Life coaching: Navigating life with uncertainty

Trekstock

OVERVIEW: There is a lack of emotional and psychological support for young adults living with cancer, including mBC, to handle the impact of their cancer treatment on their quality of life. This initiative offers a 6-week online coaching programme to equip young adults in their 20’s and 30’s with knowledge and tools to improve their mental well-being and to create a supportive peer community.

Area of focus:
Support for patients with ABC/mBC

Target population:
Young adults living with cancer, including mBC, in the UK

Objectives: To support and empower young adults in their 20s and 30s with cancer, including mBC, to live well. To equip patients with knowledge and strategies to manage their mental health and improve quality of life

Unmet needs addressed:
• A small survey conducted amongst young adults living with mBC found that 75% wanted to meet other young adults with a shared experience, and 74% needed psychological support
• There is a lack of emotional support for this patient population to handle the impact of cancer treatment on their mental health and quality of life

Key components:
• A 6-week online life coaching programme delivered by an ICF-registered coach
• The programme is linked with other Trekstock programmes supporting mental and physical health

Challenges: Marketing the programme effectively. To address this challenge, a communications manager was brought in to raise awareness of the programme and its benefits

Outcomes: An assessment of the programme showed that participants felt more hopeful about their future, better able to manage their mental health, and better able to stick with their aims after completion of the programme

Development: The initiative was developed collaboratively with young adults living with cancer, including mBC, through focus groups to identify key support needs and topics to include in the programme. Feedback from participants who completed the programme was used to further shape and improve it.

Cost: <$5,000

Timeline: The initiative started in 2018 and is ongoing

Targeted to reach: <30

For more information:
https: https://www.life-aftercancer.co.uk/
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Based on written submission from Ian Boyd, Trekstock, 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 | 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 |