

Europa Donna Breast Health

Europa Donna Turkey and Pfizer Turkey



OVERVIEW: Patients with ABC/mBC in Turkey lack access to validated medical content and social interaction with other patients. Following the success of the Let Hopes Blossom Initiative since 2018, Europa Donna and Pfizer Turkey collaborated again to create this Instagram page for patients with ABC/mBC, offering both medical content and opportunity to engage with other patients.



Area of focus:

Peer-to-peer support groups or platforms for patients with ABC/mBC

Target population:

Turkish patients with ABC/mBC and their family and friends

Objectives: Create a reliable platform for patients with ABC/mBC, offering both social and medical content. Promote patient interaction and communication through the platform

Unmet needs addressed:

- Lack of validated ABC/mBC medical content on social media platforms
- Lack of patient interaction on social media platforms and through medical and social posts

Key components:

- An Instagram page called Europa Donna_Breast Health with medically validated content in addition to social content including promotion of the Let Hopes Blossom hotline for psychological session referral
- Social media advertisements and mailing campaigns

Challenges: Partner alignment on content selection and approval, as well as getting the correct tone for the posts – to overcome this, monthly meetings are held between the partners to discuss strategy, tone of posts, tactics and content

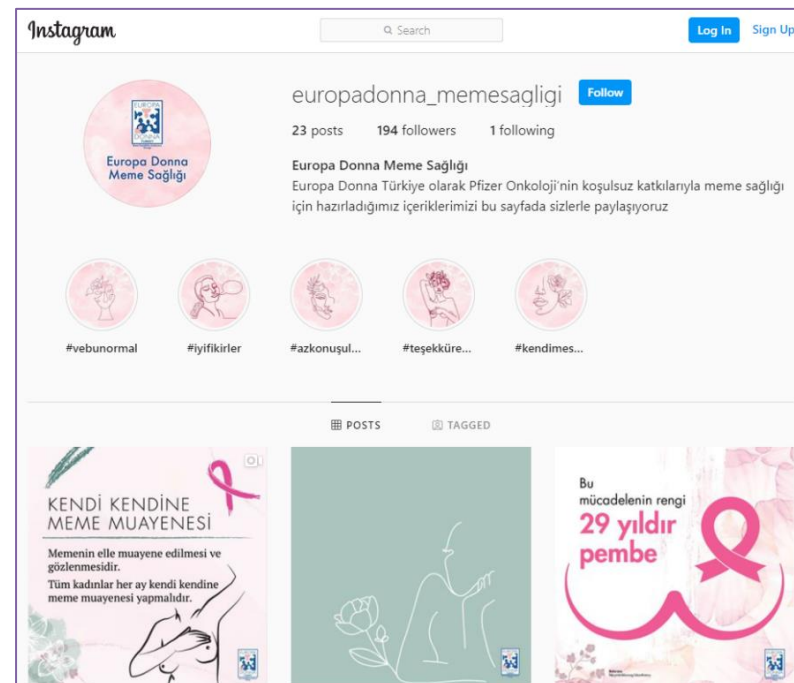
Outcomes: The Instagram page has 167 followers so far, and has achieved 2133 interactions, with 1326 smileys, 2 comments, 15 save posts, 9 shares and 814 website clicks

Development: This initiative was developed as a collaboration between Europa Donna and Pfizer Turkey and required 15 people to develop, including a social media agency

Cost: €5,000–€10,000

Timeline: The initiative started in September 2020 and is ongoing

Targeted to reach: >300



For more information:

https: https://www.instagram.com/europadonna_memesagligi/

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.