

Breast Cancer Navigation & Palliative Program (BCNPP)

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. The BCNPP is a cancer care programme designed to educate cancer survivors and caregivers across Nigeria to become professional patient navigators who can guide women with ABC/mBC.



Area of focus:

Support for patients with ABC/mBC



Target population:

All BC patients, particularly those with ABC/mBC

Objectives: Build nurse and patient navigator capacity and capability to support people living with ABC/mBC. Improve the quality of life of people with mBC/ABC.

Unmet needs addressed:

- Lack of financial, psychological, and educational support for people with breast cancer in Nigeria
- Lack of visible survivorship and palliative care for people with breast cancer

Key components:

- BC patients (champions) trained to become navigators and advocates to support BC patients and caregivers
- Oncology nurse training in palliative care (also provide home care)
- Dedicated telephone support number: Nigeria's first telephone support centre for information on BC diagnosis, treatment, palliative care
- Navigators guide and information materials
- Mobile app: for the wider community (conceptual)

Challenges: Covid-19 placed additional stress on the companies finances reducing the number of employees and limiting the reach of the initiative. Aiming to develop the mobile app to reach more people for a lower cost

Outcomes: Several mBC patients have been navigated through their cancer journey and the care continuum more BC patients are joining the support group; the initiative led to the development of patient support partnership programmes and access to medicine partnerships with pharma organisations

Development: Originally developed by an oncologist and psychologist, the initiative is now ran by 10 Project Pink Blue patient navigators; requires 10 mobile phones and a web based navigation app

Cost: >€30,000

Timeline: Started in 2015 and ongoing & continuing to grow

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



For more information:

<https://www.projectpinkblue.org/bcnpp/>

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Based on written submission from Khadijat 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.



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



Low income patients



Older patients



Rural patients



Low health knowledge patients

