Metastatic breast cancer: Everything you need to know
Salvati

OVERVIEW: Many mBC patients and their caregivers lack knowledge about mBC and the available treatments and support that can improve their quality of life. This project aims to educate patients and the general public in Mexico through a website providing information in Spanish about mBC and its treatments.

Objectives: To educate patients and caregivers about mBC and provide the tools they need to engage and participate in decision-making about their treatment. To provide information about treatments and support that improve patients' quality of life

Unmet needs addressed:
• Patients diagnosed with mBC and the general public lack information about the disease, its treatments and different forms of support that can improve their quality of life

Key components:
• A section on the Salvati website dedicated to mBC, providing information about the disease, treatments, care protocols, holistic support and care (including oncological physiotherapy, nutrition, and emotional support), and quality of life

Challenges: To ensure all the information needed by patients is covered. A satisfaction survey is included on the website to gather patients’ feedback on the information provided

Outcomes: Information about mBC is the information most often requested by patients

Development: An initial four-year social media campaign providing information on mBC identified further patient needs for information about mBC, treatments and support. The mBC section on the Salvati website will be launched in 2023 and will be updated every 6 months

Cost: €10,000 - €30,000

Timeline: The social media campaign has been ongoing for four years. The mBC-specific section of the Salvati website will be launched in 2023 and updated every 6 months

For more information:
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Based on written submission from Adela Ayensa, Salvati, 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.

| Ethnic, religious, indigenous/native populations and/or other historically marginalised groups | Younger patients | Older patients | Men | LGBTQ+ patients | Low health knowledge patients |
| Patient who lack an adequate caregiver or support system | Patients who mistrust conventional treatments | Low income patients |