

Fostering innovation in advocacy

for metastatic breast cancer



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER

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Key Messages

- Forty organisations benefitting from seed funding to improve care for metastatic breast cancer patients
- Unique combination of financial & capacity building support
- Creation of knowledge sharing community
- Over 13,000 patients have accessed newly created information and support
- Projects improved job satisfaction for healthcare workers

Background

The Seeding Progress and Resources for the Cancer Community (SPARC): Metastatic Breast Cancer Challenge was launched in 2015 with the support of Pfizer Oncology to foster initiatives worldwide to address the unique needs of women living with metastatic breast cancer (MBC).

UICC received over 80 initial applications from 46 countries in the first call, and 83 applications from 42 countries in 2017 demonstrating continued demand for MBC support.

Twenty initial grantees have now completed their projects and a further twenty were announced on MBC Awareness Day 2017.

Aim

To empower advocacy groups, hospital networks, support groups and other organisations worldwide, focussing on four key priorities:



Patient navigation - Close the gap on patient information and navigation of care options;



Voices for change - Raise awareness of the specific needs and challenges that face women with MBC;



National planning - Ensure MBC is embedded in national breast cancer policies;



Earlier presentation - Help reduce the incidence of MBC at first diagnosis.

We hoped that by offering a range of topics we would inspire people to address the particular issues facing their country.



Strategy

Leveraging global events for maximum reach: The MBC Challenge was first launched on World Cancer Day 2015 with a second call for proposals announced on International Women's Day 2017.

For first round grantees, World Cancer Day 2016 served as a successful platform for the launch of their projects, generating maximum visibility.

Wide range of expertise: Proposals were assessed by an external Selection Advisory Group made up of seven breast cancer experts from a range of disciplines and regions.

Selection criteria focussing on impact included: Project's potential to improve the lives of women diagnosed with MBC; Organisation's ability to deliver the project; Feasibility of project goals; Sustainability of the project beyond the grant period.

Collaborative atmosphere: Multiple opportunities for awardees to meet and share learning, "inspiring everyone to move their projects forward".

Provision of enhanced support: UICC provided ongoing monitoring and support through assigned mentors and a Master Course, a three-month online course culminating in a one-day workshop covering key topics chosen by grantees to maximise projects' success.

Outcomes from first round of grantees

Grantees measured the reach of their projects, including numbers of patients supported (over 13,000), healthcare workers trained (1,500), institutions involved (400) and awareness raised via news and social media channels.



● 2015 awardees ● 2017 awardees

Individual project highlights

- Many projects focussed on designing appropriate **online information in their local languages**
- New research into **understanding MBC patient needs** in Zambia, Uganda, with other studies in Spain & Columbia
- **MBC support groups were created** for the first time in Nigeria (Abuja & Enugu) & Rwanda
- **Innovative solutions** for patient navigation: **Training** unemployed and retired **nurses** and midwives in Nigeria; Introducing an **online system** for emergency **palliative radiotherapy** in Thailand
- In terms of policy, Brazil set up specific **forums to educate members of parliament** on MBC whilst Spain, Uganda and Nigeria (Abuja) used the findings from their SPARC project to **engage with policymakers**
- Bulgaria noted **reduced anxiety levels** in patients whilst Nigeria (Enugu) has **reduced its treatment drop out rate**.

Overall findings

- **Tailoring interventions to individual needs:** Awardees found they needed to adjust their interventions as "each MBC patient is different".
- **Development of spin-off projects:** Engaging in the SPARC Challenge has fostered new collaborations both between awardees and with external organisations, SPARC awardees' standing in the cancer community is growing.
- **Research:** Interaction with project mentors has helped to build research capacity in patient organisations with results subsequently informing policy discussions.
- **Building confidence for future advocacy:** Projects are at different stages of their advocacy journey, with newly created support groups/ online communities building the confidence to operate at a higher policy level in the future.

Next steps

First and second round awardees will meet at ABC4 to share learning on similar projects
Second round of awardees commence their projects from November 2017



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Or go to www.uicc.org/SPARC
Data drawn from SPARC Awardee reports