Objectives: Raise awareness of ABC/mBC, improve understanding of red-flag symptoms, and improve mental health of patients with ABC/mBC by addressing fear of cancer return

Unmet needs addressed:
- Low ABC/mBC awareness
- Lack of mental health support for patients with ABC/mBC

Key components:
- Two PDF infographics for use as an educational tool with patients and in clinician training

Challenges:
- Clinicians were initially resistant to using the infographics due to fear of upsetting patients
- Lack of collaboration from some charities, who tried to claim the work of ABCD as their own

Outcomes: The initiative has resulted in earlier diagnosis and better understanding of ABC/mBC, with many patients asking for and sharing the PDFs. It is considered a “gold standard” document by NHS England, and is used by cancer centres and alliances in their end of treatment plans and to educate non-oncology specialist doctors

Development: The infographics were reviewed by an oncologist and a clinical nurse specialist for accuracy, and ratified with Greater Manchester Cancer Centre

Cost: €10,000–€30,000

Timeline: 6+ years (2014–ongoing) – used by NHS England/Cancer Alliances for more than 2 years

Targeted to reach: >300 patients

For more information:
https://www.abcdiagnosis.co.uk/resources/infographics/
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Based on written submission from Joanne Taylor, ABCD, 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.