CHOICE
BREAST CANCER LITERACY

Health literacy before and after a BRCA result

Early implementation insights from Portugal, Greece and Czechia



Daniel Schwarz · CHOICE Consortium
Institute of Biostatistics and Analyses

EU HEALTH POLICY PLATFORM

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CHOICE turns BRCA risk into informed choice

UP TO

72%

lifetime breast-cancer risk
for women with BRCA1

A high-stakes, preference-sensitive decision needs more than a factsheet.

1

LISTEN

Surveys, interviews and digital evidence

2

UNDERSTAND

Medical, emotional, cultural and system barriers

3

ACT

Education, virtual patients and professional training

36 months

3 countries

Portugal · Czechia · Greece

4 core partners

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One mission, different bottlenecks

PORTUGAL + GREECE

Why do women at risk not reach BRCA testing?

Availability · affordability
health-system pathway

UPSTREAM BOTTLENECK

CZECHIA

How do confirmed carriers choose between options?

Surveillance · surgery
personal trade-offs

DOWNSTREAM BOTTLENECK

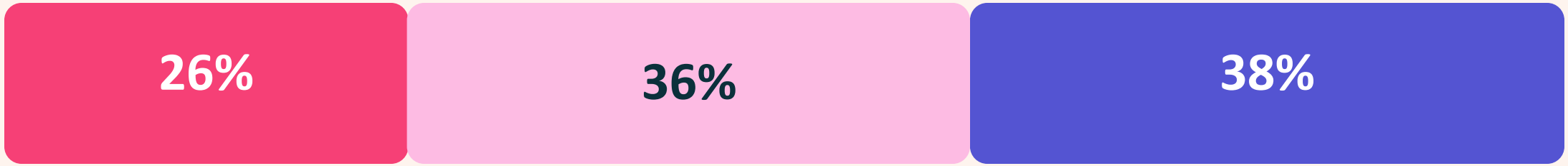
Different health systems require different starting points for health literacy.

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Czech carriers are split three ways

PRELIMINARY CZECH RESULTS · n=139 women without a previous breast-cancer diagnosis



RISK-REDUCING MASTECTOMY
36 women

CONSIDERING / UNDECIDED
50 women

REGULAR FOLLOW-UP
53 women

The endpoint is decision quality — not one option.

Health literacy should improve decision quality — not promote one predetermined option.

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Fear pulls decisions in opposite directions

FEAR OF ILLNESS

towards prevention

Cancer
Family history
Health and prevention

FEAR OF INTERVENTION

away from surgery

Surgical risks and recovery
Body image
Childbearing

Information alone cannot resolve a values-sensitive decision.



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Education must follow the real bottleneck

1

BEFORE TESTING

Risk and eligibility
Access pathways
Misconceptions and fear

2

AFTER A POSITIVE RESULT

Surveillance and surgery
Fertility and reconstruction
Quality of life

3

IN THE CONSULTATION

Virtual-patient scenarios
Risk communication training
Shared decision-making

Multilingual terminology, data analysis and adaptive digital tools enable tailoring and scale.

Let's connect educational content across EU4Health projects.

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