

Frankly Speaking about Cancer

Cancer Support Community

OVERVIEW: There is a lack of clear, accessible information regarding ABC/mBC treatment options in the US. This initiative consists of a series of information booklets aiming to inform and help guide cancer patients and caregivers, including two booklets specifically for people with ABC/mBC.



Area of focus:

Support for mBC/ABC patients



Target population:

Support for patients with ABC/mBC

Objectives: Provide support and guidance for people with ABC/mBC in making informed treatment decisions. Provide guidance to caregivers in supporting patients to make treatment decisions

Unmet needs addressed:

- Lack of digestible information for people with ABC/mBC and their caregivers regarding treatment options

Key components:

- Two information booklets providing practical information and resources to educate patients and caregivers on making informed treatment decisions for ABC/mBC (available in print and PDF)
- The information booklets contain a range of guidance, including:
 - Support with preparing to make treatment decisions, including how to align these with personal goals
 - Key questions to ask the care team when making treatment decisions
 - Information on clinical trials, treatment guidelines & pathways
 - Guidance to caregivers on supporting treatment decisions and making decisions on the behalf of patients

Challenges: Newly diagnosed patients and their caregivers do not know where to go

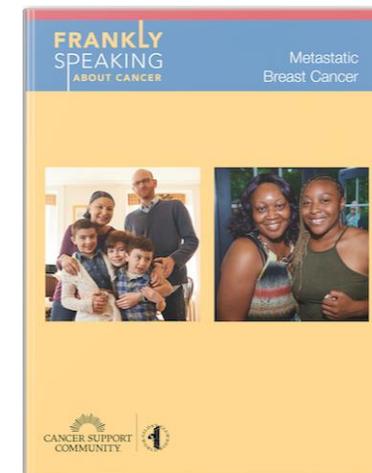
Outcomes: The PDF version of the information booklet was viewed, downloaded, and mailed out over 20,600 times in 2021. The materials were also used in a series of online patient education workshops on the topic

Development: An expert advisory board helped to develop the materials. Financial support was provided by Foundation Medicine, Pfizer and CSC

Cost: >€30,000

Timeline: Initiated in December 2019 and completed in August 2021

Targeted to reach: >300 people living with cancer in the US



For more information:

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Based on written submission from Katrina Johnson, Pfizer, 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

