

Factors influencing treatment decision making in West African women diagnosed with BC living in London

Guys and St Thomas NHS Foundation Trust and University of Southampton



OVERVIEW: Young black women in the UK have significantly poorer BC outcomes compared with average and there is a lack of understanding of the factors influencing decision making in West African women living in the UK. This ethnographic study was conducted to enable HCPs to better understand these women's beliefs & behaviours and adjust their own approach accordingly.



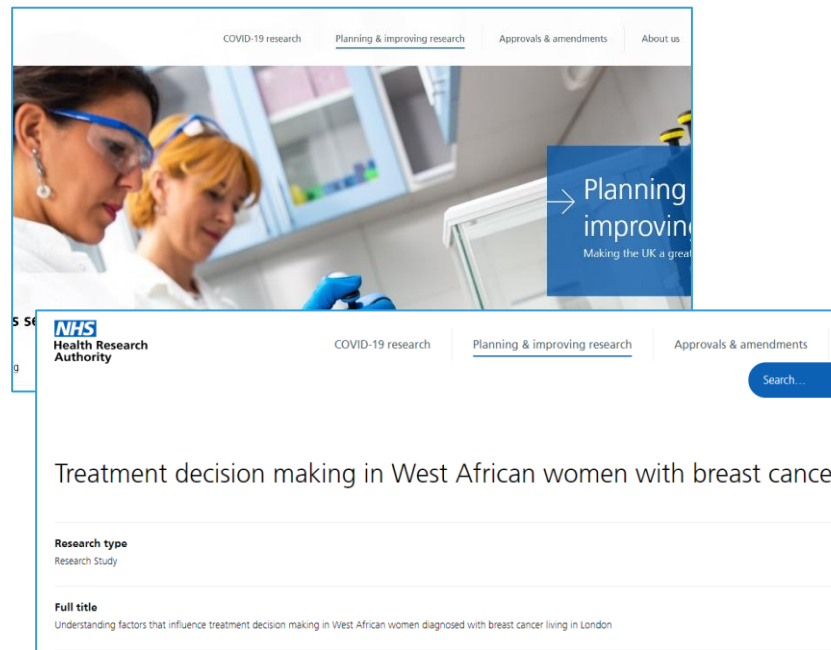
Area of focus:

Educating patients & HCPs about ABC/mBC



Target population:

West African women diagnosed with BC living in London



For more information:
<https://www.hra.nhs.uk/planning-and-improving-research/application-summaries/research-summaries/treatment-decision-making-in-west-african-women-with-breast-cancer/>
 Email: amandashewbridge@gmail.com; theresa.wiseman@rmh.nhs.uk; alison.richardson@soton.ac.uk

Objectives: Understand beliefs around a BC diagnosis in West African women and explore how this may influence treatment decisions and adherence to treatment. Explore HCP understanding and experience of the values and attitudes of West African women towards BC diagnosis and treatment decision making

Unmet needs addressed:

- Poor cancer outcomes for black women, especially young women, in the UK compared to other ethnicities
- Lack of knowledge of the meaning of BC diagnosis and factors influencing decision making in West African women living in the UK, the largest population in the world outside West Africa

Key components:

- Data collection through observation and interviews with West African women with BC and HCPs

Challenges: The initiative underwent a change in direction, from initially aiming to educate West African patients in their decision making, to trying to educate HCPs about this community

Outcomes: Improved understanding of the meaning of BC for West African women living in London thanks to 263 hours of observation with 33 West African women with BC and 15 HCPs, 48 informal and 4 formal interviews with women with BC, and 28 informal and 6 formal interviews with HCPs

Development: This initiative began as a PhD study, with support and supervision provided by the University of Southampton, UK

Cost: >€30,000 (supported by Guys Cancer, Guys and St Thomas' NHS Foundation Trust, UK)

Timeline: Data collection for the study occurred between 2016–2020; final data analysis is ongoing

Targeted to reach: 30–60

Based on written submission from Amanda Shewbridge, Guys Cancer, Guys and St Thomas NHS Foundation Trust, 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.