

Through My Eyes Facebook Page*

Pfizer Emerging Markets



OVERVIEW: While there is a lot of information on breast cancer in Asia, there is a lack of specific information and support for patients with ABC/mBC. This Facebook page provides a community specifically for patients with ABC/mBC, including reliable, specific information on their disease, sharing of patient stories, and links to patient organisations with relevant content.

- Area of focus:**
Peer-to-peer support groups or platforms for patients with ABC/mBC
- Target population:**
Women living with ABC/mBC in Asia**

Objectives: Raise awareness and understanding of ABC/mBC in Asia. Create a community for patients to source reliable information and share stories peer-to-peer, empowering patients through their ABC/mBC journey

Unmet needs addressed:

- Lack of specific ABC/mBC information
- Low awareness/understanding of ABC/mBC

Key components:

- Facebook page containing reliable disease information, posts and videos
- Partnership with patient organisations to link to relevant content

Challenges: The page wasn't initially promoted, so experienced a slow uptake – this was overcome through the creation of ads, which has increased followers by 10-fold

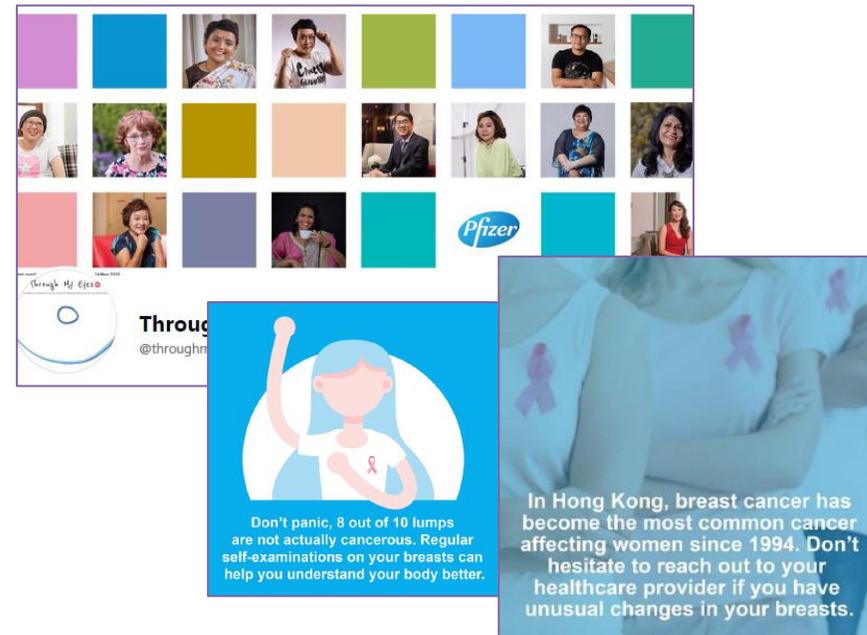
Outcomes: This initiative has been successful in building an ABC/mBC community and the page currently has 100,000 users

Development: The initiative was developed by teams from across Pfizer, with the help of agency partners and input and guidance from PAGs. The Facebook page content was originally adapted from a hardcopy book of patient experiences and journeys

Cost: >€30,000

Timeline: The initiative has been going for 2 years (2018–ongoing)

Targeted to reach: >300



*"Through My Eyes" is intended to create awareness around metastatic breast cancer. It is not a substitute for professional medical advice, diagnosis or treatment.

**This initiative can be accessed in the following markets: India, Hong Kong, Taiwan, Philippines, Pakistan, Indonesia, Vietnam, Thailand, Malaysia and Singapore

For more information:

https: www.facebook.com/throughmyeyesapac

Clicking the link above will exit the ABC Global Alliance website and open an external source (Facebook), as approved by Pfizer Global Legal/RC



Based on written submission from Pfizer Emerging Markets, 2020. 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.