



CHOICE
BREAST CANCER LITERACY



Who we are

CHOICE unites European experts in prevention, digital health and patient education to help BRCA1/2 carriers make informed breast cancer prevention decisions.

What we are working on

We develop culturally adapted education and AI-supported decision tools to improve health literacy and shared decision-making for BRCA carriers and healthcare professionals.

What's the one thing we need next

We seek patient organisations, healthcare providers, genetic counselling centres and digital health innovators to validate, implement and scale personalised prevention tools.

The main reason behind your decision ...

not to have preventive mastectomy

to have preventive mastectomy

Health & Prevention Rationale
Current Life & Health Situation

Childbearing

Fear & Consequences
Body Image
Consequence
Medical Risks
Fear of Surgery

Fear of Illness
Prevention
Children
Family History
Health

**5 years Mission Cancer:
Stronger Through Connection**

BRUSSELS

29 SEPTEMBER – 01 OCTOBER



For more info visit:
www.choice-project.org



EUROPEAN UNION

CHOICE

Comprehensive Health Options and Information
for Cancer Education.

