

Let the Hopes Blossom

Europa Donna Turkey, Turkish Medical Oncology Association (TTOD) and Pfizer Turkey



OVERVIEW: Despite evidence suggesting QoL is a crucial factor impacting prognosis, in Turkey there is a lack of psychosocial support for patients with ABC/mBC. This multi-organisation collaborative initiative was developed to provide psychological support for patients with ABC/mBC, as well as raising awareness about the importance of psychological support for these patients.



Area of focus:

Support for patients with ABC/mBC



Target population:

Patients with ABC/mBC in Turkey

Objectives: Provide patients with ABC/mBC with specialised psychological support and raise awareness of the importance of psychological support for these patients

Unmet needs addressed:

- Lack of psychosocial support for patients with ABC/mBC

Key components:

- Up to 5 free psychological support sessions with trained professionals offered to patients with ABC/mBC
- Promotion of the initiative through educational brochures, an appointment hot line, and information booklets distributed to hospitals, as well as a social media campaign and a song written by a famous singer
- A publication based on key insights from a patient ad-board on the importance of QoL for patients with cancer

Challenges: It was hard to encourage HCPs to refer their patients with ABC/mBC for psychological support – this was overcome by including this topic into the TTOD monthly meeting and publishing the insights from the patient advisory board on the importance of QoL with contribution from HCPs

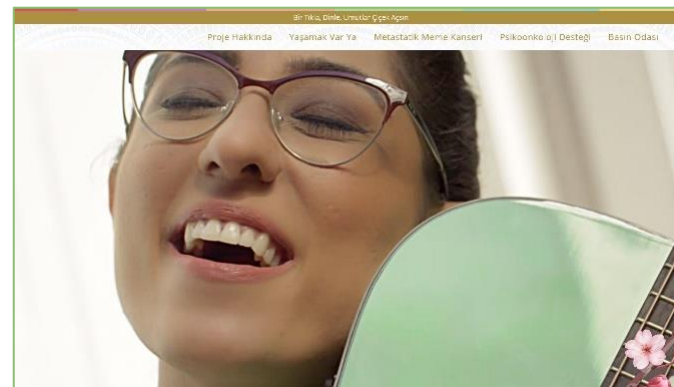
Outcomes: 325 patients with ABC/mBC from across Turkey had at least one free psychological support session. The social media campaign reached 30+ million people via all channels and the initiative also raised HCP awareness of the need for psychological support for patients with ABC/mBC

Development: The initiative involved a team of ~15 people, and support from local and social media agencies

Cost: €10,000–€30,000 (funded by Pfizer Turkey)

Timeline: Ongoing initiative started at the end of 2018

Targeted to reach: >300



Reached 30+ million people via all channels

363.144

5286

41.781

852.977

237,406

25 K

For more information:

https: <http://umutlarcicekacsin.org/>

Based on written submission from Pfizer Turkey, 2020. 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** |