**OVERVIEW:** While there is a lot of information on breast cancer in Asia, there is a lack of specific information and support for patients with ABC/mBC. This Facebook page provides a community specifically for patients with ABC/mBC, including reliable, specific information on their disease, sharing of patient stories, and links to patient organisations with relevant content.

**Objectives:** Raise awareness and understanding of ABC/mBC in Asia. Create a community for patients to source reliable information and share stories peer-to-peer, empowering patients through their ABC/mBC journey

**Unmet needs addressed:**
- Lack of specific ABC/mBC information
- Low awareness/understanding of ABC/mBC

**Key components:**
- Facebook page containing reliable disease information, posts and videos
- Partnership with patient organisations to link to relevant content

**Challenges:** The page wasn’t initially promoted, so experienced a slow uptake – this was overcome through the creation of ads, which has increased followers by 10-fold

**Outcomes:** This initiative has been successful in building an ABC/mBC community and the page currently has 100,000 users

**Development:** The initiative was developed by teams from across Pfizer, with the help of agency partners and input and guidance from PAGs. The Facebook page content was originally adapted from a hardcopy book of patient experiences and journeys

**Cost:** >€30,000

**Timeline:** The initiative has been going for 2 years (2018–ongoing)

**Targeted to reach:** >300

**Target population:** Women living with ABC/mBC in Asia**

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

**For more information:**
https://www.facebook.com/throughmyeyesapac

**“Through My Eyes” is intended to create awareness around metastatic breast cancer. It is not a substitute for professional medical advice, diagnosis or treatment.**

**This initiative can be accessed in the following markets: India, Hong Kong, Taiwan, Philippines, Pakistan, Indonesia, Vietnam, Thailand, Malaysia and Singapore**