

# Community-Based Women's Cancer Awareness

## Innovating Health International (IHI)



**OVERVIEW:** Communities in Haiti have low awareness of BC and often do not engage with cancer care services until the disease is at a very advanced stage. This research-led initiative aims to raise BC awareness through a multimedia campaign, designed in Creole, including pamphlets, videos, t-shirts, and wallets for the public and a training manual for HCPs.



### Area of focus:

ABC/mBC awareness & promotion of earlier diagnosis



### Target population:

General population of Haiti (women and men of all ages)

**Objectives:** Understand awareness, perceptions and challenges around ABC/mBC in order to address misunderstandings and barriers to early diagnosis and treatment. Reduce the number of ABC/mBC diagnoses and empower patients to take ownership of their ABC/mBC narratives

### Unmet needs addressed:

- Low awareness of BC, including prevention, diagnosis, access to care and treatment outcomes
- Poor access to and awareness of cancer detection and care services, especially for rural populations

### Key components:

- Research through a survey of 414 participants and 35 focus groups across Haiti
- Co-creation of a multimedia BC awareness campaign, in Creole, for healthcare providers and the public

**Challenges:** Gender health inequity and fear/stigma associated with cancer, which was overcome by training female cancer survivors as community health workers

**Outcomes:** In 2016–17, nearly 30,000 people were educated and nearly 7,000 women examined for breast and cervical cancer, with >1100 cases of BC treated in the last five years through the program. The percentage of women presenting with ABC/mBC has decreased from 39% in 2014 to 22% in 2018

**Development:** This initiative was designed by 10 people from 5 organisations and materials were distributed through IHI and local partners

**Cost:** >€30,000 (initiated with SPARC funding)

**Timeline:** 2016–present (ongoing)

**Targeted to reach:** >300



### For more information:

**https:** [www.innovatinghealthinternational.org](http://www.innovatinghealthinternational.org); [www.kanseayiti.com](http://www.kanseayiti.com)

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Based on written submission from Dr. Vincent DeGennaro, IHI, 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.



Ethnic, religious, indigenous/native population and/or other minorities



Low income patients



Older patients



Rural patients



Low health knowledge patients