

You Have a Choice Campaign

Federation of Associations “Amazons, Spa for Cancer” and Pfizer

OVERVIEW: In Poland, there is low awareness of ABC/mBC and the treatment options available. The “You Have a Choice” nationwide educational/social campaign aims to raise awareness of the benefits of CDK4/6 inhibitors and the importance of patient involvement in treatment decisions, through expert meetings, roundtables, a call to action/manifesto, and online patient training.



Area of focus:

Educating patients about ABC/mBC



Target population:

People with ABC/mBC in Poland

Objectives: Raise awareness of available treatment options for ABC/mBC and the involvement of patients in treatment decisions. Demonstrate the benefits of using CDK4/6 inhibitors and their clinical effectiveness compared to previously adopted models of treatment in various lines in breast cancer

Unmet needs addressed:

- Low awareness and understanding of ABC/mBC and available treatment options
- Poor communication between doctors and patients

Key components:

- Activities in partnership opinion leaders in women's health: social media, expert meetings
- Awareness campaign aimed at the general public and patients:
 - Expert meeting "Do Polish women have a choice in breast cancer treatment"?
 - Women's Roundtable – a project involving women in joint action for women with breast cancer
 - ONE VOICE – call to action and manifesto on the strategy for breast cancer in Poland
 - Women's circles/Online Academy – training for patients

Challenges: Finding patients who would like to be an advocate of the campaign

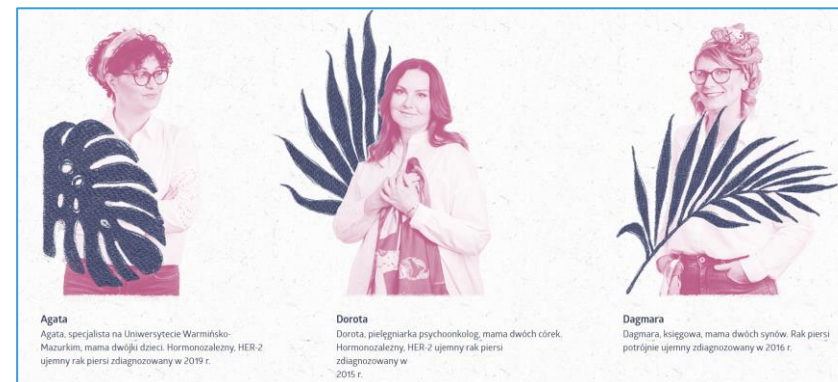
Outcomes: Limited outcomes as campaign only recently started

Development: Team of 10 people, including 6 external experts (HCPs, patients), 2 Pfizer colleagues and 2 PR

Cost: >€30,000

Timeline: The project started in May 2021 (pre-launch activities) and is ongoing

Targeted to reach: >300



For more information:

<https://www.wybiezwybor.pl/>

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Based on written submission from Agata Zyra, Federation of Associations “Amazons, Spa for Cancer” and Pfizer, 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.