



OVERVIEW: Patients with BC in Brazil often face delays in diagnosis and starting treatment, and are unaware of their rights to care. The annual awareness campaign during ‘Pink October’ has been created by FEMAMA with the aim to change public policy – empowering patients, informing them on their rights and the possibilities of better access to care in Brazil.



Area of focus:

ABC/mBC awareness & promotion of earlier diagnosis



Target population:

Patients with BC from 70 NGOs across Brazil



Objectives: Guarantee and expand the rights of patients with BC by educating and informing them of the possibility of better access to the best treatments

Unmet needs addressed:

- Low awareness about BC, treatment options and rights of patients with BC
- Delayed BC diagnosis and treatment initiation
- Inadequate BC treatment and lack of registration of cancer cases

Key components:

- Creation of graphic materials (banners and posters), videos and a campaign ‘hotsite’
- Promotion on the FEMAMA website, as well as via email, social media, press and partner channels
- Activation of NGOs in the FEMAMA network

Challenges:

- It is hard to see immediate results with an advocacy campaign and the work is tireless to result in changes

Outcomes: Campaigns have been well accepted and generated awareness, with large reach through social media (5755 Instagram likes, 489 Facebook likes and 54 posts, 7,123 YouTube video views) and email (>8,000 contacts)

Development: The initiative was developed by a FEMAMA team who have been working at the organisation for five years, with the help of an agency to create the campaign concept, a press office and photographer

Cost: €10,000–€30,000

Timeline: The campaign took place in ‘Pink October’ 2018

Targeted to reach: >300

For more information:

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Based on written submission from FEMAMA, 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.