, but before the next scheduled screening mammogram. Interval breast cancers are more often larger in size, have more lymph node involvement, are of higher grade and later stage and are associated with increased risk of breast-cancer-specific mortality compared with screen-detected cancers. Our purpose is to describe women's symptoms that warranted reaching out and to describe their suggestions for educational or media campaigns for awareness of interval breast cancers. Twenty women diagnosed with interval breast cancer across 3 counties in Oregon were interviewed. In-depth interviews were offered in English and Spanish and coded for themes. Women's age at diagnosis ranged from 40 to 67 and the number of years of screening until they were diagnosed with IBC ranged from 1 to over 20. Women often reached out to primary care providers or gynecologists after noticing symptoms - such as a lump, cyst, calcification, burning sensation, or their breast did not look typical. Themes noted that could be used to develop messaging include: check your breasts between screens; awareness of issues with dense breast tissues; listen to your body; prioritize your health; don't doubt and you are not being ridiculous.

OBJECTIVE(S): To define interval breast cancer, to describe women's experiences with interval breast cancer, to discuss ideas for future messaging
