

**OVERVIEW:** This multi-channel awareness campaign has been created to highlight the unequal uptake of CDK4/6 inhibitors across Sweden despite there being a national recommendation to use them within their label. The campaign comprises of a film and web-page which will be promoted via digital and traditional channels to help increase the uptake of CDK4/6 inhibitors.



### Area of focus:

Raising awareness and promoting early diagnosis



### Target population:

Women over 35 and decision makers at national and regional level

**Objectives:** Secure access to CDK4/6 inhibitors as indicated according to national guidelines and reduce disparities across the regions

### Unmet needs addressed:

- Low access to CDK4/6is for mBC patients in Sweden (~40%)
- Large disparities in access to CDK4/6is between different regions of the country (6-90%)

### Key components:

- Campaign film 'Give Me Time' shares the story of women with ABC/mBC and what they would like to have more time to experience
- Campaign webpage (givemetime.now) is the hub of the campaign that includes key information on mBC and unequal access to care and promotes the collection of signatures
- Multi-channel marketing campaign (including TV, social media and newspapers)

### Challenges:

- Finalizing the contract between all three parties involved in the project
- mBC patient group was not a priority for the Swedish BC PAG

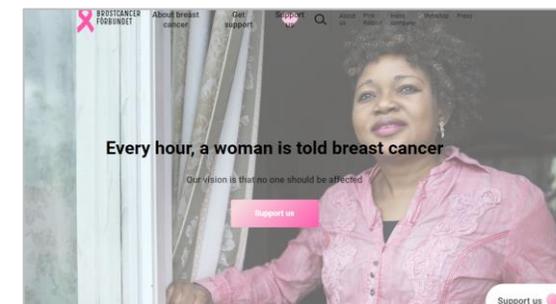
**Outcomes:** Campaign reached 300,000 and 6,600+ signed petition as of 6<sup>th</sup> of December 2021

**Development:** Built on a previous 3-year collaboration with the national patient organisation for breast cancer that aimed to increase knowledge and create engagement around mBC

**Cost:** >€30,000

**Timeline:** Planning started November 2020; project launched in November 2021

**Targeted to reach:** >300 women, 100,000 people targeted via the social media campaign



For more information:

<https://brostcancerforbundet.se/gemigtid/>



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



Low income patients



Older patients



Rural patients



Low health knowledge patients

