



OVERVIEW: There is a lack of awareness of the benefits of physical activity for cancer patients and a lack of targeted support for young people diagnosed with cancer. The RENEW programme is an 8-week physical activity online programme that aims to create a supportive community of young adults in their 20's and 30's living with cancer, including mBC, who can get active together.



Area of focus:

Support for patients with ABC/mBC



Target population:

Young adults living with cancer, including mBC, in the UK

Objectives: To improve quality of life and reduce the negative impact of cancer treatment. To provide opportunities and support for physical activity. To provide patients with the knowledge and tools to keep active in a safe way

Unmet needs addressed:

- There is a lack of targeted support for 20- and 30-year-olds diagnosed with cancer
- There is little awareness and support for physical activity for young cancer patients during and after treatment

Key components:

- An 8-week online physical activity programme, consisting of circuit sessions incorporating cardio, flexibility and strength training

Challenges: To ensure the safety of participants as the programme is delivered online. To address this challenge, the triage process has been strengthened and the programme is also offered in a 1:1 format for patients with complex needs

Outcomes: An assessment of the programme showed a significant increase in physical activity and improved physical function following the programme. 86% of participants rated the programme as very good, and 86% would recommend the programme to young adults living with cancer

Development: The initiative was developed with the use of focus groups with young patients living with cancer and training of trainers to deliver the programme. The programme is now being delivered nationwide by cancer rehabilitation instructors. It is currently being scoped for expansion to include patients living with incurable cancer

Cost: €5,000 - €10,000

Timeline: The initiative started in 2014 and is ongoing

Targeted to reach: 60-150



For more information:

https: www.trekstock.com/Listing/Category/renew

Email: Health@trekstock.com

Based on written submission from Ian Boyd, Trekstock, 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.