

OVERVIEW: It can be difficult for newly diagnosed cancer patients to navigate the wealth of information online. Digitally Empowered™ is an online course aiming to provide patients with knowledge and tools to find credible information about their disease, empowering them to make informed decisions about their treatment, through a series of easy-to-follow video modules.



Area of focus:

Educating patients about ABC/mBC

Target population:

Cancer patients in the US

Objectives: Help people with cancer become more 'tech-savvy' and use the internet, social media and apps with confidence. Provide cancer patients with credible information about their disease and treatment options online. Empower patients with cancer to ask informed questions and take an active role in treatment decision making

Unmet needs addressed:

- Poor access to reliable, credible online information about cancer treatments
- Lack of knowledge on internet access and navigation among cancer patients

Key components: A 10-module online course (each module comprising a video, resource guide and quiz), including: How to access the internet, identify credible sources and websites, use social media to connect and learn, navigate health with mobile devices, apps for convenience and fun, how to use telemedicine, how to access and join online support communities

Challenges: Teaching people to use technology via technology and how to make the resources user friendly

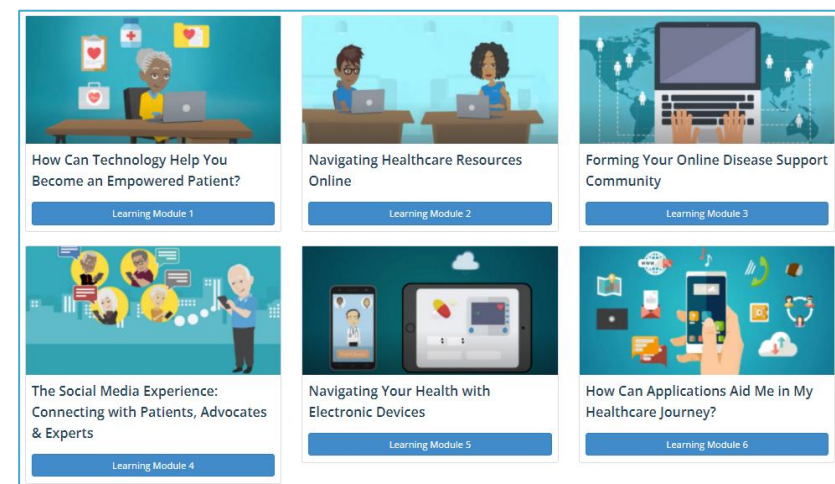
Outcomes: The programme has helped >2000 people, 1213 in English and 790 in Spanish.

Development: Financial support was provided by Pfizer US. The resource was designed based on the content of workshops that had been delivered for over 6 years. A web developer and an animator were used in the development

Cost: >€30,000

Timeline: Initiated in November 2019 and finalised in early 2021

Targeted to reach: >300 people living with cancer in the US



For more information:

<https://www.iamdigitallyempowered.org> | www.thisislivingwithcancer.com/

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Based on written submission from Carolina Cortés, PEN, 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			