

Male Breast Cancer Coalition

Male Breast Cancer Coalition

OVERVIEW: Globally, there is low awareness and stigma around male BC and male mortality rates are rising steadily. This organisation advocates to change the BC conversation and provide men with the same access to research, clinical trials and drugs as their female counterparts. As part of their work they have developed breast self exam cards specifically for males.

Area of focus:
ABC/mBC awareness & promotion of earlier diagnosis

Target population:
Men with BC (stages 1–4, but most are at ABC/mBC stage)

Objectives: De-stigmatise conversation around male BC and educate the public and HCPs on the risks of male BC in order to improve access-to-care for males with BC, to improve QoL and ultimately, to save lives

Unmet needs addressed:

- Current stigmatisation of male breast cancer
- Lack of education and awareness of male breast cancer and its risks (for both patients and HCPs)

Key components:

- Breast self exam cards – in various languages for both men and women
- Annual conference (including educators, oncologists, pharmaceutical companies, and clinicians)
- Ongoing support through monthly calls (Q&A with top doctors and researchers) and social media groups

Challenges:

- Translation of the self-exam cards into various languages, which was overcome with the help of doctors, nurses and friends

Outcomes: The breast self exam cards have had a global reach, with many males contacting the organisation from across the world

Development: The Coalition is run by a two-person team, and materials were developed with the help of a nurse navigator and a hospital administrator and shared via email and social media

Cost: <€5,000

Timeline: Ongoing initiative

Targeted to reach: >300



For more information:

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



Low income patients



Older patients



Rural patients



Low health knowledge patients