New interactive map is hub for global breast cancer data

BCI2.5 launches Global Breast Health Analytics Map (GloBAM)

SEATTLE – (March 7, 2016) – International Women’s Day—March 8, 2016—is the launch of a new interactive data platform for collecting, visualizing and analyzing the determinants of the global breast cancer burden around the world. The tool, known as the Global Breast Health Analytics Map (GloBAM) is a project of Breast Cancer Initiative 2.5 (BCI2.5), a new campaign to make breast health a global priority and reduce disparities in breast cancer outcomes for 2.5 million women by 2025.

Breast cancer is the most prevalent cancer in women worldwide. Estimates suggest 5.8 million women will die from breast cancer by 2025, with a disproportionate number of these deaths occurring in low-resource settings around the world. Identifying women around the world who can most benefit from resource-appropriate and evidence based interventions, and to track long-term outcomes, is a vital part of BCI2.5’s strategy.

"Mapping global strengths and weaknesses will help us to focus towards more efficient and innovative solutions in order to overcome disparities in breast cancer patients’ access to diagnosis and treatment. We can only accomplish this with BCI2.5,” said UICC board member and volunteer president of FEMAMA in Brazil, Dr. Maira Caleffi.

GloBAM maps a wealth of data from organizations such as the World Bank, the World Health Organization, the International Association for Cancer Research (IARC), and Institute for Health Metrics and Evaluation (IHME). These data link indicators of disparities in breast cancer outcomes, with indicators such as health spending, policies, status of breast cancer early detection programs; and income status. GloBAM is an important tool in producing informed situation analyses of breast health care systems and also serves as a platform for tracking measurable outcomes. GloBAM leverages existing data and benefits from the expertise of data and metrics experts to identify the most appropriate indicators for measuring progress. Creating a dynamic visualization of country-specific patterns in early detection and outcomes has strong potential for decision support, providing tools for education, increasing awareness and informed decision making.

The BCI2.5 strategy consists of the following components: (1) outreach to raise awareness and build relationships with partner organizations, institutions and countries; (2) development and testing of analysis, assessment and implementation tools; (3) outcome tracking through a Global Breast Health Analytics Map (GloBAM); (4) situation analysis of existing and evolving breast health care systems; (5) forums and action plans; (6) BCI2.5 Master Courses; and (7) technical assistance and implementation science-based research to improve breast health care delivery at all points in the cancer care continuum.

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More information is available at:
- Website: www.bci25.org
- Facebook: facebook.com/BCI2.5
- Twitter: @bci2_5

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