

Patient Empowerment Workshop – We are connected

The Lebanese Breast Cancer Foundation



OVERVIEW: In Lebanon, support for women with ABC/mBC is unequal to that for with patients with eBC. This annual workshop was created to integrate ABC/mBC into awareness efforts for BC, and to connect, empower and inspire patients with ABC/mBC through educational sessions from specialists in nutrition, sexology, psychology, oncology, meditation and beauty.



Area of focus:

Peer-to-peer support groups or platforms for patients with ABC/mBC



Target population:

Patients with ABC/mBC and their families in Lebanon

Objectives: Provide women with ABC/mBC with comprehensive advice, guidance and support. Integrate ABC/mBC into awareness and engagement efforts for BC. Facilitate sharing of experiences and create lasting relationships between patients and with their physicians

Unmet needs addressed:

- Lack of bespoke support for women with ABC/mBC (campaigns, initiatives, support groups, conferences)
- Patients with ABC/mBC are perceived as having no hope and are often neglected by society

Key components:

- Annual workshop specifically for patients with ABC/mBC, including sessions on topics such as: educational/medical, wellness, nutrition, feminine/intimate, and group therapeutic and counselling sessions
- Sessions designed to allow patients to share their experiences and ask questions

Challenges: There is stigma around ABC/mBC which means workshop attendees can have low self esteem

Outcomes: Around 20 patients and their families attend the workshop annually and have expressed very positive feedback. The initiative has resulted in long-term connections between specialists and their patients

Development: This initiative was developed by a group of doctors, nurses, specialists, volunteers and coordinators, alongside branding, social media, and PR agencies

Cost: €5,000–€10,000 (sponsored by Roche/Novartis)

Timeline: The workshop has run annually since 2016

Targeted to reach: 60–150



For more information:

https: <https://aubmc.org.lb/Pages/LBCF-Holds-Second-Annual--Patient-Empowerment-Workshop.aspx>

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