

## Introduction

The benefits of physical activity (PA) are well known and it is a non-drug treatment to be implemented throughout the course of treatment and in everyday life.

One of the obstacles to its practice can be ill-fitting underwear.

- The **Oscar Lambret Centre (COL)**, **Decathlon company** and **patients** worked together to co- create a post-breast cancer bra

## Methods

Several steps were carried out:

- 2019 ➤ **Several meetings with the teams**, on the one hand to explain the problems encountered by women with breast cancer following the different treatments, the repercussions and points of vigilance, the benefits of PA in oncology, and on the other hand to view the research and testing process for creating a new garment.

- **A survey of 100+ women** to better understand their expectations for returning/continuing PA, and the characteristics of an ideal bra.

- 2019 ➤ **8 prototypes were tested**, some of which had a pocket to accommodate an external prosthesis, with an evaluation and consideration of the comments of patients participating in the centre's Mon Sport Santé program at each stage

2021





**+ Bonus : event in 2019:** to strengthen the cohesion of the 3 teams (COL, Decathlon, patients and their relatives: training together and 5 km running and/or walking challenge event.



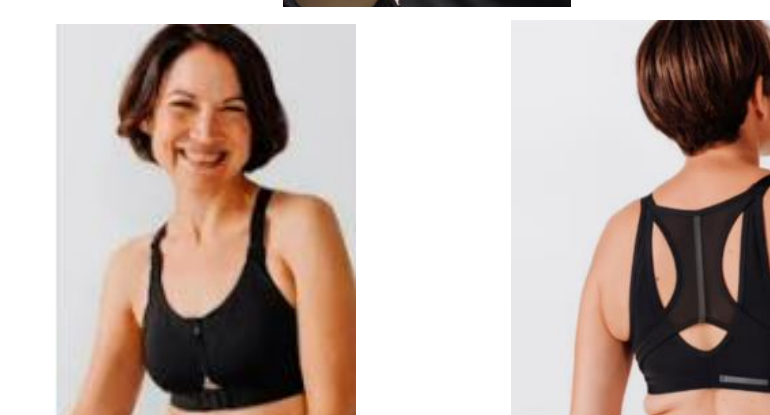
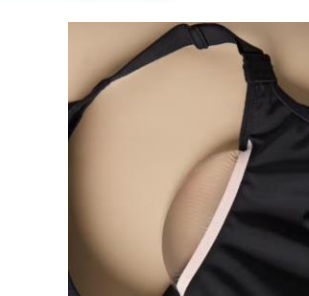
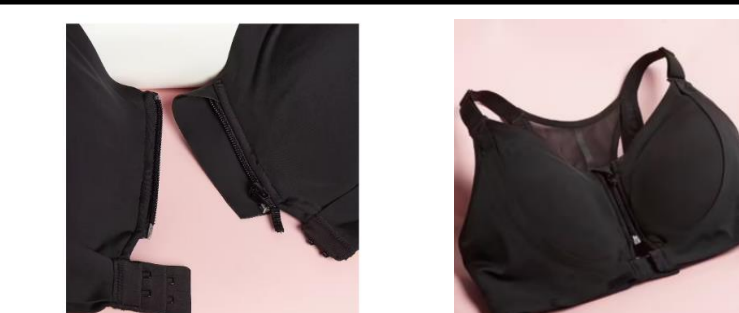
- **Tests on patients** during their sports practice.
- **Support tests on the bra.**
  - Medical device: Decathlon has set up a device aging test that simulates impacts during sports: mannequin with bra to see if the prostheses could be damaged.
- **An independent satisfaction rating**
  - By self-administered questionnaire and independently by phone call from the physician



## Results

2 bras were designed :

- **Jogkokoon** : with
  - a closure and adjustment system at the front,
  - a material co-validated with patients for more softness against the skin
  - inner seams limited to a minimum
- **JogKokoon +** : + a breast prosthesis pocket (validated medical device).



Satisfaction

- ✓ Breast support: The Jog Kokoon bra reduces impacts to the chest by 35% during high impact sports.
- ✓ Easy dressing: Zip closure, easy adjustment of straps on the front.
- ✓ Softness: Fabric is very soft on the skin.

**Bras have been available since 3.2021**

- in Decathlon stores for Jogkokoon
- online for Jogkokoon +.



Survey, sent by mail, conducted by Decathlon company between 11/2021 and 1/2023 among buyers of JogKokoon and JogKokoon + bras in France.

	Jogkokoon	Jogkokoon +		Jogkokoon	Jogkokoon +
Users	573	72	Users concerned by the wearing of a prosthesis	7 %	33 %
Main use for sport	81 %	65 %	Users wearing their prosthesis with this bra	89 %	94 %
Women with history of breast cancer	14 %	56 %	Confidence in prosthesis invisibility and coverage	90 %	
Major role of collaboration with the COL in the purchase decision (when the collaboration was known)	54 %	56 %	Users finding the bra better or much better fitting/other bra	100 %	
Positive role (major or minor) of collaboration with the COL in the purchase decision (when the collaboration was known)	67 %	90 %	Users finding easy to put prosthesis on	95 %	

## Conclusions

The fruitful collaboration of caregivers from a Unicancer center, experts in sports underwear, and patients, has led to the creation of a bra that takes into account the needs of patients.



This bra is made for women who seek great comfort during sports activities, and its design offers a high level of support.

<https://www.youtube.com/watch?v=O-H9Blxtuy4>

