

ABC infographics

After Breast Cancer Diagnosis



OVERVIEW: Following breast cancer diagnosis, many patients are unaware of advanced/metastatic disease and the symptoms to look out for. This initiative comprises two infographics showing simple-to-understand, red-flag symptoms for both ductal and lobular ABC/mBC, and is intended for use with patients and as an educational tool for HCP training.

- Area of focus:** ABC/mBC awareness & promotion of earlier diagnosis
- Target population:** All BC patients and possible *de novo* patients

Objectives: Raise awareness of ABC/mBC, improve understanding of red-flag symptoms, and improve mental health of patients with ABC/mBC by addressing fear of cancer return

Unmet needs addressed:

- Low ABC/mBC awareness
- Lack of mental health support for patients with ABC/mBC

Key components:

- Two PDF infographics for use as an educational tool with patients and in clinician training

Challenges:

- Clinicians were initially resistant to using the infographics due to fear of upsetting patients
- Lack of collaboration from some charities, who tried to claim the work of ABCD as their own

Outcomes: The initiative has resulted in earlier diagnosis and better understanding of ABC/mBC, with many patients asking for and sharing the PDFs. It is considered a "gold standard" document by NHS England, and is used by cancer centres and alliances in their end of treatment plans and to educate non-oncology specialist doctors

Development: The infographics were reviewed by an oncologist and a clinical nurse specialist for accuracy, and ratified with Greater Manchester Cancer Centre

Cost: €10,000–€30,000

Timeline: 6+ years (2014–ongoing) – used by NHS England/Cancer Alliances for more than 2 years

Targeted to reach: >300 patients

Secondary / Metastatic (ductal) Breast Cancer
Also known as metastatic or advanced breast cancer

After primary breast cancer be aware of these **RED flags*** for secondary breast cancer. There are 5 main areas that secondary breast cancer can appear.

- BRAIN:** Frequent headaches, vomiting (first thing in the am), dizzy, visual disturbance, seizure, impaired intellectual function, impaired motor skills, mood swings, balance, fatigue. Family members and friends may say you are not your normal self.
- LYMPH NODES:** Swelling or lumps and pressure in chest/amp/neck areas, dry cough.
- LIVER:** Bleating, affected appetite, weight loss, fatigue, weak, pain near ribs on right hand side.
- BONE:** Pain in bones – commonly thigh, arm, ribs and back. Can be dull ache or sharp shooting pain. Bone pain with no obvious cause or trauma. Report any new, unusual or increasing pain.
- SPINAL CORD COMPRESSION:** Rare but more common in breast cancer needs URGENT treatment. Pain or tenderness in middle or top of the back or neck, severe pain in lower back that gets worse or doesn't go away, pain in back that is worse when coughing, sneezing or straining, back pain that's worse at night, numbness, heaviness, a band of pain around the chest or abdomen or pain down an arm or leg, changes in sensation, for example pins and needles or electric shock sensations. Contact your clinical team ASAP if you have these following symptoms – weakness or difficulty using arms or legs, numbness in the area around the back passage (the saddle area).
- LUNG:** Sharp pain on breathing in chest and back area, non productive cough, fatigue, blood clots can also cause shortness of breath.

Secondary / Metastatic (lobular) Breast Cancer
Also known as metastatic or advanced breast cancer

After primary breast cancer be aware of these **RED flags*** for secondary breast cancer. There are 3 main areas that secondary breast cancer can appear.

- GYNAECOLOGICAL TISSUE:** Can be vague and not specific but mimic other cancers or common illnesses – Abdominal/pelvic pain, uterine/ovarian bleeding, abdominal swelling/heating and/or a sense of fluid in the abdomen, hot flushes, leg swelling, bone pain, shortness of breath.
- BONE:** Pain in bones – commonly thigh, arm, ribs and back. Can be dull ache or sharp shooting pain. Bone pain with no obvious cause or trauma. Report any new, unusual or increasing pain.
- GASTROINTESTINAL:** Can be vague and not specific but mimic other cancers or common illnesses – difficulty swallowing, abdominal pain, symptoms of a bowel obstruction, feeling full early when eating, changes to appetite, nausea and/or a sense of fluid in the abdomen, leg swelling, bone pain, shortness of breath.
- SPINAL CORD COMPRESSION:** Rare but more common in breast cancer needs URGENT treatment. Pain or tenderness in middle or top of the back or neck, severe pain in lower back that gets worse or doesn't go away, pain in back that is worse when coughing, sneezing or straining, back pain that's worse at night, numbness, heaviness, a band of pain around the chest or abdomen or pain down an arm or leg, changes in sensation, for example pins and needles or electric shock sensations. Contact your clinical team ASAP if you have these following symptoms – weakness or difficulty using arms or legs, numbness in the area around the back passage (the saddle area), not being able to empty the bowel or bladder, problems controlling the bowel or bladder.
- OTHER SYMPTOMS:**
 - LIVER:** Bleating, affected appetite, weight loss, fatigue, weak, pain near ribs on right hand side.
 - LUNG:** Sharp pain on breathing in chest and back area, non productive cough, fatigue, blood clots can also cause shortness of breath.
 - BRAIN:** Frequent headaches, impaired motor skills, seizures, visual disturbance, balance, fatigue. Family members and friends may say you are not your normal self.
 - EYE:** Every-see Vision changes – especially unilateral, swelling, pain.

***SYMPTOMS CAN MIMIC OTHER CAUSES SO BE AWARE OF THE RED FLAG PROBLEM PERIODS ABOVE THINGS BEING CONSIDERED YOUR MEDICAL TEAM DIRECTLY!**

Make sure you always tell your doctor that you have a history of lobular BC in addition to symptoms or take this pdf along to any appointment and explain LBC is more common to spread to the bones, GI tract or ovaries.

For more information:
<https://www.abcdiagnosis.co.uk/resources/infographics/>
 Email: jo@abcdiagnosis.co.uk

Based on written submission from Joanne Taylor, ABCD, 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.