Breast Cancer Navigation & Palliative Program (BCNPP)
Project PINK BLUE- Health & Psychological Trust Centre (PPB-HPTC)

OVERVIEW: In Nigeria, there is stigma and misunderstanding associated with breast cancer, and many patients do not receive adequate support. The BCNPP is a cancer care programme designed to educate cancer survivors and caregivers across Nigeria to become professional patient navigators who can guide women with ABC/mBC.

Objectives:
- Build nurse and patient navigator capacity and capability to support people living with ABC/mBC
- Improve the quality of life of people with ABC/mBC

Unmet needs addressed:
- Lack of financial, psychological, and educational support for people with breast cancer in Nigeria
- Lack of visible survivorship and palliative care for people with breast cancer

Key components:
- BC patients (champions) trained to become navigators and advocates to support BC patients and caregivers
- Oncology nurse training in palliative care (also provide home care)
- Dedicated telephone support number: Nigeria’s first telephone support centre for information on BC diagnosis, treatment, palliative care
- Navigators guide and information materials
- Mobile app: for the wider community (conceptual)

Challenges: Covid-19 placed additional stress on the companies finances reducing the number of employees and limiting the reach of the initiative. Aiming to develop the mobile app to reach more people for a lower cost

Outcomes:
- Several mBC patients have been navigated through their cancer journey and the care continuum more BC patients are joining the support group; the initiative led to the development of patient support partnership programmes and access to medicine partnerships with pharma organisations

Development:
- Originally developed by an oncologist and psychologist, the initiative is now ran by 10 Project Pink Blue patient navigators; requires 10 mobile phones and a web based navigation app
- Cost: >€30,000
- Timeline: Started in 2015 and ongoing & continuing to grow
- Targeted to reach: >300 people with breast cancer (irrespective of culture, sex, location, age, ethnicity and religion)

Learnings applicable to ABC/mBC

For more information:
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