

OVERVIEW: This multi-channel awareness campaign has been created to highlight the unequal uptake of CDK4/6 inhibitors across Sweden despite there being a national recommendation to use them within their label. The campaign comprises of a film and web-page which will be promoted, via digital and traditional channels, to help increase the uptake of CDK4/6 inhibitors.



Area of focus:

Raising awareness and promoting early diagnosis



Target population:

Women over 35 and decision makers at national and regional level

Objectives: Increase the national uptake of CDK4/6 inhibitors in Sweden by 10% by June 2022. Increase in the average CDK4/6i uptake for the five regions with the lowest prescription, from 12 percent to 16 percent by June 2022

Unmet needs addressed:

- Low access to CDK4/6is for mBC patients in Sweden (~40%)
- Large disparities in access to CDK4/6is between different regions of the country (6-90%)

Key components:

- Campaign film 'Give Me Time' shares the story of women with ABC/mBC and what they would like to have more time to experience
- Campaign webpage (givemetime.now) is the hub of the campaign that includes key information on mBC and unequal access to care and promotes the collection of signatures
- Multi-channel marketing campaign (including TV, social media and newspapers)

Challenges:

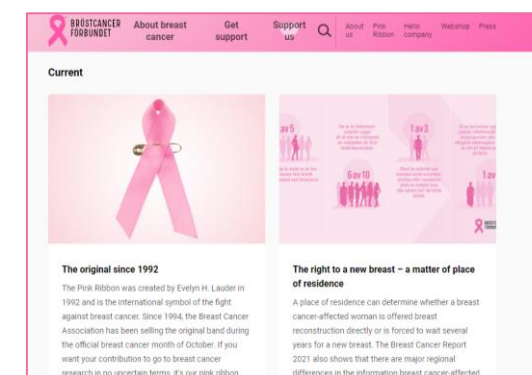
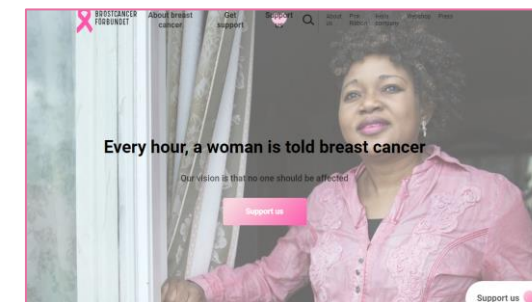
- Finalizing the contract between all three parties involved in the project
- mBC patient group was not a priority for the Swedish BC PAG

Outcomes: Campaign reached 300,000 and 6,600+ signed petition as of 6th of December 2021 **Development:** Built on a previous 3-year collaboration with the national patient organisation for breast cancer that aimed to increase knowledge and create engagement around mBC

Cost: >€30,000

Timeline: Planning started November 2020; project launched in November 2021

Targeted to reach: >300 women, 100,000 people targeted via the social media campaign



For more information:

https: <https://brostcancerforbundet.se/gemigtid/>

Based on written submission from Katrina Johnson, Pfizer, 2021. 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			