Objectives: To provide accessible information and educational resources for Black and African American communities on health inequalities in breast cancer

Unmet needs addressed:
- Black and African American persons are more likely to develop breast cancer at a younger age, have triple-negative breast cancer, have a higher likelihood of breast cancer recurrence post-treatment, and are at a higher risk of death from breast cancer.

Key components:
- Educational tool (factsheet), available for free in print and online, including accessible information on the diagnosis, treatment and survival of triple-negative breast cancer in Black and African American populations. It also includes information on genomic biomarkers, genetic testing, and inequalities in cost of care and access to clinical trials for ethnic minorities.

Challenges: Condensing a high volume of rich information, focusing both on triple-negative breast cancer and health inequalities, into a concise factsheet.

Outcomes: The factsheet has been ordered or downloaded more than 150 times and has achieved over 3,700 webpage views for the program. Further dissemination and promotional efforts through local network partners are ongoing.

Development: An advisory board was convened to discuss and align on key topics to include in the tool. The tool was created in print and online formats and disseminated via social media and CSC’s network of affiliates and hospital partnerships. The initiative was sponsored by Gilead.

Cost: $30,000

Timeline: The project was completed and published in July 2022.

Targeted to reach: >300

Based on written submission from Thomas Wilson, Cancer Support Community, 2023. 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.