



OVERVIEW: The lack of available material in Spanish-language on ABC/mBC is a barrier to access for LatinX patients, making discussions with HCPs complex. An original graphic novel was developed on the diagnostic journey of an mBC patient. Following this novela’s success this initiative is creating a sequel focused on the importance of genetic testing and hereditary cancer.



Area of focus:
Educating patients & HCPs about ABC/mBC

Target population:
LatinX BC patients, particularly those diagnosed with mBC



Objectives: Raise awareness of the importance of genetic/biomarker testing. Educate LatinX ABC/mBC patients on hereditary cancer in a culturally tailored manner

- Unmet needs addressed:**
- Lack of accessible information in the Spanish language on the topic of breast cancer
 - Low awareness about the importance of genetic testing and the scarce understanding on hereditary cancer

- Key components:**
- Original Spanish-language ‘novela’ (graphic novel) describing the journey of a woman diagnosed with mBC
 - Sequel novela focused on genetic testing and hereditary cancer, entitled “Genetic and Biomarker Testing: Gifts of Knowledge for You and Your Family.”

Challenges: No challenges reported, but highlighted the importance of a good relationship between collaborators

Outcomes: For the first novela >10,000 copies were distributed at various community locations in addition to the novela being available online for free (anticipate similar outcomes and reach with the sequel). Serve as a needed resource to provide important patient education to this underserved community. Conducted evaluation through original advisory group and the feedback was uniformly enthusiastic and positive

Development: Pfizer Medical Affairs and the Pfizer Advocacy Liaisons team partnered with an advocacy organisation, SHARE/LATINASHARE, on both novelas. The novela content was verified by Pfizer’s medical team to ensure accuracy

Cost: >€30,000 for the original novela; including project management & coordination; creative content and design development; printing and promotion/marketing

Timeline: ~1 year
Targeted to reach: >300 patients



For more information:
https://www.storyhalfold.com/sites/default/files/2020-10/share_mets_novela_-_spanish_translation.pdf
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Based on written submission from Liliy Shahied Arruda, 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.