**ABC Project**

**Cancer Solutions KK**

**OVERVIEW:** While there are many BC support groups in Japan, most are not for people with ABC/mBC and many people with advanced disease have difficulties finding information online. The ABC Project aims to educate and empower people with ABC/mBC, their families, and HCPs, through online seminars, e-learnings, and episodes.

**Objectives:** Educate and empower people with ABC/mBC, their family, HCPs and supporters in Japan

**Unmet needs addressed:**
- Lack of support groups specifically for people with ABC/mBC
- Lack of information on medical treatments, survivorship, and work online

**Key components:**
- **ABC Advocate College** (e-learning programs): 25 e-learnings, covering the latest treatments, psychological, social and financial issues, from the leading doctors in the ABC/mBC field in Japan
- **ABC Episode Bank** (website): Episodes posted by people with ABC/mBC and their family. Each is tagged with keywords to allow viewers to select which episode they want to read
- **Online Seminars:** Regular seminars on various themes, such as conference reports, communication with HCPs, palliative care, money and social security, oral care, etc.

**Challenges:** The Covid-19 pandemic prevented the seminars from happening in-person

**Outcomes:** 185 people registered to the ABC Advocate College; ~97,000 people have viewed the ABC Episode Bank; ~50 participants attended each online seminar

**Development:** Initiated through research from Cancer Solutions/CSR Project on Return to Work and Financial Toxicity of Breast Cancer Patient in Japan. Group discussion and surveys were used to collect the needs and interests of people with ABC/mBC

**Cost:** >€30,000

**Timeline:** The ABC project started in January 2020 and is ongoing. The ABC Advocate College (February 2021), ABC Episode Bank (September 2020), online seminars (March 2020)

**Targeted to reach:** > 300

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**Area of focus:**
Educating patients about ABC/mBC

**Target population:**
ABC/mBC patients, HCPs and supporters in Japan

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**For more information:**
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