



Sharing Progress
in Cancer Care

QUALITY OF CARE IMPROVEMENT IN MBC PATIENTS INVESTIGATORS MEETING

Lisbon - 8 November 2023

Marzia Zambon – EUROPA DONNA

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ABOUT US

EUROPA DONNA



Europa Donna – The European Breast Cancer Coalition works with 47 member countries and their communities to raise awareness of breast cancer and to mobilise support of European women by pressing for improved breast cancer education, appropriate screening, optimal treatment and increased funding for research.

EUROPA DONNA ADVOCACY FOR QUALITY OF CARE IMPROVEMENT IN PATIENTS WITH MBC

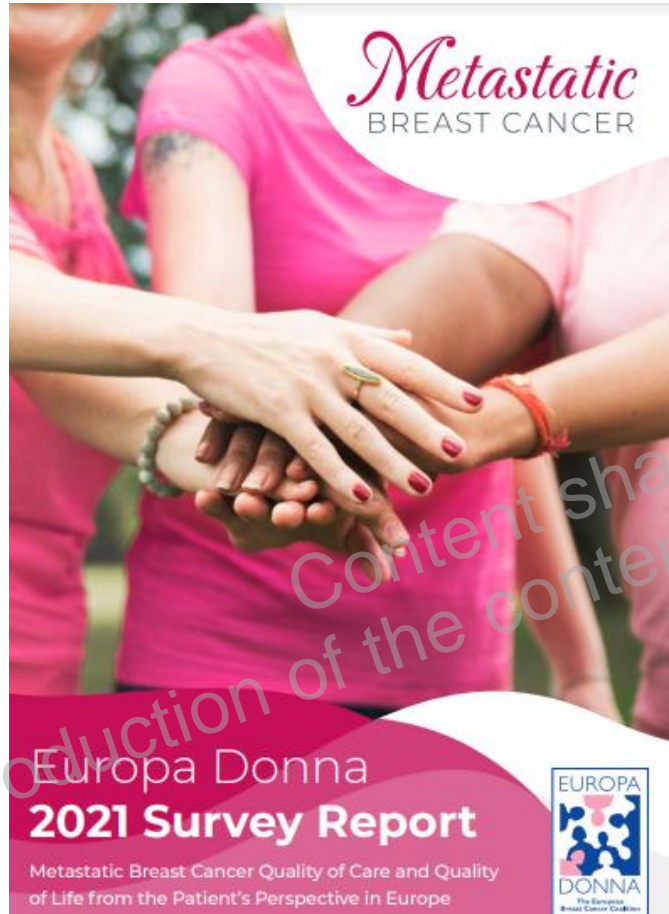


We were among the awardees of the 2021-2023 SPCC/Pfizer grant and with it we launched the **Europa Donna Advocacy for Quality of Care Improvement in Patients with MBC** project, with a goal to drive positive change through the creation of a European-wide campaign to raise awareness of MBC.

How we did it:

- ✓ 2021 Survey Report
- ✓ 2 yearly MBC online Conferences
- ✓ Cancer Currency Campaign

2021 SURVEY REPORT



“Breast cancer groups and activities are mainly focused on early breast cancer, the ‘survivors’”

From our results, we received invaluable insight from patients across Europe into the needs of people with MBC.

Key issues identified:

- ✓ National Cancer Registry that includes MBC on secondary diagnosis
- ✓ Psychosocial support for partners/caregivers
- ✓ Financial support for those undergoing treatment
- ✓ Access to the most effective treatments financed by the public health system with shared decision making at every step

MBC ADVOCACY CONFERENCES - online



We held 2 online MBC Advocacy Conferences where we connected experts, advocates and patients to speak on the latest research, newly available treatments for MBC, emotional support for patients and their caregivers, patient/doctor communication and advocacy strategies, the importance of shared decision making process, employment flexibility and the benefits of physical exercise on fatigue and other important treatment side effects.

MBC - THE CANCER CURRENCY



Our campaign, 'The Cancer Currency' is a new, **priceless paper currency** featuring the names, faces, and stories of real women living with MBC.

We created the most valuable currency in the world to represent the immense worth that every person living with MBC holds, however long that life may be.

Reminding everyone that those with metastatic disease have value...



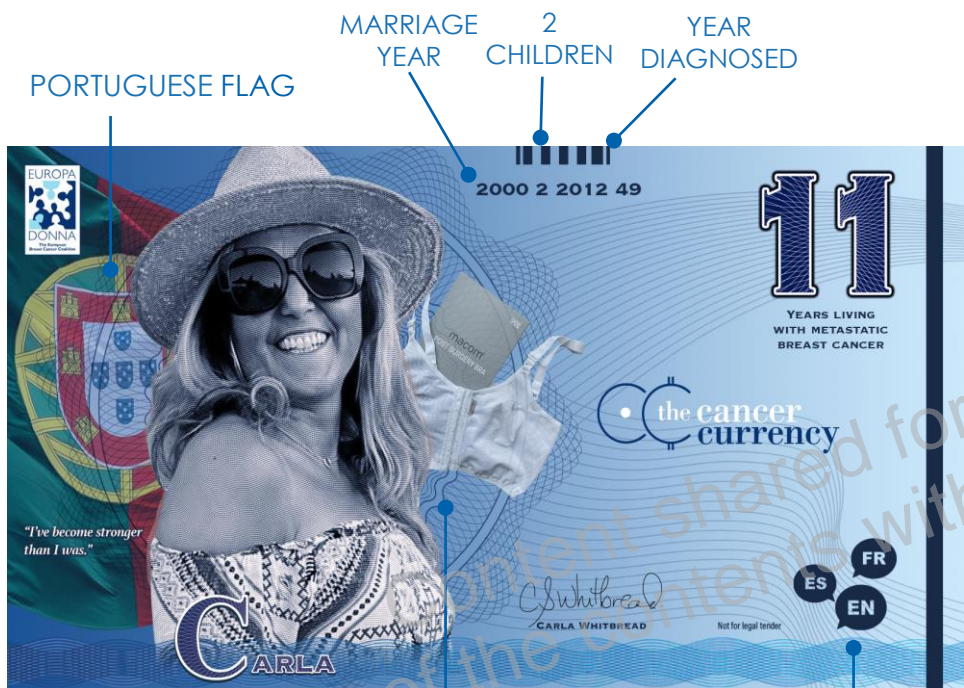
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MBC CAMPAIGN – THE BANKNOTES



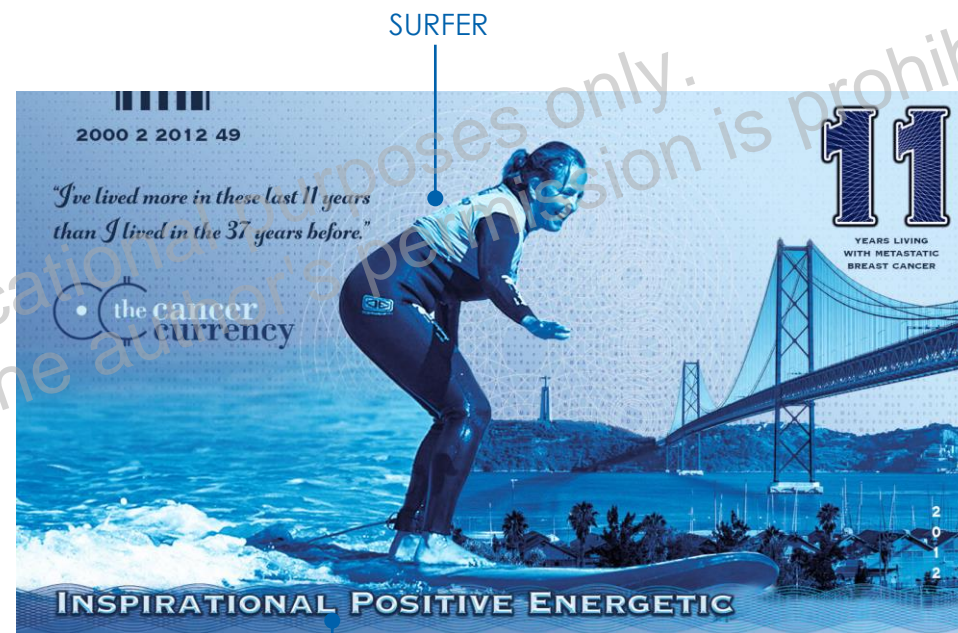
THE FINER DETAILS - THE BANKNOTES

Each banknote was made unique for each of our women, telling their stories through smaller yet symbolic details.



FUNDS AND SUPPLIES POST-SURGERY BRAS

FRENCH AND SPANISH TEACHER



SURFER

HOW THEY ARE SEEN BY FRIENDS & FAMILY

OUR ASKS



EUROPA DONNA ASKS TO POLICY MAKERS:

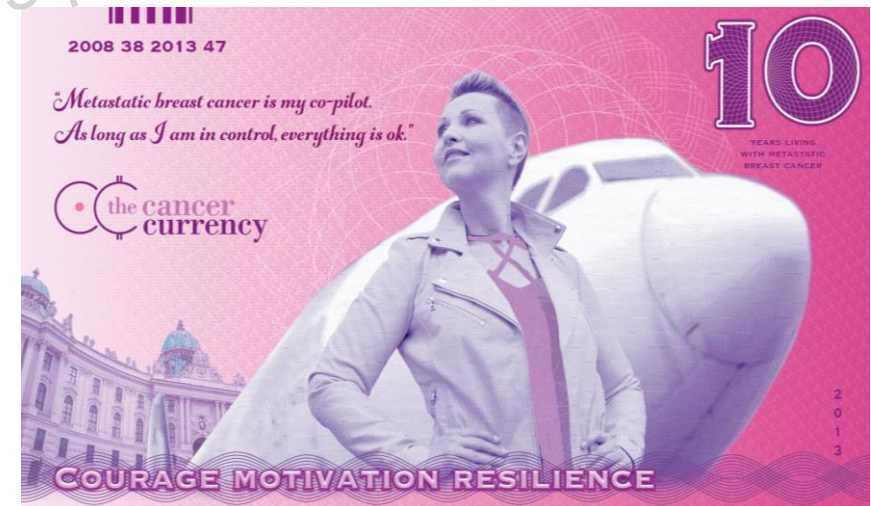
- Increase Awareness of MBC
- Improve the counting of patients with MBC
- Facilitate pathways to treatment and care
- Increase social and practical support for people with MBC
- Act Now

SEE ME

Increase awareness of MBC

Ensure MBC is more visible and widely understood, not just focus on early detection and stages 1 to 3.

Claudia Altmann-Pospishek
AUSTRIA



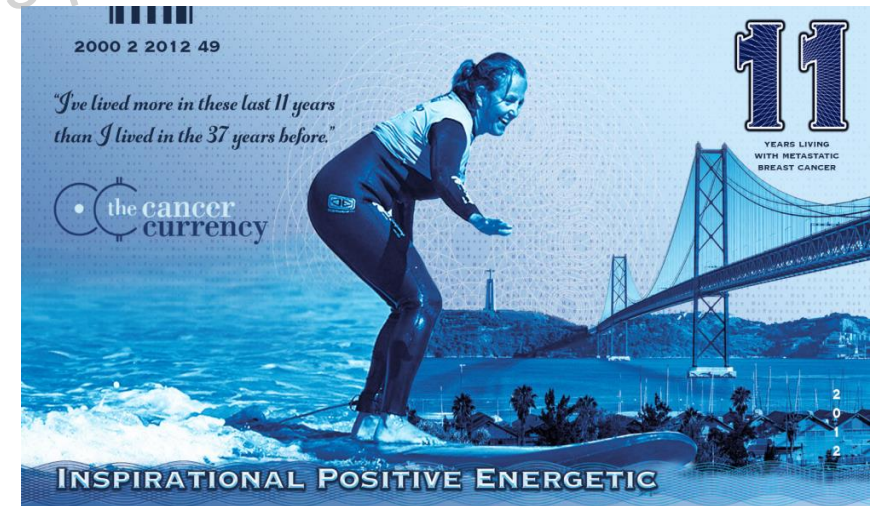
COUNT ME



Improve the counting of patients
with MBC

Cases of MBC are only counted if the
cancer is already metastatic at the first
diagnosis.

Carla Whitbread
PORTUGAL

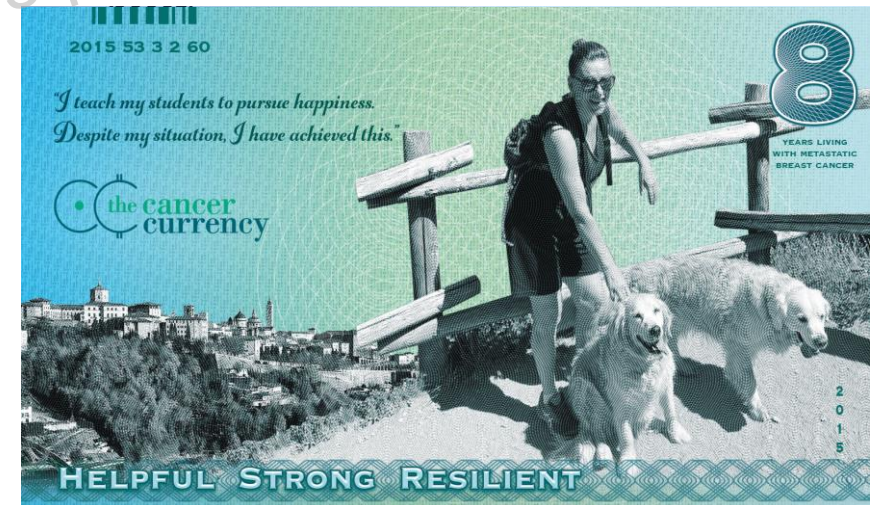


TREAT ME

Facilitate pathways to treatment and care

Governments, policymakers, and pharmaceutical companies need to maximise access to clinical trials, HTA treatments and cover costs to increase accessibility.

Paola Cornero
ITALY



SUPPORT ME

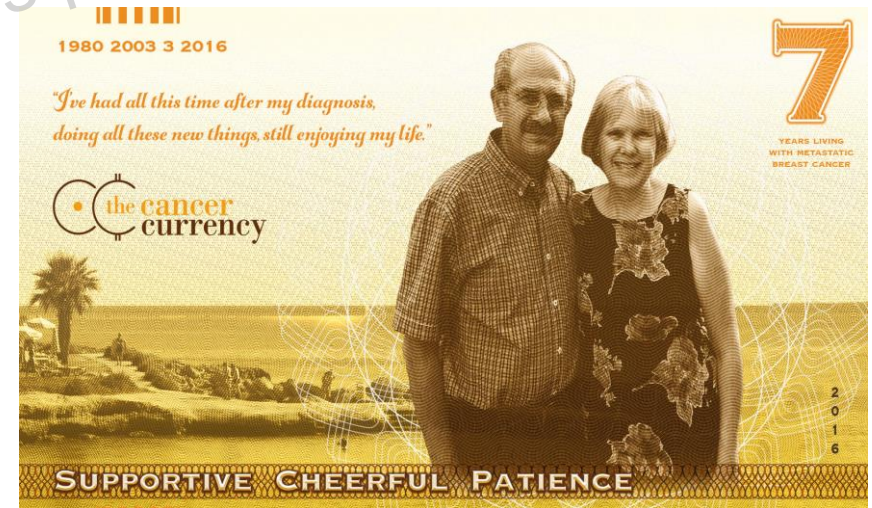


Increase social and practical support for people with MBC

People with MBC should have equal access to tailored support programmes – including connected social, practical, and financial plans.

Joyce Xenophontos
CYPRUS

Nope, Not Gonna Stop Me



“One day, yes, we will be gone, but our stories?
They will stay.”



Remembering Simona
1976-2023

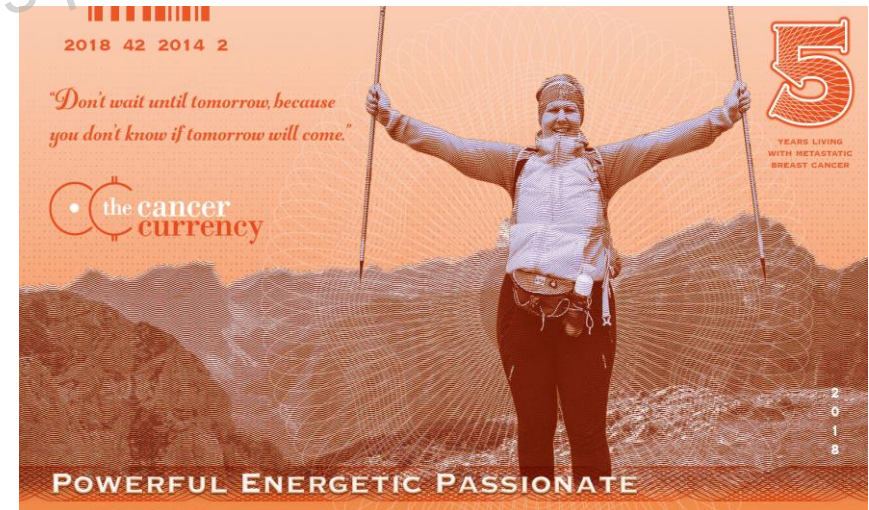
ACT NOW

Increase awareness of MBC

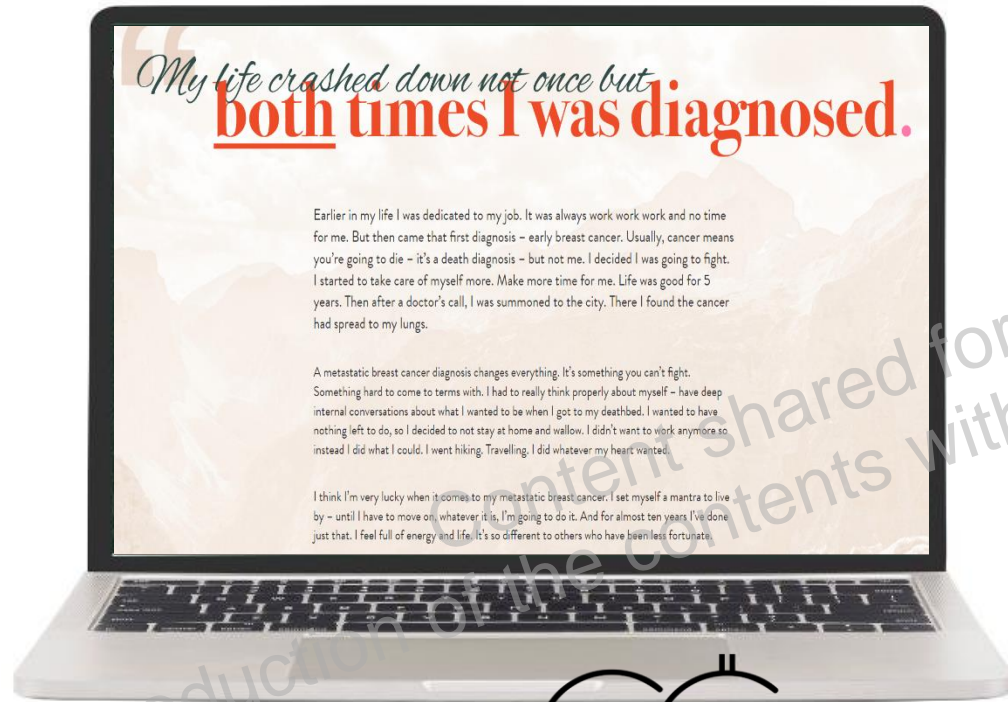
Ensure MBC is more visible and widely understood, not just focus on early detection and stages 1 to 3.

Simona Ahcin
SLOVENIA

Chase your Dreams



MBC CAMPAIGN – WEBSITE



Visit our website at :

<https://www.thecancercurrency.com/>



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THANK YOU

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