Educating HCPs about ABC/mBC

The Hard-to-Reach ABC/mBC Communities Toolkit has been developed by The ABC Global Alliance and Pfizer to drive collaboration across the global advanced/metastatic breast cancer (ABC/mBC) community and improve access to care for hard-to-reach populations, by forming a resource bank of key initiatives and best practice examples.

This document has been developed to showcase the important initiatives that have been created to educate HCPs about ABC/mBC globally. This includes initiatives that directly educate HCPs on mBC, as well as indirectly educating patients e.g. resources for HCPs to use with patients. The best practices outlined here have been collated through a combination of written submissions and interviews with the creators of these initiatives. The Steering Committee would like to thank the initiatives that contributed to the best practice examples outlined throughout this document.

Each initiative included in this document addresses at least one of the 12 hard-to-reach populations outlined below:

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

Many HCPs lack knowledge and training on how to best provide support and guidance for patients with ABC/mBC and their caregivers across the patient journey, including: accessing and navigating the healthcare system, examination and diagnosis, and being able to participate in treatment decisions and disease management. HCPs may lack understanding of patients’ values, beliefs and behaviours, resulting in poor HCP-patient communication. The initiatives outlined in this document provide specialist training on ABC/mBC for HCPs and educate HCPs on how to support their patients in understanding and managing the disease, leading to better outcomes for patients.*

There is a lack of training on ABC/mBC for HCPs across a wide range of different aspects of ABC/mBC, treatment and support, including:

- Lack of training on ABC/mBC for HCPs, including culturally sensitive training, specific resources for geriatric cancer patients to better access care and to educate patients and their caregivers
- Lack of resources for HCPs in identifying and supporting vulnerable patients
- Lack of opportunities for continued medical education for primary care HCPs in rural areas
- Low awareness amongst HCPs of health system barriers and navigation challenges faced by patients, resulting in late-stage diagnosis for patients
- Poor communication between HCPs and patients, including language barriers
- Poor HCP understanding of ABC/mBC patient needs and patients’ beliefs and behaviours and how they may affect treatment adherence

*Some initiatives outlined in this document also target the direct education of patients, as indicated in the individual initiative description, where relevant. To read about other initiatives that address the education of patients, please click here.

ABC: advanced breast cancer; HCPs: healthcare professionals; mBC: metastatic breast cancer

HCPs told us they sometimes had issues communicating with their patients, because their patients don’t speak French or because of other issues with understanding. … We have nothing for these patients, we don’t speak their language, we don’t know their culture. How can we help them have better quality of life and explain their treatment to them?

– Philippine Ecrepont, Oncology Marketing Team and Project Lead, Pfizer France

Based on written submissions and interviews with initiative owners listed on pages 5-11, 2020-23.
Objectives

Initiative objectives were designed to improve HCP knowledge in ABC/mBC, better equip HCPs to support and educate their patients, and improve HCP-patient communication:

• Improve HCP specialist knowledge in ABC/mBC and available treatments, and improve patient access to quality cancer care
• Provide opportunities for continued medical training for rural HCPs
• Train HCPs to better understand ABC/mBC patient needs
• Educate HCPs on barriers to care faced by patients with ABC/mBC
• Enable HCPs to better understand patients’ beliefs and behaviours and improve treatment adherence
• Improve HCPs’ ability to educate and support patients, relatives, and caregivers on ABC/mBC, treatment options and disease management
• Support HCPs in creating opportunities for shared decision-making and improve patient outcomes and quality of life
• Improve HCPs’ ability to identify and support vulnerable patients, including geriatric patients
• Improve communication between HCPs and patients and support HCPs in overcoming language barriers

These initiatives have resulted in a range of educational and training resources for HCPs globally, developed to improve HCP knowledge in ABC/mBC, to better understand patient needs and the barriers they face, and to be better able to educate and support their patients and their relatives and caregivers. The training provided by these initiatives has resulted in improved HCP knowledge, improved patient access to quality cancer care, improved support for patients, and improved communication between HCPs and patients, all of which contribute to better patient outcomes.

ABC: advanced breast cancer; HCPs: healthcare professionals; mBC: metastatic breast cancer
**Geriatric Cancer Care Toolkit**

**Country/region:** USA

**Hard-to-reach communities targeted**
- Older patients

**Brief description**
Over 50% of cancer survivors in the US are over 65 years, and this group of patients face more challenges and barriers to optimal cancer care than younger patients. This initiative provides an educational toolkit for nurses and patient navigators to help them better support this patient population and help minimize barriers to care.

**For more information**
https://www.patientnavigation.com/geriatric
Sharon Gentry (sharon.gentry@amplity.com)

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**Unmet Need and Living With and Beyond Cancer in Africa**

**Country/region:** Ghana and Tanzania

**Hard-to-reach communities targeted**
- Ethnic, religious, indigenous/native populations and/or other historically marginalised groups
- Older 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

**Brief description**
In Ghana and Tanzania there are a lack of support services for people living with and beyond BC. This initiative was developed to assess the unmet needs of women following primary BC treatment, and determine the feasibility of implementing a recovery package (holistic needs assessment, care plan and treatment summary) for these patients.

**For more information**
https://www.orci.or.tz/grant-programs
Tanzania (njdharsee@gmail.com);
Ghana (drwiafe@gmail.com);
UK (theresa.wiseman@rmh.nhs.uk); (susannah.stanway@rmh.nhs.uk)

One-page summaries for each initiative can be accessed [here].
## Contributing initiatives

### Guiding Questions for Cancer Patients*

**Country/region:** Colombia

**Hard-to-reach communities targeted**
- Low health knowledge patients

**Brief description**
Many people with cancer in Colombia have low health literacy and interactions with medical professionals can be challenging. This practical guide provides questions for people with cancer to ask their healthcare professionals throughout the patient journey. It is hosted on the Salud Me Mueve website and was disseminated via a social media campaign.

**For more information**
- Carolina Cortes (carolina.cortes@pfizer.com)

### Training Caregivers in Oncological Palliative Care

**Country/region:** Peru

**Hard-to-reach communities targeted**
- Low income patients
- Patients a long distance from a specialist centre

**Brief description**
In Peru, many patients, families and caregivers lack awareness of how to manage pain, symptoms and treatment side effects of cancer through home and self-care practices. The “School for Caregivers” curriculum was developed to train HCPs in educating families and caregivers in home-based pain and symptom management and palliative care.

**For more information**
- [https://path.box.com/s/kq96xfwb7v5uzc3herhehdanab9wy7f](https://path.box.com/s/kq96xfwb7v5uzc3herhehdanab9wy7f)
- [https://path.box.com/s/bkknzck3wt1qhm2ft92w7w1whj7hmx](https://path.box.com/s/bkknzck3wt1qhm2ft92w7w1whj7hmx)
- Tatiana Vidaurre (vidaurret@gmail.com)
## Contributing initiatives

### Consultation in Pictures

**Country/region:** France

**Hard-to-reach communities targeted**
- Ethnic, religious, indigenous/native populations and/or other historically marginalised groups
- Low health knowledge patients
- Mental health patients
- Older patients

**Brief description**
In some care centres in France, up to 20% of patients do not speak French well. This tool recaps the different steps of the BC patient journey in pictures, for use in consultations to help HCPs explain to their patients what their disease is, what treatment they will have and what support is available.

**For more information**
Philippine Ecrepont (philippine.ecrepont@pfizer.com)

### Foundations of Cancer Care

**Country/region:** Ghana and Tanzania

**Hard-to-reach communities targeted**
- Ethnic, religious, indigenous/native populations and/or other historically marginalised groups
- Low income patients
- Patients who lack an adequate caregiver or support system
- Rural who mistrust conventional treatments
- Low health knowledge patients

**Brief description**
Opportunities for cancer nursing education in Africa are limited and in Ghana and Tanzania there is a lack of specialist cancer care and knowledge among nurses. This one-year initiative aimed to identify current levels of competence and then develop a culturally sensitive training programme for nurses in practice and peer support advocates delivering cancer care.

**For more information**
https://www.orci.or.tz/teaching/
Tanzania (njdharsee@gmail.com);
Ghana (drwiafe@gmail.com);
UK (theresa.wiseman@rmh.nhs.uk); (susannah.stanway@rmh.nhs.uk)

One-page summaries for each initiative can be accessed [here](#).
Contributing initiatives

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<th>Factors Influencing Treatment Decision Making in West African Women</th>
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<td>Hard-to-reach communities targeted</td>
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<tr>
<td>✓ Ethnic, religious, indigenous/ native populations and/or other historically marginalised groups</td>
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<tr>
<td>✓ Low health knowledge patients</td>
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<tr>
<td>Brief description</td>
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<tr>
<td>Young black women in the UK have significantly poorer BC outcomes than the national average and there is a lack of understanding of the factors influencing decision making in West African women living in the UK. This ethnographic study was conducted to enable HCPs to better understand these women’s beliefs &amp; behaviours and adjust their own approach accordingly.</td>
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<td>For more information</td>
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<tr>
<td>Amanda Shewbridge (<a href="mailto:amandashewbridge@gmail.com">amandashewbridge@gmail.com</a>); Theresa Wiseman (<a href="mailto:theresa.wiseman@rmh.nhs.uk">theresa.wiseman@rmh.nhs.uk</a>); Alison Richardson (<a href="mailto:alison.richardson@soton.ac.uk">alison.richardson@soton.ac.uk</a>)</td>
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<tr>
<td>✓ Ethnic, religious, indigenous/ native populations and/or other historically marginalised groups</td>
<td>✓ Patients a long distance from a specialist centre</td>
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<td>✓ Low income patients</td>
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<td>✓ Older patients</td>
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<tr>
<td>Brief description</td>
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<tr>
<td>For people newly-diagnosed with ABC/mBC, concepts discussed with HCPs can be complex and difficult to understand. The Dandelion Toolkit aims to improve communication between patients and HCPs through visuals to help guide discussions on diagnosis, pathology, staging, treatment options, and QoL tools.</td>
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<td>For more information</td>
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<tr>
<td><a href="http://www.dandeliontoolkit.com/">www.dandeliontoolkit.com/</a> <a href="mailto:hello@dandeliontoolkit.com">hello@dandeliontoolkit.com</a></td>
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ABC: advanced breast cancer; BC: breast cancer; HCP: healthcare professionals; mBC: metastatic breast cancer; QoL: quality of life

One-page summaries for each initiative can be accessed [here](#).
**Contributing initiatives**

<table>
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<th>Demonstration of a Scalable Breast Health Care Pathway: Experience from Botswana</th>
<th>Country/region: Botswana</th>
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</table>
| **Hard-to-reach communities targeted** | ✓ Low health knowledge patients  
✓ Patients a long distance from a specialist centre  
✓ Low income patients |
| **Brief description** | It is estimated that 70% of BC cases are diagnosed late in Botswana and there are often delays to diagnosis and treatment. This initiative provides education on breast awareness and examination, as well as improving the patient journey from community to treatment by identifying delays, reducing the time at each stage, and improving quality of services. |
| **For more information** | [https://www.jhpiego.org/countries-we-support/botswana/](https://www.jhpiego.org/countries-we-support/botswana/)  
Amon Marwiro (ammon.marwiro@jhpiego.org); Tlotlo Ralefala (tlotloral@gmail.com); Peter Vuylsteke (vuylstekep@ub.ac.bw) |

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<tr>
<th>Patient Navigation Program</th>
<th>Country/region: Nigeria</th>
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| **Hard-to-reach communities targeted** | ✓ Patients who lack an adequate caregiver or support system  
✓ Low health knowledge patients  
✓ Low income patients  
✓ Patients a long distance from a specialist centre |
| **Brief description** | Low numbers of oncologists in Nigeria means that consultations are often rushed and patients are left not fully understanding their diagnosis and treatment options, and with emotional and psychological challenges. This initiative established a patient navigation protocol for HCPs and a unit in the UNTH oncology centre providing support and education for cancer patients. |
| **For more information** | [www.uicc.org/membership/university-nigeria-teaching-hospital-cancer-support-group-unth-csg](http://www.uicc.org/membership/university-nigeria-teaching-hospital-cancer-support-group-unth-csg)  
Dr. Vitalis Okwor (vitalisokwor@yahoo.com) |

BC: breast cancer; HCP: healthcare professionals; UNTH: University of Nigeria Teaching Hospital

One-page summaries for each initiative can be accessed [here](#).
**Contributing initiatives**

### Reframing Advanced Breast Cancer

**Country/region:** Venezuela

**Hard-to-reach communities targeted**
- Younger patients
- Older patients
- Low health knowledge patients
- Patients who lack an adequate caregiver or support system
- Low income patients
- Patients a long distance from a specialist centre

**Brief description**
There is a lack of evidence-based, accessible information on breast cancer in Spanish to educate patients and support them in shared decision-making about their cancer treatment. This initiative aims to help patients in Venezuela become more knowledgeable, confident and proactive in their care through a social media campaign and a web-based educational tool.

**For more information**
- www.canceravanzadodemama.com
- María Eugenia Aponte Rueda (maruaponte@gmail.com)

### TOP: Treatment Optimisation Program in Breast Cancer

**Country/region:** Egypt

**Hard-to-reach communities targeted**
- Patients a long distance from a specialist centre
- Low health knowledge patients

**Brief description**
In Egypt, HCP and patient understanding of breast cancer is generally low. This initiative aims to improve public and patient understanding of the disease, as well as improving oncologist capabilities, through monthly MDT meetings and a series of online courses, enabling more breast cancer patients to receive appropriate treatment (per ESMO/ASCO guidelines).

**For more information**
- www.presidency.eg/en/

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**HCP:** healthcare professionals; **MDT:** multidisciplinary team; **ESMO:** European Society for Medical Oncology; **ASCO:** American Society of Clinical Oncology

One-page summaries for each initiative can be accessed here.
Development process

It is important to work closely with HCPs throughout the development of education, training and support materials to ensure that these resources address existing knowledge gaps and help HCPs provide their patients with the support they need. Organisers of the Factors Influencing Treatment Decision Making in West African Women Diagnosed with BC Living in London initiative conducted an initial assessment of understanding which changed the objective of the initiative from aiming to educate patients with ABC/mBC to educating HCPs on how to better engage with this community. The Unmet Need and Living With and Beyond Cancer in Africa initiative also conducted focus groups to assess HCP experience, knowledge and skills at the beginning of the initiative.

The Reframing Advanced Breast Cancer initiative’s educational tool on ABC for improving engagement between doctors and patients was developed based on the experience of frontline doctors in answering patients’ questions about treatment.

The organisers of the Training caregivers in oncological palliative care initiative worked closely with HCPs in the development of their “School for Caregivers” curriculum, an education module for training HCPs in educating patients and caregivers in symptom management and palliative care. The module was developed over 18 months with monthly working groups with palliative care HCPs and extensive validation of the materials.

It is important to test and validate educational content as part of the development process. The Dandelion Toolkit was tested through a pilot initiative across the USA, Turkey, Mexico and Australia. The pilot revealed that HCPs lack the time to undergo extensive training, and therefore the toolkit was adapted so that minimal training was required for using it. The Consultation in Pictures education tool, a set of pictures illustrating the patient journey for use by HCPs with their patients, was tested extensively by circulating it to pilot centres and HCPs for review and feedback.

Based on written submissions and interviews with initiative owners listed on pages 5-11, 2020-23.

ABC: advanced breast cancer; HCP: healthcare professionals; BC: breast cancer; mBC: metastatic breast cancer

Many centres in France were really interested in testing the tool. Immediately, we saw that the topic interested hospitals. The centre of Lyon wants to have an observational study to evaluate the tool, over 2 years. To get good data and have a result to prove that the tool is really useful for both HCPs and patients.

– Philippine Ecrepont
Oncology Marketing Team and Project Lead, Pfizer France
A focus on communication

Good communication and engagement between HCPs and patients is important for improving patient care. Many of the initiatives involved the development of different resources and tools to support and enhance HCP-patient communication.

Poor communication between HCPs and patients can result in patients feeling overwhelmed. The Dandelion Toolkit helps improve this communication by providing conversation cards for HCPs to help guide discussions and a notebook for patients to help them navigate their disease and treatment options. The Guiding Questions for Cancer Patients initiative developed a practical guide of questions for patients to ask HCPs to help enhance interactions between HCPs and patients and to help ensure patients get the information they need. Similarly, the Reframing Advanced Breast Cancer initiative’s educational tool was created in response to recognising that HCPs often don’t have the time to answer all of patients’ questions in an appointment, and provides additional information and links for both HCPs and patients that are available via an open-access webpage.

Some patients face particular barriers, such as not speaking the language of the country they live in, or have other issues with understanding. To address this language barrier, the organisers of the Consultation in Pictures initiative developed an educational tool with a set of pictures illustrating the different steps of the patient pathway, treatment information and available support.

"It is hard to take in information when you have devastating news, such as cancer. This is usually when all the information is dumped onto the patients, which is followed by a lot of dense, impossible-to-understand information."

– Dr Corrine Ellsworth-Beaumont, CEO, Dandelion Health

Educating HCPs about ABC/mBC

HCP: healthcare professional

Based on written submissions and interviews with initiative owners listed on pages 5-11, 2020-23.
A focus on training

Many initiatives involved training of HCPs in different aspects of ABC/mBC care. This is particularly important where specialist training is uncommon, such as the case in many African countries.

• The **Unmet Need and Living With and Beyond Cancer in Africa** initiative trained local nurses in Ghana and Tanzania to conduct holistic needs assessments, and write care plans and treatment summaries for patients with ABC/mBC.

• Similarly, the **Foundations of Cancer Care** initiative employed a train the trainer approach to educating nurses in Ghana and Tanzania on specialist cancer care.

• The **Patient Navigation Program** initiative developed a step-by-step patient navigation protocol for HCPs in Nigeria to educate them on the BC patient journey and improve outcomes.

• The **TOP (Treatment Optimization Program in Breast Cancer)** initiative aims to improve the capabilities of 1500 oncologists in Egypt through monthly meetings and a series of online courses.

Even in countries where specialist oncology training is provided, initiatives can be needed to help HCPs understand and better manage specific populations.

The **Factors Influencing Treatment Decision Making in West African Women Diagnosed with BC Living in London** initiative allowed HCPs in England to improve their management of West African women with breast cancer by educating them on the factors that influence decision making in this community. The **Geriatric Cancer Care Toolkit** aims to educate nurses and patient navigators on the special needs, nutritional considerations, care management, and caregiver support needs for geriatric cancer patients.

> The objective is to deploy the tool in all of France. … And we are training HCPs and nurses to use the tool. We don’t want to just have it as a digital tool, to be used by anyone. We want it to be used by Pfizer, and disseminated via the sales force, to make sure the tool is being used the way it is intended.

– Philippine Ecrepont
Oncology Marketing Team and Project Lead, Pfizer France

ABC: advanced breast cancer; HCPs: healthcare professionals; mBC: metastatic breast cancer
Challenges

Globally, HCPs struggle to allocate enough time to their patients and, while they may support the idea of educational initiatives, obtaining their help to develop and run the initiatives can be a much tougher task. This was the case with the Patient Navigation Program, where organisers were challenged by a lack of personnel to run the initiative – which is run from the University of Nigeria Teaching Hospital – as well as initial resistance from hospital colleagues, who believed the program was similar to social work already offered by the hospital and so required convincing of its need. The organisers of the Training Caregivers in Oncological Palliative Care initiative also faced the challenge of accommodating the busy schedules of HCPs in the development of their “School for Caregivers” curriculum.

This common problem and a number of others have been amplified by the COVID-19 pandemic. For example, the organisers of the Demonstration of a Scalable Breast Health Care Pathway: Experience from Botswana initiative observed that the demand for HCPs has increased exponentially, further reducing the number that can support the initiative.

To combat these issues, organisations can ensure that planning and organisation happens well in advance of the start of the initiative. The organisers of the Foundations of Cancer Care initiative – which required local nurses in Ghana and Tanzania to attend a 5-day training programme, meaning they were unable to work during classroom hours on those days – pre-organised clinical sites, as well as gathering real patient examples for teaching, ahead of the initiative to minimise impact on the hospital and local HCPs.

“
We don’t have the time to give the information to patients in the appointments. The idea is to try to reduce the information gaps between patient and doctor, enhance treatment engagement and improve the communication process.

– Maria Eugenia Aponte Rueda
Venezuela Breast Cancer and Education Foundation

Based on written submissions and interviews with initiative owners listed on pages 5-11, 2020-23.
While all initiatives that educate patients & HCPs about ABC/mBC are important, the steering committee chose to highlight the work of Dandelion Health in developing the Dandelion Toolkit, due to its specificity to advanced/metastatic disease, as well as its impressive impact and ability to be replicated in other hard-to-reach populations and geographies. For people that are newly-diagnosed with ABC/mBC, the concepts discussed with HCPs can often be complex and difficult to understand. The Dandelion Toolkit aims to foster better communication between patients and HCPs and create opportunities for shared decision making. The toolkit consists of a conversation card for HCPs that guides discussions about pathology, staging, treatment options, and QoL tools, and the Dandelion Notebook, that patients use to navigate their diagnosis and treatment options.

The Dandelion Toolkit began development in 2015 by designer Dr Corrine Ellsworth-Beaumont who partnered with the MBC Alliance to research doctor-patient communication for ABC/mBC patients, as part of that research the toolkit was developed. The toolkit aims to:

- Help people with newly-diagnosed ABC/mBC to understand complex mBC concepts through visual aids
- Improve communication between patients and health practitioners
- Create opportunities for shared decision making between patients and HCPs

The toolkit was developed using primary research and a co-creative process involving mBC patients and HCPs during which the toolkit was tested on nearly 100 mBC patients across the USA, Turkey, Mexico and Australia. The eventual goal is to make the toolkit available to patients who are diagnosed with many different cancers.

ABC: advanced breast cancer; HCP: healthcare professional; mBC: metastatic breast cancer, QoL: quality of life

For more information:
https://www.dandeliontoolkit.com
Email: hello@dandeliontoolkit.com
Initiative Spotlight: Dandelion Toolkit

The toolkit comprises of three key components, all designed to improve shared decision-making process, regardless of the health literacy level of the patient. These include:

• Conversation card (for HCPs) – a single piece of paper used by HCPs to guide discussions on pathology, staging, imaging, treatment options, QoL issues

• Dandelion notebook (for patients) – 4 x 6 handheld spiral bound notebook that patients can take to their appointments to help patients navigate their diagnosis and treatment options and make accurate notes. It can also be used to explain information to their family members to avoid miscommunication when relaying information

• Dandelion app (currently in beta) – translates conversation into video

The toolkit is still in the late stages of development with the aim of being launched in 2022. A website explaining the initiative and its development has been launched. The toolkit has been piloted extensively with a large amount of positive feedback received. Two copyright registrations are held on the dandelion toolkit with the US patent office.

“...

It is hard to take in information when you have devastating news, such as a cancer diagnosis. This is usually when all the information is dumped onto the patients in an oral conversation, a format that’s hard to remember and easily open to misunderstanding. Using the visual as part of the discussion makes it much easier to understand

– Dr Corrine Ellsworth-Beaumont, CEO, Dandelion Health

ABC: advanced breast cancer; HCP: healthcare professional; mBC: metastatic breast cancer; QoL: quality of life

For more information:
https: www.dandeliontoolkit.com
Email: hello@dandeliontoolkit.com

Based on written submission and interview with Corrine Ellsworth-Beaumont, Dandelion Health 2021.
The steering committee chose to highlight the work of Médipôle and Pfizer in developing the Consultation in Pictures initiative due to its strong potential for being replicated across different geographies and other hard-to-reach populations. The tool has already demonstrated a high impact with very positive feedback from both HCPs and patients. The simple tool was developed for use with BC, but could be adapted to be used specifically for ABC/mBC, as well as all other cancers. In France, up to one in five patients don’t speak French, making it difficult for HCPs to communicate to their patients about their disease and treatment.

Consultation in Pictures is a simple tool with a set of pictures illustrating the different steps of the patient journey.

The idea for Consultation in Pictures came from discussions between Pfizer and HCPs at Médipôle hospital about the challenges that communication issues and language barriers presented for explaining BC and its treatment to patients during a consultation. The initiative aims to:

• Improve communication between HCPs & patients with BC during medical consultations for improved patient outcomes
• Improve support for BC patients and promote health equity

The tool was developed by a Médipôle oncologist and pharmacist, with the support of an agency for design. The tool was also extensively tested through use with patients in several different hospitals, to ensure that the right pictures were created and that they worked for different patients from different cultures. A reporting tool is being developed to be used with the picture tool to document impact with each patient, as well as to support a 2 year observational evaluation study that will begin 2023.

For more information:
Email: philippine.ecrepont@pfizer.com

ABC: advanced breast cancer; BC: breast cancer; HCPs: healthcare professionals; mBC: metastatic breast cancer

Based on written submission and interview with Philippine Ecrepont, Pfizer, 2023.
Initiative Spotlight: Consultation in Pictures

Consultation in Pictures is an educational tool comprising a set of pictures illustrating the different steps of the BC patient journey:

- The pictures cover information about the disease, treatment, possible side effects and available support
- The tool also includes a little bit of text with guidance for the HCP
- For medical teams who would like to use the tool with their BC patients, training is available from Pfizer local partners

Since its development and launch in October 2022, the tool has been successful, with a lot of interest from hospitals and treatment centres and very positive feedback from HCPs and patients. An observational study, to begin in 2023, will formally evaluate the impact and outcomes of the tool.

"The tool is very helpful for patients, especially for the announcement [of a diagnosis]. Learning that one has mBC can be a shock. This tool provides a lot of support."

– Philippine Ecrepont
Oncology Marketing Team and Project Lead, Pfizer France

For more information:
Email: philippine.ecrepont@pfizer.com

BC: breast cancer; HCP: healthcare professional; mBC: metastatic breast cancer
While all initiatives that educate patients & HCPs about ABC/mBC are important, the steering committee chose to highlight the work of the Venezuela Breast Cancer and Education Foundation in developing the Reframing Advanced Breast Cancer initiative, due to its specificity to advanced/metastatic disease, as well as great potential for being replicated in other hard-to-reach populations and geographies. In Venezuela, there is a lack of evidence-based, accessible information on breast cancer in Spanish for patients. The Venezuela Breast Cancer and Education Foundation developed an open-access webpage and a social media campaign with the aim to educate HCPs and ABC patients, support shared decision-making, and improve communication between HCPs and patients.

The idea behind the initiative came from HCPs' experience of not having enough time in appointments with patients to explain all the details of the ABC treatment and to provide patients with the information they need. The organisers came up with the idea of developing a webpage with an overview of the information patients need as well as links to search for further information, to support the engagement between HCPs and patients. The webpage aims to:

- Provide patients with ABC with accessible health information on ABC in Spanish
- Support shared decision-making between HCPs and patients
- Improve communication between HCPs and patients

The webpage and its content was developed by the organisers with the input from three patients to ensure that the content was easy to read and relevant for patients' information needs. All content was approved by the organisers, patients and a patient mentor. A social media agency was hired to deliver the content, and a social media group was responsible for the launch and PR of the social media campaign.

For more information:
https://www.canceravanzadodemama.com
Email: fuveicam@gmail.com

Based on written submission and interview with María Eugenia Aponte Rueda, Venezuela Breast Cancer Research and Education Foundation 2023.
Initiative Spotlight: Reframing Advanced Breast Cancer

The Reframing Advanced Breast Cancer initiative comprises two key components:

• Open-access webpage with very detailed information on ABC for patients, healthcare professionals and lay audiences, presented in a dynamic and digestible format with cartoons and colours
• A social media campaign on Instagram disseminating information from the webpage

The webpage has reached 565 views and 222 followers on social media since its launch in February 2021. Feedback from HCPs and patients on the content and presentation of information has been very positive. The content of the webpage is focused on a very specific form of breast cancer, and thus it can be difficult to reach a high number of people. The next step is to try to reach more people and increase the traffic on their Instagram page.

Patients have very direct questions, for example about how to prepare for treatment, about side effects and how to explain them to their doctor […] Empowerment of the patient is very important, the content has to reflect that. In our environment, they don’t see themselves like a warrior, although they are. The important thing is to do the work with and by patients.

– María Eugenia Aponte Rueda, President, Venezuela Breast Cancer and Education Foundation

For more information:
https://www.canceravanzadodemama.com
Email: fuveicam@gmail.com

Based on written submission and interview with María Eugenia Aponte Rueda, Venezuela Breast Cancer Research and Education Foundation 2023.
Based on written submission and interviews conducted in 2020-2023 with: Unmet need and living with and beyond cancer in Africa initiative leads; Dr Amon Marwiro, Jhpiego Botswana; Foundations of Cancer Care initiative leads; Amanda Shewbridge, Guys Cancer, Guys and St Thomas NHS Foundation Trust; Dr. Vitalis Okwor, University of Nigeria Teaching Hospital Cancer Support Group; Corrine Ellsworth-Beaumont, Dandelion Health; Lydia Shenouda, Egyptian Women’s Health Initiative; Sharon Gentry, Academy of Oncology Nurse & Patient Navigators; Tatiana Vidaurre, INEN; Philippine Ecrepon, Pfizer France; María Eugenia Aponte Rueda, Venezuela Breast Cancer and Education Foundation; Carolina Cortés, Pfizer and Mi Me Mueve.

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.