

Winter Mission*

The Aegean Group, Supported by Women for Oncology



OVERVIEW: Women living in isolated and remote Greek islands encounter social and economic barriers that prevent them assessing breast cancer prevention services. This initiative brings these services to the remote locations, as well as offering medical services and informative lectures specifically for patients living with ABC/mBC.



Area of focus:

Support for patients with ABC/mBC



Target population:

Inhabitants of isolated Greek islands with limited access to medical services



Objectives: Raise breast cancer awareness and increase access to BC prevention services for remote Greek island communities, while offering medical services and education to people living with ABC/mBC

Unmet needs addressed:

- Social/economic barriers to accessing primary care and medical services for women in remote Greek islands

Key components:

- Temporary outpatient clinics in remote locations for examinations and to build awareness of BC
- Medical services & support through informative interactive lectures specifically for patients with ABC/mBC

Challenges:

- Some women were reluctant to participate in lectures or get examined, as it is deemed taboo
- Limited transportation and poor connection to the islands, which is also impacted by weather conditions

Outcomes: 1,517 inhabitants from 4 islands underwent a clinical examination, with 160 examined in the breast clinic (ultrasound or biopsy). Patients diagnosed with eBC or ABC/mBC were referred for therapy

Development: A team of 88 volunteers (including 36 HCPs) ran the initiative, which required portable infrastructure for the breast clinic, medication, disease awareness materials & prevention guidance, and 5 speedboats

Cost: €10,000–€30,000 (sponsored by 10 organisations)

Timeline: The initiative ran from September 28th–October 2nd, 2016

Targeted to reach: 150–300

**The organisers of this initiative received appropriate permits for the activity and took measures to comply with data protection legislation.*

For more information:

<https://omadaaigaiou.gr/>

Based on written submission from Pfizer Hellas, 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.



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



Low income patients



Older patients



Rural patients



Low health knowledge patients