Givemetime.now
Swedish Breast Cancer Association

OVERVIEW: This multi-channel awareness campaign has been created to highlight the unequal uptake of CDK4/6 inhibitors across Sweden despite there being a national recommendation to use them within their label. The campaign comprises of a film and web-page which will be promoted, via digital and traditional channels, to help increase the uptake of CDK4/6 inhibitors.

Area of focus:
Raising awareness and promoting early diagnosis

Target population:
Women over 35 and decision makers at national and regional level

Objectives: Increase the national uptake of CDK4/6 inhibitors in Sweden by 10% by June 2022. Increase in the average CDK4/6i uptake for the five regions with the lowest prescription, from 12 percent to 16 percent by June 2022

Unmet needs addressed:
• Low access to CDK4/6is for mBC patients in Sweden (~40%)
• Large disparities in access to CDK4/6is between different regions of the country (6-90%)

Key components:
• Campaign film ‘Give Me Time’ shares the story of women with ABC/mBC and what they would like to have more time to experience
• Campaign webpage (givemetime.now) is the hub of the campaign that includes key information on mBC and unequal access to care and promotes the collection of signatures
• Multi-channel marketing campaign (including TV, social media and newspapers)

Challenges:
• Finalizing the contract between all three parties involved in the project
• mBC patient group was not a priority for the Swedish BC PAG

Outcomes: Campaign reached 300,000 and 6,600+ signed petition as of 6th of December 2021

Development: Built on a previous 3-year collaboration with the national patient organisation for breast cancer that aimed to increase knowledge and create engagement around mBC

Cost: >€30,000

Timeline: Planning started November 2020; project launched in November 2021

Targeted to reach: >300 women, 100,000 people targeted via the social media campaign

For more information:
https://brostcancerforbundet.se/gemigtid/