

# BC Awareness Campaign

## Pfizer and Digital 770

**OVERVIEW:** In Israel, Jewish ultra-orthodox communities do not encourage testing or obtaining medical information despite a high risk for BRCA mutations, and older Arab women have low treatment compliance. This awareness campaign, using culturally-adapted tools, aims to raise awareness of BC, and the importance of BRCA testing and treatment among these communities.

- Area of focus:** Raising awareness & promoting earlier diagnosis
- Target population:** Jewish ultra-orthodox and Arab sector women in Israel

**Objectives:** Raise awareness of BC, the importance of BRCA testing (Jewish ultra-orthodox) and of treatment (Arab sector). Improve BC treatment compliance (Arab sector)

**Unmet needs addressed:**

- Limited access to digital media (pre-Covid-19)
- Low treatment compliance (older women in Arab sector)
- Lack of BRCA testing (Jewish ultra-orthodox)

**Key components:** Digital awareness campaign, including banners, articles, videos, HCP interviews, and influencers, tailored to the Arab sector and the Jewish ultra-orthodox community

**Challenges:** Adapting information to a community with a different culture – to overcome this, worked with a specialist agency (with employees from the communities) to tailor messaging to reach the target audience

**Outcomes:** Thousands of visits to Pfizer's website

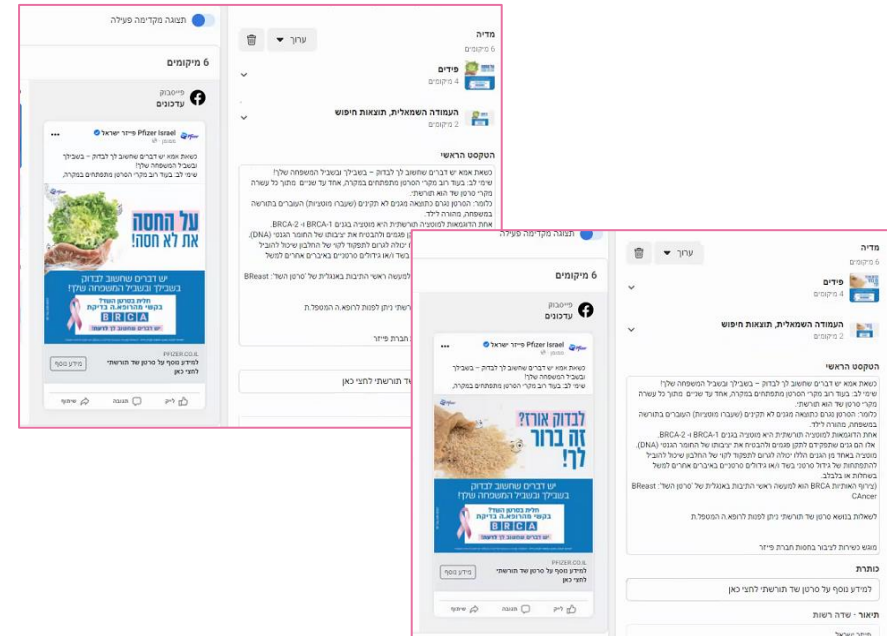
**Development:** Collaboration between Pfizer and Digital 770 (Jewish ultra-orthodox) and another specialist company (Arab sector). Required approval from the MoH

**Cost:** >€30,000

**Timeline:** Jewish ultra-orthodox campaign: October-November 2020 and October-November 2021

Arab sector campaign: October- November 2021

**Targeted to reach:** >300 Jewish ultra-orthodox and Arab sector women



**For more information:**

<https://www.pfizer.co.il/meandmbc/my-diagnosis/index/in-a-nutshell>

[www.pfizer.co.il/meandmbc](https://www.pfizer.co.il/meandmbc)

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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.