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Youth Council for Breast Health: A BCYW Foundation's Global Initiative Empowering Young Women on Campuses to Promote Breast Health Awareness for a Breast Cancer-free Future

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Abstract text

Goals: Breast cancer, once primarily a disease of older women, is increasingly impacting those under the age of 40. In 2022, one-third of the global female population was aged 15-to-34. Nearly half (47.5%) of Breast Cancer in Young Women (BCYW) cases occur in the 20-to-34 age group, below the recommended mammography screening age. The WHO predicts an increase in such cases by 2050, with the average age of diagnosis expected to be 33.72 in 2040. This suggests that individuals likely to be diagnosed in 2040 are approximately 17-to-18 years old today.

The global rise in breast cancer incidence among young women is driven by several factors, including limited awareness of breast health and cancer, lack of self-breast care, and lifestyle choices. There is an urgent need for early, targeted interventions to reduce breast cancer risk and ensure timely diagnosis among young women on educational and workplace campuses.

Methods: To tackle this challenge, the BCYW Foundation launched the **Youth Council for Breast Health (YCBH)**, a global initiative for proactive breast health and breast cancer awareness across educational and professional campuses. YCBH chapters empower young adults on campuses worldwide by providing essential resources and current information to prevent breast cancer.

These youth leader-led campus initiatives are promoting year-round awareness of breast health.

Results: The BCYW Foundation is an international organization that promotes targeted awareness, research, and advocacy for BCYW. By combining global collaboration with local action, each chapter is led by students and trainees under the supervision of local leaders. These volunteer-led initiatives empower young adults with knowledge and elevate awareness about breast health, self-care, risk factors, lifestyle changes, and encouraging proactive self-care. YCBH promotes awareness of breast cancer and health on campus throughout the year. Each chapter concentrates on three goals: raising awareness, disseminating information, and engaging 250 young adults annually.

Conclusions: BCYWF has launched eight chapters in 2024, while five more are in in-pipeline, and aims to expand to 30-40 by 2025, to reach 100 globally within three years. This initiative empowers young people to lead healthier lives and advocate for a breast cancer-free future. *Main Messages:* First, young women can develop breast cancer too! Second, early detection is essential! Third, empowering young women on campuses will create a lasting impact on women's health and lives.