

BRIGHT PINK

United States of America



GLOBAL
OVARIAN
CANCER
CHARTER
a World Ovarian Cancer
Coalition initiative

“As an American women’s health organization dedicated to saving lives from breast and ovarian cancer by empowering women to learn and manage their cancer risk, Bright Pink is excited to support the Global Ovarian Cancer Charter as a Champion. This global effort to improve awareness, detection, and care for women from many different settings elevates the challenges and solutions we want to bring to the healthcare and broader community’s attention about this deadly and little-known disease.”

..... CHARTER
CHAMPION

www.brightpink.org

bright link®



FAMILY HISTORY

Family History &
Genetics Programs

CHAMPION PROJECT: FAMILY HISTORY AND GENETICS PROGRAMS

Bright Pink is a non-profit organization aiming to reach the 52 million young women (18-45) in the USA with innovative breast and ovarian cancer programmes to help them learn their risk for inherited forms of these diseases and move from awareness to risk-reducing action to prevent cancer. They focus on health rather than cancer and use digital tools and targeted marketing to engage with women through their programmes:

1. Explore Your Genetics

Because understanding family health history is essential to helping prevent ovarian cancer, Bright Pink provides guides for collecting and organizing family health history related to ovarian cancer. Two English online PDFs are accessible for all women with an Internet connection. Additionally, Bright Pink provides more information about genetic counselling and testing – including how to obtain them in the U.S. healthcare system.

2. Assess Your Risk

The digital, mobile-friendly quiz allows all women with an Internet connection to learn their personal risk in less than 5 minutes using the National Comprehensive Cancer Network's criteria and knowledge of their personal and family history. After the assessment women receive personalized resources to help them manage their risk appropriately.

3. **Brighten Up**

Because dependable, routine ovarian cancer screening does not yet exist, Bright Pink offers an in-person educational resource for women to learn about what symptoms they should look out for, as well as healthy ways they can reduce their risk. This programme will also become available online.

Since Bright Pink's start in 2007, they have reached more than 1.7 million women and helped identify more than 600,000 women who may be at elevated risk through their Assess Your Risk tool. Bright Pink also provides genetics and risk-reducing education to thousands of women each year as well as an accredited health provider education program, which more than 18,000 healthcare professionals have completed.

We chose to showcase this programme because it is evidence based, highly targeted in its approach, and enables women to explore their own family histories. It recognises and explains the issues that may arise along the way, but also equips women to be able to seek appropriate help about options open to them within the local healthcare setting.

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