OVERVIEW: The incidence of breast cancer is increasing in Kazakhstan, but many breast cancer patients have a poor understanding of the disease, treatment and risk factors for relapse. This initiative aims to support and educate patients in Astana in Kazakhstan about the disease, diagnostic tests and treatment, and healthy living for better disease control.

Objectives: To raise awareness of mBC, including educating patients about symptoms and risk factors for disease progression and relapse. To educate patients on nutrition and healthy lifestyle and empower patients to take responsibility during treatment. To improve resources for support and counselling.

Unmet needs addressed:
• The incidence of breast cancer is steadily increasing in the Republic of Kazakhstan
• There is a need to monitor this patient population and to provide counselling and support for patients with mBC

Key components:
• A ‘Navigator Brochure’ in Kazakh and Russian language educating patients on BC, disease state, stage, diagnostics tests and examinations schedule
• A single point of contact (WhatsApp Group) for patients to ask questions and receive information
• Lecture series on selected topics and FAQs

Challenges: Some patients were hesitant to participate in the project. To address this challenge, organisers met with these patients one-on-one to explain the project objectives and its patient benefits.

Outcomes: By January 2023, 98 BC patients have been informed of the initiative and 81 have completed a project survey. 68 patients and 30 HCPs attended the first project lecture.

Development: The initiative was developed by a team of specialists from the Multidisciplinary Medical Centre, and was sponsored by a Pfizer Quality Improvement Grant.

Cost: €5,000 - €10,000
Timeline: The initiative started in December 2022 and is due to complete by November 2023
Targeted to reach: >300

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Based on written submission from Karimbayeva Yerkesh Mukhtarovna, Multidisciplinary Medical Center, 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 the 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.