



# Project ECHO® for Knowledge Summaries for Comprehensive Breast Cancer Control

Application guidelines



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# 1. UICC and Breast Cancer

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Breast cancer poses a major threat to public health worldwide, in particular in low- and middle-income countries where the majority of cases are diagnosed in late stages.

In order to help address the higher mortality rates of breast cancer cases in low resource settings, UICC and other oncology organisations launched the [Breast Cancer Initiative 2.5 \(BCI2.5\)](#) in 2014 with the aim of reducing disparities in breast cancer outcomes and improving access to breast health care for 2.5 million women by 2025.

Subsequently, [UICC](#), [NCI's Center for Global Health \(NCI/CGH\)](#), [Breast Health Global Initiative \(BHGI\)](#) and [PAHO](#) jointly produced the [Knowledge Summaries for Comprehensive Breast Cancer Control \(KSBCs\)](#), a set of tools to guide policymakers, advocates and clinicians in developing appropriate programmes and policies. The goal of the KSBCs is to facilitate evidence-based policy actions and urgently advance implementation of an integrated approach to reduce breast cancer mortality and improve quality of life.

In 2015, UICC teamed up with [Pfizer Oncology](#) to launch the [Seeding Progress and Resources for the Cancer Community \(SPARC\)](#) MBC Challenge. This global grant initiative seeks to support new ideas and projects from advocacy groups, hospital networks and other non-for-profit organisations working to address the specific needs of metastatic breast cancer patients. Since its launch, the SPARC MBC Challenge has awarded a total of USD 1,580,000 in grants to over 50 organisations from 35 countries, helping to get their projects off the ground through a package of training, networking, mentoring and financial support.

Building on the experience from the SPARC MBC Challenge, building upon the momentum for addressing women's cancers and leveraging its experience and wide network, UICC is currently developing a comprehensive set of activities to strengthen and engage the global breast cancer community. This Breast Cancer programme will be launched towards the end of 2020.

With a strong capacity building focus, the Breast Cancer programme will seek to provide increased support to UICC members working in the field of breast cancer, extending their reach and impact.

As one of the first activities in this new programme, UICC will launch a [Project ECHO](#) course on breast cancer control, beginning in October 2020 and delivered in partnership with [NCI/CGH](#) and [BHGI](#). This course will provide support to breast cancer organisations in a virtual manner over a period of six months.

The Project ECHO for Knowledge Summaries for Comprehensive Breast Cancer Control (KSBCs) will strengthen the knowledge of participating organisations on how to develop and implement strong breast cancer control policies and programmes, with the objective to improve breast cancer outcomes in less resourced settings around the world.

## 2. Project ECHO for Knowledge Summaries for Comprehensive Breast Cancer Control

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### What is Project ECHO®?

Project ECHO (Extension for Community Healthcare Outcomes) is a web-based tele-mentoring programme that uses technology to create a multi-directional learning environment to share best practices through combined case-based and didactic learning. The model has been adapted to address major public health issues globally, including HIV, TB, laboratory science, and increasingly for cancer prevention, screening, research, control, palliative care, and survivorship.

Project ECHO's principles are the use of technology to leverage scarce resources, share best practices to reduce disparity, learn through cases to master complexity, and monitor outcomes.

### What are the Knowledge Summaries for Comprehensive Breast Cancer Control?

The Knowledge Summaries for Comprehensive Breast Cancer Control (KSBCs) are a series of publications developed by Breast Health Global Initiative, National Cancer Institute, UICC and the Pan American Health Organization (PAHO), in alignment with the global World Health Organisation guidance on breast cancer control.

The Knowledge Summaries are a reference tool that encourages and assists breast cancer stakeholders - including policymakers, administrators, clinicians, and advocates - in decision making appropriate to their local setting. The Knowledge Summaries emphasise coordinated, incremental programme improvements across the continuum of care to achieve the best possible outcomes at each resource level.

The goal of the Knowledge Summaries is to facilitate evidence-based policy actions and urgently advance implementation of an integrated approach to reduce breast cancer mortality and improve quality of life.

The Knowledge Summaries address all aspects of breast cancer control including planning, prevention, early detection, diagnosis, treatment, palliative care and policy and advocacy with the following fourteen publications:

1. Planning: Comprehensive Breast Cancer Control Programs: Call to Action
2. Planning: Improving Access to Breast Cancer Care
3. Prevention: Breast Cancer Risk Factors and Risk Reduction Strategies
4. Early Detection: Breast Health Awareness and Clinical Breast Exam
5. Early Detection: Screening Mammography Programs
6. Diagnosis: Clinical Assessment, Diagnostic Imaging and Staging
7. Diagnosis: Breast Cancer Biopsy, Pathology and Subtypes
8. Treatment: Locoregional Therapy: Surgery for Breast Cancer
9. Treatment: Locoregional Therapy: Radiation Therapy for Breast Cancer
10. Treatment: Systemic Therapy: Chemotherapy for Breast Cancer
11. Treatment: Systemic Therapy: Hormonal Therapy and Targeted Agents
12. Palliative Care: Palliative Care during Treatment for Breast Cancer
13. Palliative Care: Palliative Care for Metastatic Breast Cancer
14. Survivorship Care: Survivorship Care after Curative Treatment for Breast Cancer

## What is Project ECHO for the Knowledge Summaries for Comprehensive Breast Cancer Control?

UICC, in partnership with the [NCI Center for Global Health](#) and the [Breast Health Global Initiative](#), will deliver a Project ECHO for Knowledge Summaries for Comprehensive Breast Cancer Control (KSBCs) starting in October 2020. Breast cancer organisations leading a breast cancer activity or ready to start one are welcome to apply over the course of the summer 2020.

The objective of this Project ECHO is to strengthen the knowledge of participating organisations on how to use the Knowledge Summaries in the development and implementation of breast cancer control policies and programmes. By convening breast cancer teams from a variety of settings, learning about the KSBCs, sharing best practices and accessing breast cancer experts that will guide the participants in refining their breast cancer activities, it is expected that the Project ECHO for KSBC will ultimately work toward the reduction of breast cancer cases and improved outcomes for breast cancer patients around the world.

Introductory Project ECHO sessions will be held in September in preparation for starting the course. The formal sessions will begin in October 2020 and last until April 2021. The format of the ECHO sessions is a Zoom meeting lasting one hour, every 2 weeks.

The Project ECHO for KSBC will cover the following topics (preliminary agenda subject to change):

[Session 1](#) Introductory Session

[Session 2](#) Preplanning

[Session 3](#) Planning Step 1: Assessing the need, current services

[Session 4](#) Planning Step 1: Assessing access and barriers

[Session 5](#) Planning Step 1: Assessing health system capacity

[Session 6](#) Planning Step 2: Defining target population and partnerships

[Session 7](#) Planning Step 2: Identifying gaps and barriers to implementation

[Session 8](#) Planning Step 2: Setting objectives, determining feasibility

[Session 9](#) Planning Step 3: Establishing partnerships, financing

[Session 10](#) Planning Step 3: Disseminating and implementing

[Session 11](#) Planning Step 3: Monitoring and Evaluating

[Session 12](#) Closing Session: Report out on overall assignment

Participants are expected to work on their breast cancer activity (this can be a programme, a project, a service to patient or any other activity that falls into one of the 14 KSBC categories). They will use the knowledge obtained from the ECHO sessions to refine their plans and strategy on how to best support patients according to their setting.

## Benefits of participating in Project ECHO for the Knowledge Summaries for Comprehensive Breast Cancer Control

By joining the Project ECHO for KSBCs, participants will:

- gain knowledge on how to apply the planning steps in the Knowledge Summaries;
- reflect in teams to refine their activities and strategy in support of improved breast cancer patients;
- be in a position to deliver stronger breast cancer control policies and programmes in accordance with their setting;
- have access to breast cancer experts to provide individual feedback on questions and challenges brought to them;
- network and share best practices with peers around the world as part of the Project ECHO cohort;
- gain exposure by sharing their project with other participants;

- engage in aligned UICC activities in the field of breast cancer (invitation to workshops, breast cancer webinars and other capacity building opportunities).

## What are the timelines of the Project ECHO the Knowledge Summaries for Comprehensive Breast Cancer Control?

The main timelines for the application process and attendance of the Project ECHO are:

- **Call for applications:** Open from 30<sup>th</sup> June to 28th August 2020
- **Announcement of selected applications:** early September 2020
- **Introductory Project ECHO session:** September 2020
- **Start of the Project ECHO sessions:** October 2020
- **End of the Project ECHO sessions:** April 2020
- **Follow-up survey:** April 2021

## 3. Application process

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### Eligibility

The applicants should ensure they meet the three following eligibility criteria when applying:

- **UICC members:** Applicants should be from UICC member organisations or planning to become UICC members by October 2020.
- **Breast cancer activity:** Applicant should be leading a breast cancer activity or ready to start one within the scope of the KSBC in the coming months. Breast cancer activities are broad and can be for instance: running a service for patients, developing an advocacy campaign, training healthcare professionals, implementing a data collection project, or any other project that falls into one of the fourteen KSBC category.
- **Team engagement:** Applicant should engage other team members to join the Project ECHO for KSBCs as the course is designed to support teams. The participation of other team members involved in the breast cancer activity is required in this Project ECHO so that you can reflect collectively on your work.

### Selection Criteria

UICC in consultation with the project ECHO implementation partners will select the applications by assessing the project relevance. Preference will be given to projects responding to demonstrated needs, which are well positioned to address them, and have the potential to positively influence the local context (ex: influence on public policies, improvement of services and support to patients, increase the awareness breast cancer, build local capacity).

Depending on the level of interest received, priority will be given to organisations that have not yet benefited from UICC programmes. The selection process will ensure a balance on regional representation, if necessary.

### Application

If the organisation and the activity proposed are in line with the eligibility criteria, please apply online [here](#).

To help the preparation, you will see below the questions that will be asked in the online application. We recommend you prepare your applications offline and then copy and paste your answers into the webform as you will not be able to save your application if not completed entirely.

Please note other team members do not have to apply separately, one application per organisation (or per project in the case the project involves several organisations) is sufficient.

### Applicant information

1. **Name:**
2. **Job title:**
3. **Organisation:**
4. **Primary focus area in cancer control (research, clinical, advocacy, policy, etc.)**
5. **Country:**
6. **Are you a UICC member?**
  - a. Yes
  - b. No

## Project information

Please note that “project” refers to a breast cancer activity you are conducting (or will soon be conducting) and that you would like to use as a case to be refined with your team during the Project ECHO. This will also be an activity that you are willing to present with your peers during the Project ECHO. This can comprise (non-exhaustive): running a service for patients, developing an advocacy campaign, training healthcare professionals, implementing a data collection project, or any other project that falls into one of the fourteen KSBCs.

7. **Title of your project**
8. **KSBC Focus area** – Please indicate which of the KSBCs is your project addressing (many possible choices)  
Prevention: Breast Cancer Risk Factors and Risk Reduction Strategies  
Early Detection: Breast Health Awareness and Clinical Breast Exam  
Early Detection: Screening Mammography Programs  
Diagnosis: Clinical Assessment, Diagnostic Imaging and Staging  
Diagnosis: Breast Cancer Biopsy, Pathology and Subtypes  
Treatment: Locoregional Therapy: Surgery for Breast Cancer  
Treatment: Locoregional Therapy: Radiation Therapy for Breast Cancer  
Treatment: Systemic Therapy: Chemotherapy for Breast Cancer  
Treatment: Systemic Therapy: Hormonal Therapy and Targeted Agents  
Palliative Care: Palliative Care during Treatment for Breast Cancer  
Palliative Care: Palliative Care for Metastatic Breast Cancer  
Survivorship Care: Survivorship Care after Curative Treatment for Breast Cancer
9. **Geographical scope** – State the country/countries or region(s) where your project will take place.
10. **Is your project a new project?** (tick a box)
  - a. Yes, it is a new project
  - b. No, it is not a new project
11. **What is the timeframe of your project?**
  - a. Start date
  - b. End date (if any)

## Project description

Please note that “project” refers to a breast cancer activity you are conducting (or will soon be conducting) and that you would like to use as a case to be refined with your team during the Project ECHO. This will also be an activity that you are willing to present with your peers during the Project ECHO. This can comprise (non-exhaustive): running a service for patients, developing an advocacy campaign, training healthcare professionals, implementing a data collection project, or any other project that falls into one of the fourteen KSBCs. If you currently have several breast cancers projects, please select the one that you would like to work on during the Project ECHO.

12. **Project narrative** – Please concisely describe the issue you would like to address, the project you intend to carry out, the expected outcomes and why your organisation is well placed to deliver such a project (max 400 words).
13. **Project goals** – Which are your project goals?
14. **Project relevance** – Provide background on the gaps that your project aims to address. What is currently being done in your country or region to address this gap? What are the specific needs of your target group? (200 words max)
15. **Collaborations** – Outline any partners you will be working with on this project and their main role (outside of your project team)
16. **Anticipated impact** – Outline the impact of your project including how it will improve the lives of breast cancer patients
17. **Project implementation** – Outline key activities and project deliverables needed to achieve your project goals.



18. **Team members:** - How many team members are working with you on this project and what are their roles? Please note other team members do not have to apply separately.
19. **Mentor(s):** Outline any mentors who will be supporting and guiding the work of your project team. What is their area of expertise? How will you engage with them?

### Project ECHO participation

20. **Project team** – (tick a box): I understand that Project ECHO for KSBCs is a course to take with other team members to learn and reflect collectively on our project
21. **Commitment** – (tick a box): I understand that the Project ECHO commitment lasts over a period of six months and will involve homework to prepare with my team
22. **Expectation** – what do you expect from participating in the Project ECHO for KSBC? What are your learning goals?

### Contact

Should you need any additional information on this Project ECHO, please contact [zucchello@uicc.org](mailto:zucchello@uicc.org)



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