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Application Title:

Building a Community-Based Awareness and Engagement Network around Breast Cancer

General Audience Summary:

The principle goal is to research and implement a public awareness and engagement campaign focused on the issue of metastatic breast cancer by effectively addressing misunderstandings and barriers to treatment in the local population. The project aims to document perceptions and opinions as well as challenges faced by women and communities as a whole to understand the complex collective narrative about advanced-stage breast cancer. We will identify and build a collaborative network of organizational, community and healthcare actors to co-design awareness and engagement activities. We'll launch an awareness campaign and accompanying community engagement initiatives around the issue of early diagnosis and successful treatment of breast cancer in Haiti. The program would focus on empowering patients and their families to take ownership of the narratives about advanced breast cancer. Through a collaborative and co-creative approach, patients and their families would play an active role in the designing and implementing awareness raising and engagement strategies in their communities. With the patients and medical staff, we'll design a feedback mechanism for patients and their families to better build and inform systems of care for women with metastatic breast cancer.

Keywords:

Earlier Diagnoses
National Planning
Patient Navigation
Voices for Change