

Metastatic Breast Cancer

**MBC**alliance>

*together we are stronger than the disease*

We surveyed more than 220 women from across the country who are living with metastatic breast cancer (MBC) to gain a better understanding about:

- Their personal history living with MBC
- Any important insights they have about breast cancer support organizations
- Current breast cancer awareness initiatives
- Messages they would like to hear that are relevant to their personal experiences with MBC

> **Q1:** When was your original diagnosis of MBC?

OCTOBER 2010

AUGUST 2014 OCTOBER 2014

**NOVEMBER 2013**

APRIL 2013 SEPTEMBER 2014

**SEPTEMBER 2012**

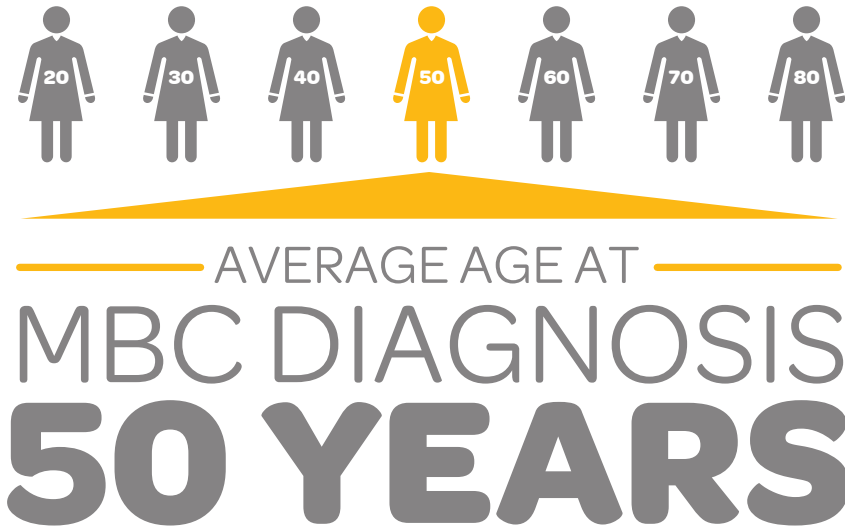
JULY 2012

APRIL 2011 **MAY 2009**

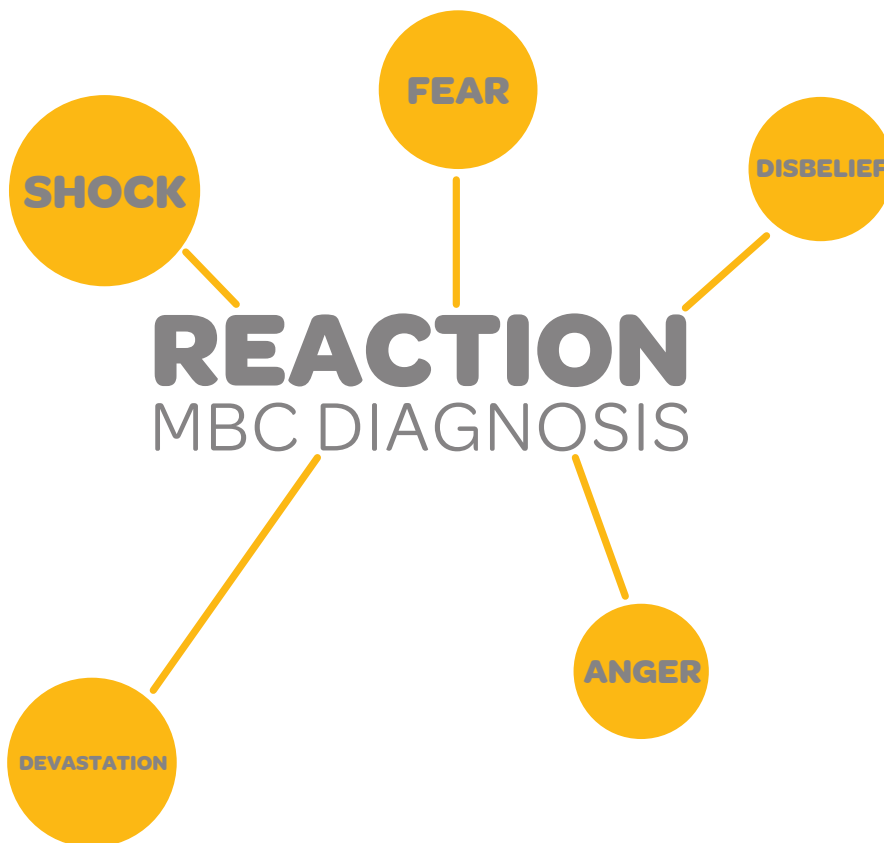
> **Q2:** Had you been previously diagnosed with a different stage of breast cancer?



> **Q3:** How old were you at the time of your MBC diagnosis?



> **Q4:** What was your immediate reaction to the MBC diagnosis?



> **Q5:** Do you feel supported by any particular breast cancer organizations\*?

## TOP 3 ORGANIZATIONS

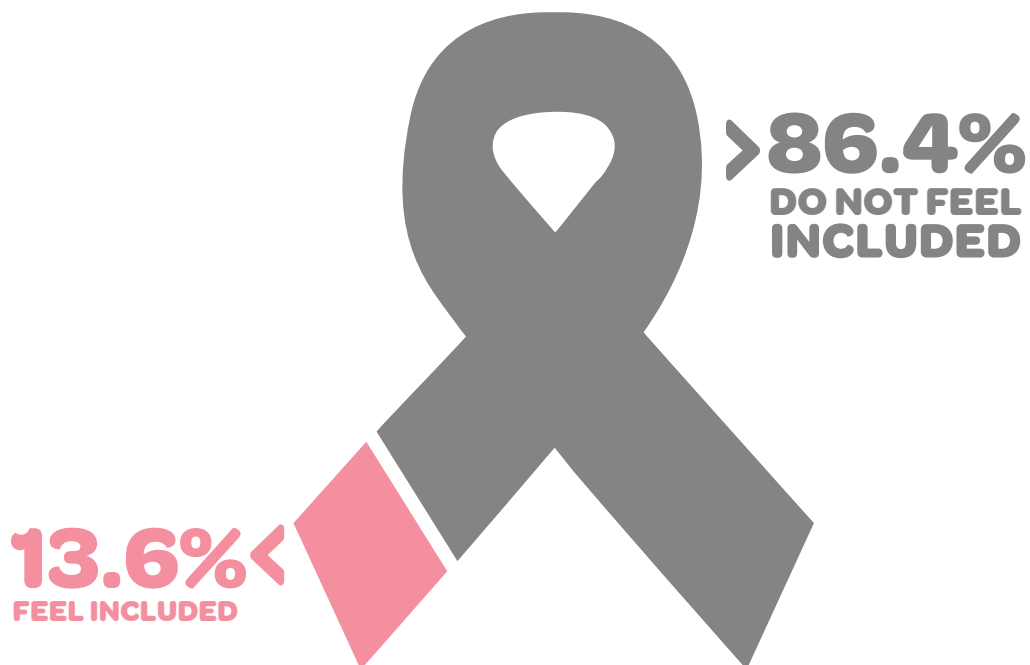


mbc info center™

**mbcn** | METASTATIC  
BREAST CANCER  
NETWORK  
EDUCATING • EMPOWERING • ADVOCATING

\*Other organizations included were Susan G. Komen, BCRC, American Cancer Society, SHARE

> **Q6:** Do you currently feel that MBC is included in pink ribbon breast cancer initiatives?



> **Q7:** Would you prefer the MBC community have its own awareness initiative?

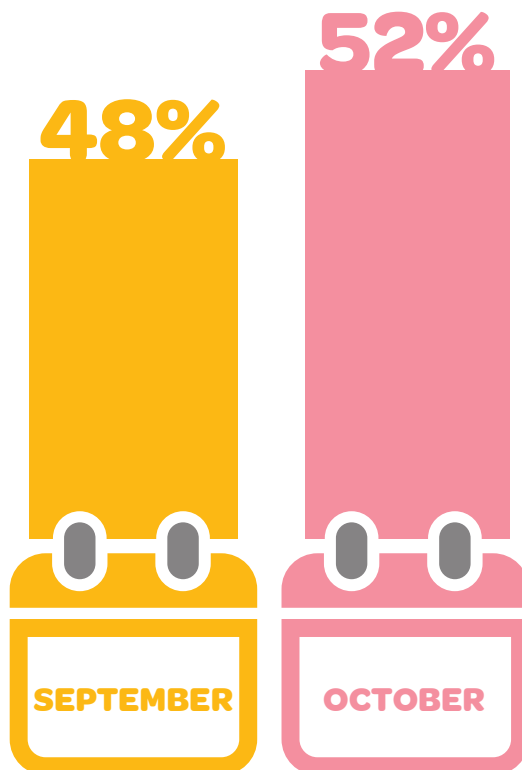
**88%**  
**PREFER**  
OWN INITIATIVE



**12%**  
**DO NOT**  
**PREFER**  
OWN INITIATIVE



> **Q8:** Would you prefer to be included in National Breast Cancer Awareness month (October), or to have a separate awareness month for MBC (i.e. September)?



> **Q9:** If you were giving a speech to raise awareness on MBC what one message would you want the audience to leave with?

NOT A DEATH SENTENCE  
**NO CURE** 30% METASTASIZE  
KEEP FIGHTING **HOPE** EARLY DETECTION NOT FORGOTTEN  
MORE FUNDING & RESEARCH **MBC KILLS**  
**108 DIE PER DAY** HAPPENS TO ANYONE

> **Q10:** If you were to give a speech, what current perception about MBC would you hope to change?

  
**TO**NE VERY SERIOUS AND SADDENING  
BECAUSE THERE REALLY ISN'T  
A CURE AT THIS POINT

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TWO FACTIONS  
**OF THOUGHT**  
NO CURE BUT NEED HOPE

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DON'T HAVE TO  
**LOOK ILL**  **TO BE ILL**

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**CURE** NEEDS A CURE  
**NEEDS FUNDING**

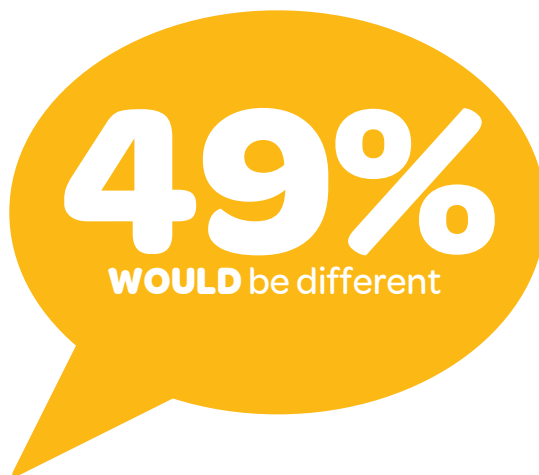
> **Q11:** Would the speech be different if you were talking to MBC patients vs. early stage breast cancer patients?



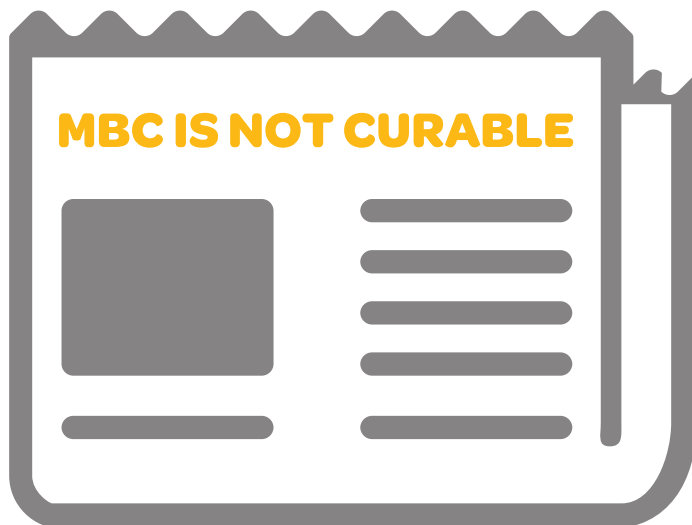
70%

OF RESPONDERS WOULD MAKE THE SPEECH  
DIFFERENT FOR MBC PATIENTS VS. EARLY STAGE

> **Q12:** Would the speech be different if given to the general public?

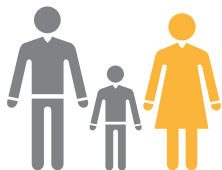


> **Q13:** If you were to write a headline for USA Today about MBC, what would it be?



- Silent Killer
- 40,000 die yearly
- 108 die every day
- Young women dying in greater numbers than ever before from MBC
- More research dollars needed
- Research can change the future for MBC Patients
- 1 out of 3 women that have BC will later have MBC
- MBC doesn't have to be a death sentence
- MBC Survivors forgotten during October madness

> **Q14:** Is there anything else that you would like to include that you feel was not touched on in the survey?



**IMPACT ON  
FAMILY AND  
FRIENDS**



**LONELINESS  
AND  
ISOLATION**



**EARLY DETECTION  
IS NOT THE  
ANSWER**

**MBC DOES NOT MEAN WE MADE THE WRONG LIFESTYLE CHOICES, BUT THE CURRENT THERAPIES AND BC KNOWLEDGE HAS FAILED US**

**ENORMOUS FINANCIAL BURDEN OF DEALING WITH MBC OVER THE LONG HAUL**

**ONLY GETTING 7% OF RESEARCH MONEY**