

Care-A-Van Breast Cancer Project

Various Institutions targeted for partnership*



OVERVIEW: In Malaysia, there are multiple barriers to early diagnosis and treatment of BC, and outreach projects often work in silos and are restricted to big cities. This collaborative, multi-organisation initiative aims to increase early BC diagnosis in urban poor communities, as well as provide information, support and care specifically for patients with ABC/mBC.

- Area of focus:**
ABC/mBC awareness & promotion of earlier diagnosis
- Target population:**
Patients with BC from deprived areas, low education, or ethnic minorities



*Created by Pfizer Malaysia

For more information:
<https://www.thrive-malaysia.com/>

Objectives: Explore barriers to early diagnosis and treatment of BC and promote collaboration between stakeholders to improve diagnosis and access to care and reduce healthcare disparities for patients with BC (especially ABC/mBC)

- Unmet needs addressed:**
- Multiple sociocultural, religious and communication issues that prevent early diagnosis and access to BC care
 - Poor stakeholder collaboration and lack of support for those living outside big cities
 - Lack of specific information and patient advocacy groups addressing ABC/mBC

- Key components:**
- Training modules & breast examination to educate urban poor communities on BC detection and treatment
 - Thrive website and #UNPAUSE campaign specifically to educate and support patients with ABC/mBC

- Challenges:**
- Lack of funding and difficulty identifying common objectives between public and private organisations involved
 - Cultural/religious barriers to current BC examination methods and stigma around diagnosis with ABC/mBC

Outcomes: This initiative aims to reach >208 sites; It will prompt research publications from the partnership with the University of Malaysia

Development: This initiative was developed by a team of >6 partners, alongside drivers, nurses and volunteers

Cost: >€30,000

Timeline: Ongoing (to be completed by end of 2021)

Targeted to reach: >300 patients

Based on written submission from Pfizer, 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.