

JAMA[®]

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Tuesday, January 13, 2015

***** ATTENTION STATIONS *****

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“SURVIVAL FOR EARLY STAGE BREAST CANCER VARIES BY RACE AND ETHNICITY”

TEASE RUNS: 05 (women standing on street corner, woman getting mammogram)
 Does ethnic or racial background effect breast cancer survival? That’s next.

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 TRT: 2:01
 EMBARGO: 11a.m. (ET) Tuesday, January 13, 2015

INTRO: After receiving a diagnosis of breast cancer, even at an early stage, why do some women have better outcomes than others? Does racial and ethnic background play a role? A new study examined rates of breast cancer diagnosis and survival among women from different racial and ethnic backgrounds. Catherine Dolf has more in this week’s JAMA Report.

VIDEO	AUDIO
B-ROLL Various shots of women walking on the street, Sharon walking into hospital	THOUSANDS OF WOMEN ARE DIAGNOSED WITH BREAST CANCER EVERY YEAR. THEY COME FROM VARYING RACIAL AND ETHNIC BACKGROUNDS. ALTHOUGH SHARON NEWMAN’S BREAST CANCER WAS DIAGNOSED VERY EARLY, THE NEWS STILL CAME AS A SURPRISE.
SOT/FULL Sharon Newman - Breast Cancer Survivor Super @:12	“I went into um, denial mode. I couldn’t talk to anyone about it.”

Runs:08	
B-ROLL Mammogram on computer screen, woman walking into screening room	SHARON'S TUMOR WAS SMALL AND SHE WAS SUCCESSFULLY TREATED. FOR OTHER WOMEN, THAT'S NOT ALWAYS THE CASE.
SOT/FULL Steven A. Narod, M.D., F.R.C.P.C - Women's College Hospital, Toronto Super@:25 Runs:05	"Even among women with small breast cancers there was a big difference in the survival."
B-ROLL Dr. Narod and colleague walking down hallway, looking at mammogram, pan down to woman getting mammogram, technician viewing different angles of breast, Dr. Narod looking at computer	DR. STEVEN NAROD FROM WOMEN'S COLLEGE HOSPITAL IN TORONTO AND CO-AUTHORS REVIEWED THE RECORDS OF MORE THAN 450 THOUSAND WOMEN DIAGNOSED WITH BREAST CANCER OF VARIOUS STAGES AND SIZES DURING 2004 TO 2011 IN THE UNITED STATES. THE RESEARCHERS FOLLOWED WHAT HAPPENED TO THESE WOMEN FOR UP TO 7 YEARS AFTER THEIR INITIAL DIAGNOSIS.
SOT/FULL Steven A. Narod, M.D., F.R.C.P.C - Women's College Hospital, Toronto Super@:49 Runs:22 (Video covering middle of bite: black woman getting a mammogram)	"Compared to a white woman, a black woman was one and a half times to two times more likely to die of a small breast cancer and a Chinese woman or Japanese woman were about half as likely to die of a small breast cancer. Hispanic women had a very similar survival pattern to white women that were not Hispanic."
GXF FULL JAMA COVER	THE STUDY APPEARS IN JAMA, JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION.
SOT/FULL Steven A. Narod, M.D., F.R.C.P.C - Women's College Hospital, Toronto Super@1:15 Runs:12 (Video covering middle of bite: woman crossing the street with umbrella)	"Cancers are not more common in young black women but those that do get breast cancer are more likely to have an aggressive course than a white women and much more likely than a Chinese or Japanese woman."
B-ROLL Pan of mammography screening room, technician looking at computer, cu of technician looking	DR. NAROD SAYS WHILE SCREENING, ACCESS TO CARE AND AWARENESS REMAIN ESSENTIAL, AN EQUALLY IMPORTANT CONCERN IS HOW THE BIOLOGY OF BREAST CANCER VARIES BY RACE

at screen	AND ETHNICITY.
SOT/FULL Steven A. Narod, M.D., F.R.C.P.C - Women's College Hospital, Toronto Super@1:36 Runs:14 (Video covering middle of bite: several women standing on street corner)	"It's important that we try to optimize our best treatments for all women with breast cancer and if taking into consideration the women's ethnic background is helpful we should be prepared to utilize that information."
B-ROLL Sharon walking down hall	SHARON IS DOING WELL BUT SAYS BREAST CANCER CHANGED HOW SHE LIVES HER LIFE.
SOT/FULL Sharon Newman - Breast Cancer Survivor Super@ 1:54 Runs:06 (Video covering 2 nd half of bite: Sharon walking out of hospital)	"I live every moment. I'm thankful for everything I have. I'm thank God, healthy."
B-ROLL Sharon walking out of hospital	CATHERINE DOLF, THE JAMA REPORT.

TAG: STUDY AUTHORS SAY THAT 90 PERCENT OF WOMEN WHO WERE FOLLOWED AND DIAGNOSED WITH STAGE ONE BREAST CANCER SURVIVED 7 YEARS WITHOUT RECURRENCE.

Please see the complete study for additional information, including other authors, author contributions and affiliations, financial disclosures, funding and support, etc.

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ADDITIONAL SOUNDBITES:

Steven A. Narod, M.D., F.R.C.P.C - Women's College Hospital, Toronto

QUOTE 1 Runs:14

"How well they really did wasn't really couldn't be attributed to access to care or to screening or to awareness though it was more likely to be explained by the differences in the nature of the cancer themselves."

QUOTE 2 Runs:14

"Chinese and Japanese women with breast cancer had a much better prognosis than expected and black women had a poorer prognosis than expected and this was also true for small breast cancers."