



WARRIORS IN PINK

# | FACT SHEET

## 2016 Ford Warriors in Pink Survey Highlights

In 2015, Ford Warriors in Pink launched its **More Good Days** initiative – a simple, yet powerful drive to bring more good days to those living with breast cancer. Most breast cancer patients find themselves exhausted, overwhelmed and feeling alone – categorizing their days by good days and bad. While many people want to help, most are unsure of the best way to show support.

Through More Good Days, Ford is empowering people to take real action to help those battling the disease, ultimately giving them more of what they deserve – more good days. Since the launch of this initiative, Warriors in Pink has granted more than **60,000 good day experiences** across the country – ranging from rides to treatment centers, and meal and errand-scheduling services. Warriors in Pink has also distributed free inspirational postcards and gift baskets, and provided surprise experiences for breast cancer patients and survivors.

This year, to build on the momentum and further understand where and how to lessen the burden on patients, Warriors in Pink commissioned two national surveys. Its Breast Cancer Awareness survey sought to examine the state of breast cancer awareness among American adults. The More Good Days survey of breast cancer patients and survivors sought to examine from where patients derive support, to understand their most pressing day-to-day needs when going through treatment and to identify ways of addressing those needs.

Here is a summary of the findings from the surveys:

### ***The state of breast cancer and the road ahead:***

- Nearly all Americans (98 percent) are aware breast cancer is a serious health threat; 98 percent recognize that it affects women, while 89 percent recognize it affects men.
- Though Americans are largely aware of the health threats associated with breast cancer, more than 40 percent are unfamiliar with the challenges patients face in maintaining routines and day-to-day life while in treatment.
- Only 28 percent of Americans are sure how to best support a patient going through treatment.
- Interestingly, 96 percent of Americans believe small gestures from family and friends can make a big difference in the fight against breast cancer.
- With 75 percent wanting more information on how best to help breast cancer patients, it's clear people want to make a difference, but they need resources to guide them.
- Overall, Americans are eager for initiatives that have a more direct impact in the fight against breast cancer – and those battling it.
  - 75 percent believe breast cancer initiatives should prioritize providing *support for patients* or *guidance on how to support patients* in their day-to-day lives.
  - 76 percent would support organizations and initiatives that provide solutions for the day-to-day challenges patients face.
  - 74 percent would participate in activities supporting breast cancer patients in their day-to-day lives.

- Nearly 60 percent would like corporations or businesses to provide day-to-day support for patients in treatment, or help to raise awareness of their day-to-day challenges.

**Driving supportive actions:**

- Maintaining the routines of day-to-day life is a main worry of breast cancer patients. The ability to maintain their routines while in treatment is a concern 83 percent report feeling – second only to life expectancy (86 percent.)
  - 52 percent report needing help completing household chores, 40 percent need help running errands, and 40 percent need help preparing meals during treatment.
- Patients also need day-to-day emotional support during treatment. 44 percent of respondents report needing help to maintain a positive outlook, while 43 percent report needing help to maintain their self-confidence, and 40 percent need help to maintain a positive body image.
- Not surprisingly, family and friends provide vital support, with 79 percent of patients and survivors saying they would not have been able to get through treatment without the help of family and friends.
- 96 percent of patients agree that small gestures from friends and family can make a big difference when going through treatment, but only 12 percent feel family and friends realize the positive impact their small actions can have.
- Patients feel most supported when friends and family do something to assist in their day-to-day needs during treatment. The top activities patients reported having a positive impact include:
  - 50 percent appreciate home-cooked meals
  - 48 percent appreciate being kept company at appointments, and for care they receive after treatment
  - 46 percent appreciate friends and family who complete household chores and errands
  - 42 percent appreciate transportation to and from treatment/doctors' appointments
- 62 percent of breast cancer patients and survivors note businesses or corporations could also provide support services. The most common types of support indicated include:
  - 50 percent note businesses could send care packages or flowers
  - 48 percent would appreciate house-cleaning services
  - 43 percent would like meal deliveries
  - 39 percent would appreciate assistance with running errands

This year, Ford Warriors in Pink is building on its More Good Days initiative to further highlight ways people can respond to the most pressing needs of breast cancer patients in their lives and communities. Supporters can provide free services, including house cleaning, meal delivery and more, by visiting [fordcares.com](http://fordcares.com). There, they will also find tips, tools and resources for giving breast cancer patients the support they need to have what they deserve – more good days.

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**Survey methodology:**

*The Ford Warriors in Pink Breast Cancer Awareness survey was conducted online using the field services of TNS, on behalf of Ford Motor Company, March 18-22, 2016. The 2,500 respondents surveyed were a nationally representative sample of U.S. adults, 18-plus in age, with a margin of error of ±2.0%.*

*The Ford Warriors in Pink More Good Days survey was conducted online using the field services of TNS, on behalf of Ford Motor Company, Feb. 17-March 1, 2016. The 551 respondents were U.S. adult women (18-plus) who were current patients or survivors of breast cancer. Efforts were made to achieve a mix of age, ethnicity, region, income and education; the sample skewed 40-plus in age. The margin of error was ±4.2%.*