Patient Empowerment Workshop – We are connected
The Lebanese Breast Cancer Foundation

OVERVIEW: In Lebanon, support for women with ABC/mBC is unequal to that for with patients with eBC. This annual workshop was created to integrate ABC/mBC into awareness efforts for BC, and to connect, empower and inspire patients with ABC/mBC through educational sessions from specialists in nutrition, sexology, psychology, oncology, meditation and beauty.

Objectives:
Provide women with ABC/mBC with comprehensive advice, guidance and support. Integrate ABC/mBC into awareness and engagement efforts for BC. Facilitate sharing of experiences and create lasting relationships between patients and with their physicians

Unmet needs addressed:
- Lack of bespoke support for women with ABC/mBC (campaigns, initiatives, support groups, conferences)
- Patients with ABC/mBC are perceived as having no hope and are often neglected by society

Key components:
- Annual workshop specifically for patients with ABC/mBC, including sessions on topics such as: educational/medical, wellness, nutrition, feminine/intimate, and group therapeutic and counselling sessions
- Sessions designed to allow patients to share their experiences and ask questions

Challenges: There is stigma around ABC/mBC which means workshop attendees can have low self esteem

Outcomes: Around 20 patients and their families attend the workshop annually and have expressed very positive feedback. The initiative has resulted in long-term connections between specialists and their patients

Development: This initiative was developed by a group of doctors, nurses, specialists, volunteers and coordinators, alongside branding, social media, and PR agencies

Cost: €5,000–€10,000 (sponsored by Roche/Novartis)

Timeline: The workshop has run annually since 2016

Targeted to reach: 60–150

Area of focus:
Peer-to-peer support groups or platforms for patients with ABC/mBC

Target population:
Patients with ABC/mBC and their families in Lebanon

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Based on written submission from Mirna Hoballah, The Lebanon Breast Cancer Foundation, 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.