BR E A S T C A N C E R
A STORY
HALF TOLD
A Focus On Metastatic Disease
Expanding the breast cancer conversation by inspiring those living with metastatic breast cancer to tell their stories

150,000+

It’s estimated that more than 150,000 women in the US are living with metastatic breast cancer


#StoryHalfTold
“The time is now to begin the next phase of the breast cancer movement, where all people living with breast cancer – the early, the advanced and the metastatic – feel equally embraced.”
— Carol

“I want these photos to show that I’m more than cancer. Much more than cancer. I’m a mother. I’m a singer. I’m a friend. I’m a writer.”
— Khadijah

KHADIJAH CARTER
“There are still so many people that have no idea that men get breast cancer.”
— Michael

“I’ve always decided I want to leave a legacy for my kids.”
— Holley
“What I think is most amazing is the fact that we’re going to teach people, we’re going to teach America what metastatic means.”
— Jill

“I think that’s really important to be able to talk to your doctor and ask them questions.”
— Esther
“My life is never about me anymore, it’s all about who I can help.”
— Sheila

“There is life after a metastatic breast cancer diagnosis.”
— Beth
What You May Not Know About Metastatic Breast Cancer But Should

**STUDY FINDINGS** A 2014 Survey of 2,090 respondents in the US found that:

- **60%** report they know little to nothing about metastatic breast cancer.  

- **72%** incorrectly believe that breast cancer in the advanced stages is curable if diagnosed early.  

- **50%** incorrectly believe breast cancer progresses because patients either did not take the right treatment or preventative measures.

---

TO LEARN MORE
To learn more about metastatic breast cancer and this initiative visit
StoryHalfTold.com

FOLLOW US ON:

@storyhalftold

SHARE YOUR STORY USING:

#StoryHalfTold

PLEASE VISIT OUR WEBSITE for resources and tools from the advocacy community on topics such as communicating with friends and family, working after your diagnosis, insurance, research & trial information, and more at storyhalftold.com/additional-resources