OVERVIEW: There is a lack of evidence-based, accessible information on breast cancer in Spanish to educate patients and support them in shared decision-making about their cancer treatment. This initiative aims to help patients in Venezuela become more knowledgeable, confident and proactive in their care through a social media campaign and a web-based educational tool.

Area of focus: Educating HCPs about ABC/mBC
Target population: Low literacy mBC/ABC patients, caregivers, HCPs and lay audiences

Objectives: To develop an education tool on advanced breast cancer for doctors and patients. To create accessible health information resources in Spanish for patients. To support patients in navigating their treatment process and support shared decision-making. To improve communication between clinicians and patients

Unmet needs addressed:
- Good person-centred care depends on patients being informed and supported to participate in decisions about their care, but there is a lack of evidence-based, accessible information on breast cancer in Spanish

Key components:
- Open-access webpage with information on ABC for patients, healthcare professionals and lay audiences
- A social media campaign on Instagram disseminating information from the webpage

Challenges: Breast cancer patients in Venezuela often experience guilt, isolation and lack of dignity, which hinders them from coming forward and voicing their needs. The webpage was designed to address this challenge by creating a sense of identity, activism and advocacy among patients

Outcomes: The webpage has reached 565 views in 24 months, and 222 followers on social media. Patients and HCPs have responded with positive feedback on the resources

Development: The initiative was developed by the Venezuelan Breast Cancer Research and Education Foundation as part of the 2019 SPARC program. A social media agency provided support

Cost: €10,000 - €30,000
Timeline: The project was initiated in February 2021 and is ongoing
Targeted to reach: >300

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