Breast cancer disease awareness campaign for ethnic minorities in Colombia

Pfizer SAS and VIVE AFRO magazine

OVERVIEW: African-American women have a higher risk of developing aggressive breast cancer but lower access to diagnostic examinations than women of other ethnicities. In collaboration with Vive Afro, a media and digital content company specializing in Afro-Colombian culture and content, Pfizer developed and conducted a campaign in Colombia to raise awareness of breast cancer.

Area of focus:
Raising awareness & promoting earlier diagnosis

Target population:
Afro-Colombian and indigenous women

Objectives:
To increase health literacy in breast cancer amongst Afro-Colombian women

Unmet needs addressed:
• African-American women are 2.7 times more likely to develop aggressive breast cancer than women of other ethnicities, yet areas with high populations of Afro and indigenous descent typically have worse access to diagnostic examinations such as mammography

Key components:
• Radio advertisements in community radio stations, press release, influencer content and social media content
• The campaign was disseminated in community communication channels using ethnically appropriate language

Challenges: Designing the campaign content and language appropriately to ensure that it reached the target audience. To meet this challenge, the material was developed to include references to different ethnic groups, in appropriate language, in accordance with target audience needs and expected uses, and distributed via Afro-Colombian communication channels

Outcomes: The campaign gained 11.4 million views and reached 981 interactions on the agency’s channel

Development: Vive Afro magazine was identified and contracted as a supplier specializing in ethnic content. A cross-functional team including communications, medical and regulatory team members was responsible for developing content. Pfizer SAS sponsored the initiative, and 7 colleagues and 2 agencies took part

Cost: €<5,000

Timeline: The campaign took place in November and December 2022

For more information:
https://www.semana.com/vida/moderna/articulo/mujeres-afrodescendientes-tienen-mayor-probabilidad-de-desarrollar-cancer-de-mama-agresivo-seno-seguimiento/202209/

Email: juliana.jaramillo@pfizer.com

Learnings applicable to ABC/mBC

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Based on written submission from Juliana Jaramillo, Pfizer, 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 |
| Patientes who lack an adequate caregiver or support system | Patientes who mistrust conventional treatments | Low income patients | Patientes a long distance from a specialist centre | Patientes with uncontrolled comorbidities | Mental health patients |