


# Abuja Breast Cancer-Support Group (ABC-SG)

## Project PINK BLUE- Health & Psychological Trust Centre (PPB-HPTC)

**OVERVIEW:** In Nigeria, there is stigma and misunderstanding associated with breast cancer, and many patients do not receive adequate support. This initiative connects people impacted by breast cancer in Nigeria to support, educate and empower them, through patient navigators, telephone support, monthly support groups, financial support, and educational materials.

-  **Area of focus:**  
Peer-to-peer support groups or platforms for patients with ABC/mBC
-  **Target population:**  
All BC patients

**Objectives:** Provide people with breast cancer in Nigeria with emotional, social and financial support. Improve understanding and reduce stigma associated with breast cancer in Nigeria

**Unmet needs addressed:**

- Lack of financial, psychosocial, and emotional support for people with breast cancer in Nigeria
- Lack of visible survivorship for people with breast cancer

**Key components:**

- Monthly support group meetings: A safe, open, and non-judgmental environment to discuss ABC/mBC and the impact on patient's lives
- Non-drug-specific financial assistance: breast prosthesis, mastectomy bras, wigs, testing/scans, surgery, psychotherapy, etc.
- Ride assistance: transport to and from support group meetings, treatment centre, and palliative care centre
- Education materials: information, educative and communication materials such as flyers and posters
- Mobile app: solely for support group members (conceptual)

**Challenges:** BC survivors were reluctant to share their stories at the beginning and it was difficult to support the financial needs of the project without grants or donations

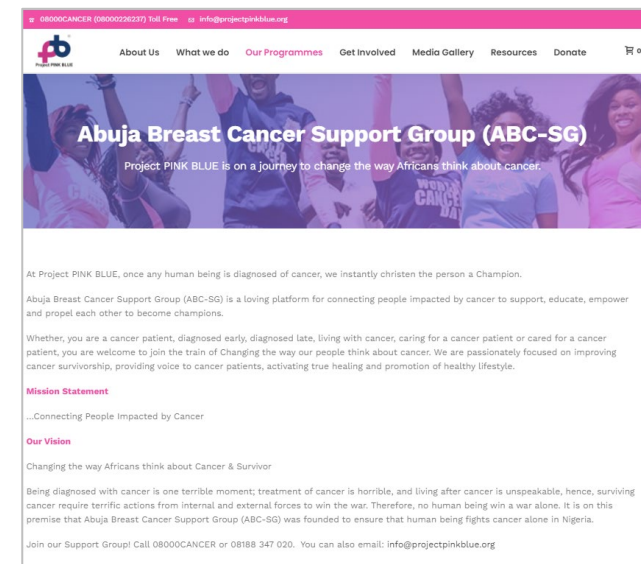
**Outcomes:** Improved psychological state of members; more BC patients are deciding to join the support group; the initiative led to the development of patient support partnership programmes and access to medicine partnerships with pharma organisations

**Development:** Developed by a group of 9 champions and 6 Project Pink Blue staff; required 10 mobile phones for champions, office space, utility vehicle

**Cost:** >€30,000

**Timeline:** Started in 2016 and is ongoing

**Targeted:** >300 people with breast cancer (irrespective of culture, sex, location, age, ethnicity and religion)



**For more information:**

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Based on written submission from Orji Gloria and Khadijat Fatai Banwo, PPB-HPTC, 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.