



THINK PINK

Recap of Day 1

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Key Messages



“There is so much to learn! We hope that at the end of this training we have **significant narratives, become better story tellers and support systems** to better understand breast cancer.” - Ariel



“Today means a lot to me. I wish a seminar like this were around before I had breast cancer more than 26 years ago. For most, Filipinos fear two things the most. **Fear of costs and fear of death, because for many cancer spells death.** These are the overarching questions, we need to address as journalists, if we want to be partners in saving the lives of Filipinos” - Kara



“Important to know that the **recent advancement and innovation in breast cancer leads to better outcomes** for patients” – Dr. Uson



“ Ultimately, we hope **patients can make decisions based on facts, not opinions** resulting in them receiving the **best treatment, producing the optimum outcome and improved quality of life**” – Joel

Breast Cancer is not a death sentence

- **Breast cancer is the most common type of cancer in women in the Philippines**
 - Accounts for **15%** of all **new cancer cases**
 - Responsible for **8%** of **all cancer deaths** in the country.
 - **More than half (53%)** of breast cancers in the country are **diagnosed in Stages III and IV**
- **Cancer patients are considered survivors on the 1st day of diagnosis.**
- **Cancer survivorship focuses on the health and well-being of a person with cancer from the time of diagnosis until the end of life.**
- **Feel a lump, don't panic but be prepared** - seek the help of a medical doctor, inform a family member, prepare a list of questions to ask the doctor, Identify organizations, ie. financial assistance and try to be organized
- There are different methods to **diagnose breast cancer** – Mammogram, Breast Ultrasound, Breast MRI and Biopsy

Breast Cancer is not a death sentence

- **Pathology result will provide information on** – Stage (0 to 4), Hormone Receptor Status and HER2 status
- Different types of treatment differs from patient to patient
 - Surgery - lumpectomy, mastectomy
 - Systemic - Chemotherapy; Hormone, Immunotherapy
 - Targeted drugs often have less severe side effects than standard chemotherapy drugs improving survival rate, compliance and quality life of patients.
 - Radiation
- **Palliative care** is a special approach to caring for anyone with serious illness, such as cancer. Palliative care focuses on improving the quality of life by helping patients and caregivers manage the symptoms of a serious illness and side effects

Psychosocial Impact of Breast Cancer

- Patients with breast cancer may suffer from significant psychological problems due to several reasons uncertainty about treatment, physical symptoms, fear of recurrence and death, change in female identity body image and sexuality. difficulties in daily life activities, family-related problems and lack of emotional support
- The Diagnosis of Cancer induces a crisis in the patient's psychological balance, feelings of fear, hopelessness, guilt, desperation, abandonment, impair adjustment capabilities, quality of life
- Prevalence of **psychiatric disorder is 29-47%**
- **Anxiety is the most common, 10-30%**
 - May be caused by: Anticipation of negative outcomes; Uncertainty of future; Concern over recurrence and Side effects

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Psychosocial Impact of Breast Cancer

- **Depression** is the 3rd highest prevalence – can occur before or after surgery
- Consequences of anxiety and depression - Level of understanding and comprehension skills deteriorate; Coping methods deteriorate
- Difficulty building social interactions; Worsened quality of life
- **Chemotherapy-Induced Cognitive impairment (CICI)** - Impairment of memory, learning, concentration, reasoning, executive functioning, attention, and visuospatial skills
- **Insomnia** is the most common sleep disorder
- Losing a breast >> linked to woman's identity, sexuality and sense of self; may improve over time; some may still experience body image related concerns despite breast conservation, reconstruction techniques
- Posttraumatic stress disorder (PTSD) - Intrusive symptoms occurs in 11 to 45%

Psychosocial Impact of Breast Cancer

- **Sexual Dysfunction occurs in 73.4%; May be caused by treatment experiences:**
 - Changes after breast surgery, Hormone treatments, Changes of hormone levels after ovariectomy and Physiological and psychological effects of chemoradiotherapy
- One of the most important determinants of recovery from breast cancer is the patient's psychiatric state prior to diagnosis of cancer.

Innovation in Management

- Breast cancer can be divided into subtypes based on hormone receptor status (estrogen and/or progesterone receptors) and on the presence/absence of the HER2 protein. We can use this information to guide treatment decisions.
- About 3 of 4 breast cancers are hormone (estrogen or progesterone) receptor-positive. For women with these cancers, treatment with hormone therapy is often helpful. **Certain targeted therapy drugs can make hormone therapy even more effective.**
- Hormone therapies have been a mainstay of treatment for HR-positive cancer. However, there is a **new focus on adding targeted therapies to hormone therapy for advanced or metastatic HR-positive cancers.** These treatments could prolong the time until chemotherapy is needed and ideally, **extend survival.**
- Choosing a treatment option that improves overall survival and quality of life will have an impact on a breast cancer patient's journey.

Innovation in Management

- **CDK4/6 inhibitors** - have all been approved by the FDA for use with hormone therapy for treatment of advanced or metastatic breast cancer. Ribociclib has been shown to increase the survival of patients with metastatic breast cancer. Abemaciclib has been approved in combination with hormone therapy to treat some people who have had surgery for early-stage HR-positive, HER2-negative breast cancer.
- **mTOR inhibitor** - Everolimus may also stop tumors from developing new blood vessels, which can help limit their growth. In treating breast cancer It seems to help hormone therapy drugs work better.
- **PI3K inhibitor** -Alpelisib is approved to be used in combination with hormone therapy to treat advanced or metastatic HR-positive, HER2-negative breast cancers that have a mutation in the PIK3CA gene.
- **PD-I inhibitor** - Pembrolizumab is a drug that targets a protein on T cells that boosts the immune response against breast cancer cells.

Health Reporting

- **Data collection methods** – interviews, conferences, surveys, fora, case trends and seminars
- **Challenges of health reporting**
 - Lack updated data
 - Finding patients – giving a human face to the story
 - Credible resource person
 - Disconnect between national and local policies
 - Technical jargons – doctors who do not laymanize technical jargons
 - Hesitancy of patients and doctors to get interviewed due to the sensitivity of the topic
- **Musts in covering health**
 - Fast FACT checking
 - Knowledge in the proper handling of sensitive issues
- No need for specialized training on health but a reporter should at least possess the basic knowledge on, for instance, how to interpret or analyze data



THANK YOU !

May we become better storytellers
on Breast Cancer.

