

# Male Breast Cancer Global Alliance

## Male Breast Cancer Global Alliance

**OVERVIEW:** Globally, there is low awareness and stigma around male BC and male mortality rates are rising steadily. This organisation advocates to change the BC conversation and provide men with the same access to research, clinical trials and drugs as their female counterparts. As part of their work they have developed breast self exam cards specifically for males.

 **Area of focus:**  
ABC/mBC awareness & promotion of earlier diagnosis

 **Target population:**  
Men with BC (stages 1–4, but most are at ABC/mBC stage)

**Objectives:** De-stigmatise conversation around male BC and educate the public and HCPs on the risks of male BC in order to improve access-to-care for males with BC, to improve QoL and ultimately, to save lives

**Unmet needs addressed:**

- Current stigmatisation of male breast cancer
- Lack of education and awareness of male breast cancer and its risks (for both patients and HCPs)

**Key components:**

- Breast self exam cards – in various languages for both men and women
- Annual conference (including educators, oncologists, pharmaceutical companies, and clinicians)
- Ongoing support through monthly calls (Q&A with top doctors and researchers) and social media groups

**Challenges:**

- Translation of the self-exam cards into various languages, which was overcome with the help of doctors, nurses and friends

**Outcomes:** The breast self exam cards have had a global reach, with many males contacting the organisation from across the world

**Development:** The Global Alliance is run by a two-person team, and materials were developed with the help of a nurse navigator and a hospital administrator and shared via email and social media

**Cost:** <€5,000

**Timeline:** Ongoing initiative

**Targeted to reach:** >300

**For more information:**

**https:** [www.mbcglobalalliance.org](https://www.mbcglobalalliance.org)

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Based on written submission from Cheri Ambrose, Male Breast Cancer Global Alliance, 2020. 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