

Guiding Questions for Cancer Patients

Pfizer and Mi Salud Me Mueve

OVERVIEW: Many people with cancer in Colombia have low health literacy and interactions with medical professionals can be challenging. This practical guide provides questions for people with cancer to ask their healthcare professionals throughout the patient journey. It is hosted on the Salud Me Mueve website and was disseminated via a social media campaign.



Area of focus:

Educating HCPs about ABC/mBC

Target population:

People with cancer (including ABC/mBC) in Colombia, and their caregivers

Objectives: Improve health literacy of people with cancer in Colombia and enhance interactions between people with cancer (including ABC/mBC) and healthcare professionals

Unmet needs addressed:

- Low health literacy among cancer patients
- Poor communication between people with cancer and their healthcare professionals

Key components:

- A downloadable, PDF guide with questions to ask HCPs at all stages of the patient journey, including: pathology, treatment, adverse events, communicating with relatives, health support resources and caregiver involvement
- A social media campaign via Pfizer Colombia (Facebook and LinkedIn)

Challenges: The Colombian pharmaceutical regulatory promotional framework is under review

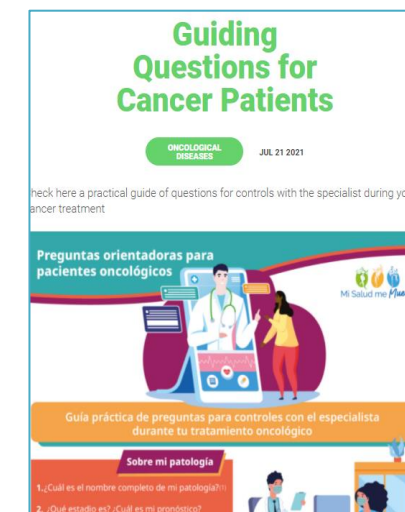
Outcomes: 64 visits to the Mi Salud Me Mueve Website. 4,758 impressions on social media (Facebook and LinkedIn)

Development: The initiative was developed by a team of 7 cross-functional Pfizer colleagues and 2 communication experts. It was an adaptation of a digital regional strategy based on the country's regulatory framework and ethical industry codes

Cost: <€5,000

Timeline: The guide was published in July 2021; the social media campaign started in September 2021 (ongoing)

Targeted to reach: >300 people with cancer and their caregivers



For more information:

<https://www.misaludmemueve.com/preguntas-orientadoras-para-pacientes-oncologicos>;

www.facebook.com/344471105645781/posts/4463703487055835/

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Based on written submission from Carolina Cortés, Pfizer and Mi Me Mueve, 2021. The Hard-to-Reach ABC/mBC Communities Toolkit was developed as a collaboration between Pfizer Oncology and the ABC Global Alliance, with funding and support provided by Pfizer. ABC Global Alliance members and Pfizer colleagues were invited to submit breast cancer community-based initiatives that address specific needs of underserved patient populations with advanced/metastatic breast cancer. Initiatives were evaluated against criteria determined by a steering committee with members from both Pfizer and the ABC Global Alliance. Initiatives were selected for inclusion in the toolkit to highlight best practices in addressing the unique needs of this patient population. All organizations who submitted their initiatives for consideration have provided permission for the initiative information to be included in the toolkit and shared publicly. Pfizer and the ABC Global Alliance bear no responsibility for the contents of the toolkit.

Ethnic, religious, indigenous/native populations and/or other historically marginalised groups	Younger patients	Older patients	Men	LGBTQ+ patients	Low health knowledge patients
Patients who lack an adequate caregiver or support system	Patients who mistrust conventional treatments	Low income patients			
Patients a long distance from a specialist centre	Patients with uncontrolled comorbidities	Mental health patients			