Support for those living with incurable BC
Louise Perkins Foundation t/a Sweet Louise

OVERVIEW: There is a lack of support for patients with ABC/mBC in New Zealand and life expectancy is low for these patients. This initiative offers a holistic programme of social, psychological, emotional, practical and financial support to enable patients with ABC/mBC to live as well as and as long as possible.

Objectives: Provide practical, emotional, social and financial support for patients in New Zealand living with ABC/mBC and improve life expectancy and quality of life for these patients
Unmet needs addressed:
• Lack of support for patients (men and women) diagnosed with ABC/mBC outside of required medical care
• Low life expectancy (~16 months from ABC/mBC diagnosis)
Key components:
• A telephone helpline and a guidebook on living with ABC/mBC
• Each patient in the programme receives $500 financial assistance annually and $200 ‘family time’ assistance
• Group meetings, individual home or hospital visits and access to a dedicated trained health professional
Challenges: Delivering a tailored approach can be challenging within the constraints of the funding available and the initiative relies on referrals from oncology teams, but awareness differs across each district
Outcomes: The initiative currently supports 742 patients across the whole of NZ, who have a life expectancy of ~2 years (compared to a country average of 16 months), improved connectivity, and reduced social isolation, and financial hardship. The initiative delivers a social return on investment of $5.70 for every dollar spent based on improved physical and mental health of participants
Development: The initiative is delivered by a team of 8 and guided by an oncologist and medical advisory team
Cost: >$30,000 (financial support from >230 companies; >$1,000,000 sponsorship & grant funding annually)
Timeline: 15 years (2005–ongoing)
Targeted to reach: >300

For more information:
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Based on written submission from Catrin Devonald, Sweet Louise, 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.