OBJECTIVES: In Israel, Jewish ultra-orthodox communities do not encourage testing or obtaining medical information despite a high risk for BRCA mutations, and older Arab women have low treatment compliance. This awareness campaign, using culturally-adapted tools, aims to raise awareness of BC, and the importance of BRCA testing and treatment among these communities.

Area of focus: Raising awareness & promoting earlier diagnosis

Target population: Jewish ultra-orthodox and Arab sector women in Israel

Objectives: Raise awareness of BC, the importance of BRCA testing (Jewish ultra-orthodox) and of treatment (Arab sector). Improve BC treatment compliance (Arab sector)

Unmet needs addressed:
- Limited access to digital media (pre-Covid-19)
- Low treatment compliance (older women in Arab sector)
- Lack of BRCA testing (Jewish ultra-orthodox)

Key components: Digital awareness campaign, including banners, articles, videos, HCP interviews, and influencers, tailored to the Arab sector and the Jewish ultra-orthodox community

Challenges: Adapting information to a community with a different culture – to overcome this, worked with a specialist agency (with employees from the communities) to tailor messaging to reach the target audience

Outcomes: Thousands of visits to Pfizer’s website

Development: Collaboration between Pfizer and Digital 770 (Jewish ultra-orthodox) and another specialist company (Arab sector). Required approval from the MoH

Cost: >€30,000

Timeline: Jewish ultra-orthodox campaign: October-November 2020 and October-November 2021
Arab sector campaign: October-November 2021

Targeted to reach: >300 Jewish ultra-orthodox and Arab sector women

For more information:
https://www.pfizer.co.il/meandmbc/my-diagnosis/index/in-a-nutshell
www.pfizer.co.il/meandmbc
Email: dina.openheim@pfizer.com

Learnings applicable to ABC/mBC

OVERVIEW:

- 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 with uncontrolled comorbidities
- Mental health patients