



YOUNG LIONS COMPETITIONS

22-26 JUNE 2026

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ABC GLOBAL ALLIANCE MEDIA BRIEF

How can we make every advanced breast cancer case count so that health systems can no longer ignore who is living with the disease?

Background

Breast cancer is one of the world's biggest health challenges, yet we still don't have a complete picture of how many people it affects.

Early breast cancer is often curable and systematically tracked within health systems – a process known as 'counting'. Advanced breast cancer (ABC, also called Stage 4 or metastatic) is incurable, with profoundly different physical, emotional and care needs. Critically, it often goes uncounted.

Why? Most health systems capture patients at early diagnosis, then lose them if cancer returns or progresses. When early breast cancer becomes advanced, patients effectively disappear from the data that shapes their care.

Why does this matter? Data determines how care is delivered. From treatment development and resource allocation to policy, funding, research, legal protections and mental health support – care depends on systems knowing who needs it.

When ABC goes uncounted, thousands of patients are reduced to missing data, distorting how care is funded, planned and delivered. Patients vanish from policy models. Drug budgets underestimate need. Workforce planning fails. Survival disparities remain hidden. Research skews.

In short, without counting, patients experience poorer outcomes and a lower quality of life throughout their ABC journey.



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The catalyst

The ABC Global Alliance is a coalition of clinicians, patients, advocates, researchers and policymakers across 120+ countries.

In 2025, the Alliance launched a global report on the current state and unmet needs of ABC.

The research revealed that while some countries – particularly Australia – are beginning to implement counting protocols, global standards remain uneven, under-resourced and inconsistently applied.

So what? The next decade of progress depends on making ABC countable everywhere, so it becomes impossible to ignore.

You can learn more about ABC, the Alliance and their report in the education pack here:

[ABC Education Pack](#)

The Challenge

Most people don't realise advanced breast cancer is going uncounted – or what that means for care – so it isn't prioritised.

Create a globally scalable media idea that makes this impossible to ignore and impossible not to act on.

The campaign should turn awareness into collective pressure for better ABC counting, making it a non-negotiable part of care.

It should be designed for earned media first, with paid media used only to accelerate reach. The media idea should not simply explain the problem. It should make the consequences of missing data tangible.



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Target audience

Primary audience: people living with advanced breast cancer and their support networks.

These patients live with the realities of ABC every day, yet many do not realise they may be missing from the data that shapes care, funding, policy and support. Most assume that because they are receiving care, they are being counted.

What they believe today: 'The system knows I'm here'

What they need to believe: People living with ABC are not always fully reflected in the systems shaping care and support.

What we need them to do: Talk about the issue, share their experiences, join advocacy efforts and help drive demand for better ABC data and standards of care.

Secondary audience: Clinicians and care teams (oncologists, surgeons, general practitioners, nurses and wider care teams). Clinicians and care teams are gatekeepers of documentation, coding and patient conversations. They can help patients understand the issue and make counting part of routine care.

What they believe today: 'This is a registry or administrative issue'

What they need to believe: Counting is not just administration. It is part of care.

What we need them to do: Record ABC status where possible, support patient understanding, champion better workflows and advocate for consistent counting protocols.

Secondary audience: Policymakers and health system leaders. They set standards, budgets and infrastructure. Many rely on cancer statistics that appear complete, without recognising that ABC prevalence is often estimated rather than systematically measured.

What they believe today: 'The data is good enough to plan from'

What they need to believe: Decisions made without accurate ABC data create gaps in care, funding and support.



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What we need them to do: Mandate minimum standards, invest in registry improvement and support systems that capture recurrence and metastatic progression.

Insight

If everyone assumes advanced breast cancer is counted, no one makes it count.

Strategy

Make counting advanced breast cancer a shared responsibility, not an assumption.

Key message

What isn't counted can't be cared for.

Personality

Unifying

Brings together those working to reshape clinical practice, awareness and policy, creating collective momentum for change.

Engaged and empathetic

Not a distant authority, but embedded in the realities of ABC care, championing the patient voice.

Relentlessly determined

Focused on advancing care for often-overlooked patients and resetting priorities.



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Campaign dos and don'ts

DO:

- Make counting advanced breast cancer feel human, urgent and practical
- Show how better data leads to more tailored care, fairer funding and better outcomes
- Highlight the real-world impact of not counting – where gaps in data lead to gaps in care

DON'T:

- Make this purely informational. It must have an emotional impact.
- Use battle metaphors (“fight”, “war”, “battle”)
- Use invisible/visible references (as these have been used on many other campaigns).
- Shame clinicians or patients
- Limit this to awareness moments like Breast Cancer Awareness Month or Metastatic Breast Cancer awareness days

Additional information

Budget – Assume a modest NGO-style budget. Ideas should be designed to travel through earned media, partnerships, social participation and low-cost local activation.

Supporting content - <https://www.abcgloballiance.org/what-we-do#campaigns>



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Competition submission requirements

Teams are asked to create an innovative media strategy that answers the brief. Teams must demonstrate how they intend to use selected media channels, how they encourage engagement, how they will make use of emerging media and how they will unearth consumer insights to drive the most compelling communication strategy.

1. **A PDF presentation** – no more than 10 slides, describing your creative campaign.
2. **A digital presentation image** – a visual overview of your work, concisely summarising the brief
3. **A four-part written submission** – to give more context to your work. This includes:
 - a. **background** (150-word limit) – situation, brief and objectives
 - b. **creative idea and insight** (150-word limit) – research and data gathering
 - c. **strategy** (150-word limit) – target audience (consumer demographic / individuals organisations), media planning and approach
 - d. **execution** (150-word limit) – explain the implementation, media channels and integration, timeline, and scale.

[END OF BRIEF]