Uncovered: A breast recognition project
Rethink Breast Cancer, Canada

OVERVIEW: Black, Indigenous and People of Colour (B&POC) are underrepresented and lack adequate support in the Canadian healthcare system. Uncovered uses imagery and authentic storytelling to draw attention to the impact of breast cancer, cultural barriers and health inequity on these underserved communities in Canada.

Area of focus:
Educatings patients about ABC/mBC

Target population:
Black, Indigenous and People of Colour diagnosed with BC (any stage)

Objectives:
To improve representation and amplify the voices and experiences of Black, Indigenous and People of Colour to highlight health inequities in breast cancer care. To provide relevant resources and culturally sensitive care. To set out calls to action to address these health inequities and drive change at the healthcare system level

Unmet needs addressed:
• Lack of inclusive imagery, diverse voices, support, and culturally sensitive care for Black, Indigenous and People of Colour with breast cancer

Key components:
• A digital and print resource provided in a magazine format, providing education, information, support and point of connection for patients. It also provides educational resources for healthcare professionals on providing culturally sensitive care and education for the public on the impact of systemic racism and discrimination

Challenges:
Recruiting participants, due to the novelty of the project in addressing the needs of this population. To overcome this challenge, time was dedicated to build trusting, authentic relationships with the BIPOC communities

Outcomes:
To date, Uncovered has had a 3-year reach of 73,795,140 people across mainstream and social media, and was shared with over 1,500 global delegates at the World Cancer Congress in Geneva, Switzerland

Development:
Initiative created by Rethink Breast Cancer in collaboration with Michelle Audoin, with support from Pfizer Canada and a team of Black creatives and 8 patients from the breast cancer community. In the second year the organisers worked with the BC patients participating in the project to help develop a call to action for HCPs based off their personal experiences

Cost:
>$30,000

Timeline:

For more information:
https://www.rethinkbreastcancer.com
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Learnings applicable to ABC/mBC

| Ethnic, religious, indigenous/native populations and/or other historically marginalised groups | Younger patients | Older patients | Men | LGBTQ+ patients | Low health knowledge patients | Patients who lack an adequate caregiver or support system | Patients who mistrust conventional treatments | Low income patients | Patients a long distance from a specialist centre | Patients with uncontrolled comorbidities | Mental health patients |