

# The “Cima Model”, Understanding, Training And Acting: an experiential practice towards early cancer detection

Mexican Association Against Breast Cancer (Cima Foundation)



**OVERVIEW:** People living in marginalised areas of Mexico are often diagnosed with late-stage breast cancer due to limited information on the risks of BC and early detection methods. This initiative aims to train a network of health promoters to raise awareness of BC and lower the number of diagnoses at advanced/metastatic stage, as well as improving QoL for those diagnosed.

-  **Area of focus:**  
ABC/mBC awareness & promotion of earlier diagnosis
-  **Target population:**  
Women living in marginalised areas of Mexico



DONATION OF SUPPLIES	2,546
FREE DIAGNOSTIC STUDIES	25,704
TESTIMONIAL TALKS GIVEN	1,708

**Objectives:** Raise awareness of breast cancer and the importance of timely detection, in order to lower the number of late-stage/mBC diagnoses, as well as to improve QoL and prognosis for patients with mBC/ABC

**Unmet needs addressed:**

- Low proportion of BC cases caught at stages I and II (25%)
- Limited availability of accurate information on the risks of BC and early detection methods

**Key components:**

- A network of community health promoters trained to raise awareness of the importance of timely BC detection, who:
  - Deliver an awareness campaign in marginalised communities
  - Offer free clinical breast exploration services to low-income women
  - For positive cases (often late-stage), provide support with navigating diagnosis and referral

**Challenges:**

- Working with the local health system to be granted the necessary funding for the breast examinations & navigation

**Outcomes:** Each year ~180 health practitioners train ~650 people to become community health promoters, and 5000 mammograms, 17,000 clinical breast exams and 13,000 PCR tests are performed

**Development:** The initiative is led by a team of four (1 coordinator and 3 facilitators) with ~5 sponsors per year

**Cost:** >€30,000 - €35,000 for training of promotors (Fundación CIMA) and ~€500,000 for examination services and patient navigation (government)

**Timeline:** Since 2006 (planned on a yearly basis and remains in each state for 3 years)

**Targeted to reach:** >300

**For more information:**

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Based on written submission from Alejandra De Cima, Cima Foundation, 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.