

Breast cancer school for patients

Center of Nuclear Medicine and Oncology

OVERVIEW: Kazakhstan has a high incidence of breast cancer and significantly lower 5-year survival rates compared to OECD countries. The leading oncology center in the Abay region sees a high number of patients, who often have low health literacy. This initiative provides a series of patient training and education sessions on all aspects of BC to improve treatment outcomes.



Area of focus:

Educating patients about ABC/mBC



Target population:

Wider population of the Abay region in Kazakhstan

Objectives: To strengthen patient health literacy in BC symptoms, diagnostics, treatment, and treatment side effects and increase treatment adherence. To improve access for online training and education for rural and hard-to-reach patients. To educate patients on healthy nutrition and taking an active role in the management of their health

Unmet needs addressed:

- Many patients have low health literacy and lack knowledge of disease management, and due to the high influx of BC patients, healthcare professionals have insufficient time to answer patients' questions at time of appointment

Key components:

- 12 2-hour, monthly, face-to-face training sessions (also available online) on selected topics
- Collection and analysis of feedback from patients and their relatives on the training sessions
- Short videos of key messages and frequently asked questions to be shared on YouTube and the centre website

Challenges: Getting patients to attend training sessions on the weekend, and increasing online attendance.

Announcements about upcoming training sessions are made 5-7 days in advance of every session to help improve attendance

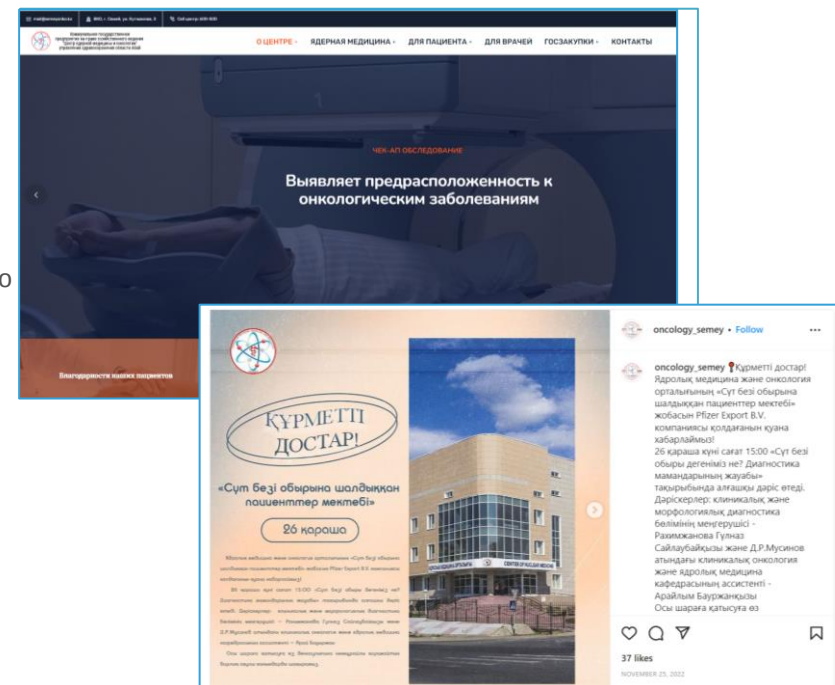
Outcomes: As of February 2023, 3 training sessions have been conducted, reaching attendance of 48 patients in person and 12 online

Development: The first patient school session was held in May 2022 and revealed a great need for patient education. A project plan for a wider initiative including 12 training sessions was developed. The initiative is run by a multidisciplinary team of 20 specialists, and is funded by a Pfizer Independent Medical Education Grant

Cost: €5,000 - €10,000

Timeline: The project was initiated in November 2022 and is due to complete in October 2023

Targeted to reach: >300



For more information:

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Based on written submission from Kuantkan Zhabagin, Center of Nuclear Medicine and Oncology, 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 |