

Reframing advanced breast cancer

Venezuelan Breast Cancer Research and Education Foundation

OVERVIEW: There is a lack of evidence-based, accessible information on breast cancer in Spanish to educate patients and support them in shared decision-making about their cancer treatment. This initiative aims to help patients in Venezuela become more knowledgeable, confident and proactive in their care through a social media campaign and a web-based educational tool.



Area of focus:

Educating HCPs about ABC/mBC



Target population:

Low literacy mBC/ABC patients, caregivers, HCPs and lay audiences

Objectives: To develop an education tool on advanced breast cancer for doctors and patients. To create accessible health information resources in Spanish for patients. To support patients in navigating their treatment process and support shared decision-making. To improve communication between clinicians and patients

Unmet needs addressed:

- Good person-centred care depends on patients being informed and supported to participate in decisions about their care, but there is a lack of evidence-based, accessible information on breast cancer in Spanish

Key components:

- Open-access webpage with information on ABC for patients, healthcare professionals and lay audiences
- A social media campaign on Instagram disseminating information from the webpage

Challenges: Breast cancer patients in Venezuela often experience guilt, isolation and lack of dignity, which hinders them from coming forward and voicing their needs. The webpage was designed to address this challenge by creating a sense of identity, activism and advocacy among patients

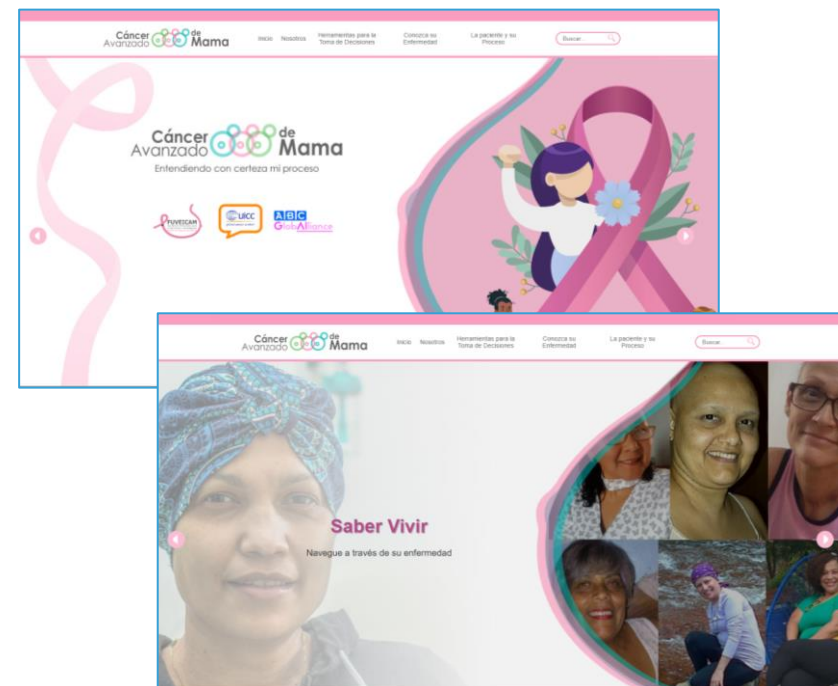
Outcomes: The webpage has reached 565 views in 24 months, and 222 followers on social media. Patients and HCPs have responded with positive feedback on the resources

Development: The initiative was developed by the Venezuelan Breast Cancer Research and Education Foundation as part of the 2019 SPARC program. A social media agency provided support

Cost: €10,000 - €30,000

Timeline: The project was initiated in February 2021 and is ongoing

Targeted to reach: >300



For more information:

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Based on written submission from Venezuela Breast Cancer and Education Foundation, 2023. 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 |