

ABC Project

Cancer Solutions KK

OVERVIEW: While there are many BC support groups in Japan, most are not for people with ABC/mBC and many people with advanced disease have difficulties finding information online. The ABC Project aims to educate and empower people with ABC/mBC, their families, and HCPs, through online seminars, e-learnings, and episodes.

- Area of focus:**
Educating patients & HCPs about ABC/mBC
- Target population:**
ABC/mBC patients, HCPs and supporters in Japan



For more information:
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Objectives: Educate and empower people with ABC/mBC, their family, HCPs and supporters in Japan
Unmet needs addressed:

- Lack of support groups specifically for people with ABC/mBC
- Lack of information on medical treatments, survivorship, and work online

Key components:

- **ABC Advocate College** (e-learning programs): 25 e-learnings, covering the latest treatments, psychological, social and financial issues, from the leading doctors in the ABC/mBC field in Japan
- **ABC Episode Bank** (website): Episodes posted by people with ABC/mBC and their family. Each is tagged with keywords to allow viewers to select which episode they want to read
- **Online Seminars:** Regular seminars on various themes, such as conference reports, communication with HCPs, palliative care, money and social security, oral care, etc.)

Challenges: The Covid-19 pandemic prevented the seminars from happening in-person

Outcomes: 185 people registered to the ABC Advocate College; ~97,000 people have viewed the ABC Episode Bank; ~50 participants attended each online seminar

Development: Initiated through research from Cancer Solutions/CSR Project on Return to Work and Financial Toxicity of Breast Cancer Patient in Japan. Group discussion and surveys were used to collect the needs and interests of people with ABC/mBC

Cost: >€30,000

Timeline: The ABC project started in January 2020 and is ongoing. The ABC Advocate College (February 2021), ABC Episode Bank (September 2020), online seminars (March 2020)

Targeted to reach: > 300

Based on written submission from Wakana Shirahama, Cancer Solutions KK, 2021. 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.