

One in eight women

National Breast Cancer Foundation

OVERVIEW: There is a lack of patient-friendly breast cancer educational resources and support for accessing healthcare available in Spanish in the US. This multi-faceted initiative provides outreach events in underserved Hispanic communities, breast cancer information materials in Spanish, and direct support for accessing healthcare resources by Spanish-speaking patient advocates.



Area of focus:

Educating patients about ABC/mBC



Target population:

Low-income Hispanic women living in the US

Objectives: To educate Hispanic women in the US about breast cancer and support them in accessing quality care, treatment and local health resources

Unmet needs addressed:

- Hispanic women have poor access to breast cancer treatment due to a lack of healthcare insurance and access to free or low-cost health care services and support
- Hispanic women face additional barriers to care due to a lack of accessible information about breast cancer, language barriers, cultural perceptions and mistrust

Key components:

- Outreach events in underserved communities through partnership with major Spanish outreach organization
- Training of community leaders to provide education on breast cancer in Spanish in their communities
- Development of information materials (brochures, website content, videos) on breast cancer in Spanish
- Direct support by Spanish-speaking patient advocates on how to access healthcare resources
- Partnership with other NBCF-funded programs, including National Mammography Program, Patient Navigation

Challenges: There is a great need for support but resources and capacity for growth are limited

Outcomes: Since 2019, 100,000 education materials in Spanish have been distributed. Nearly 100 women have been supported in accessing medical and support services, and many hundreds more have been helped through outreach events. The initiative has had wide reach through local and national broadcasting channels

Development: Developed by a team of 5 people and supported by over 10 local and national organisations

Cost: >€30,000

Timeline: Started in 2019 and is ongoing

Targeted to reach: >300



Una de cada ocho mujeres será diagnosticada con cáncer de mama en su vida. Sin embargo, con la detección temprana y el tratamiento, usted puede mejorar su probabilidad de supervivencia. El propósito de esta pagina es empoderarla con herramientas e información que usted necesita para hacerse cargo de su salud.



For more information:

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Based on written submission from Cynthia Gonzalez, National Breast Cancer 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.