

EUROPA DONNA

DECEMBER 2007

EUROPA DONNA distributes its “Short Guide to the EU Guidelines” and other key materials at the European Parliament

17 October 2007 — Brussels



As October is Breast Cancer Awareness Month, EUROPA DONNA conducted its first Information Day at the European Parliament on 17 October. Ingrid Kössler, ED President, Susan Knox, Executive Director, and Karen Benn, Training Co-ordinator, attended on behalf of ED to distribute various information materials and talk with Parliamentarians about advocacy initiatives in Europe. Posters providing information on screening as well as information on specialist breast units were displayed. Throughout the day breast health passports, ED newsletters, lobbying updates, clinical trials brochures as well as the new “Short Guide to the European Guidelines” were distributed. Parliamentarians and staff members expressed considerable interest in the event and appreciated the initiative. Several who had experienced breast cancer themselves were especially interested to hear about lobbying plans to implement guidelines on best practice across Europe. ED plans to hold at least one activity at the European Parliament each year in October.



^ ED Executive Director Susan Knox and MEP Karin Jöns

< ED Training Co-ordinator Karen Benn

Lobbying across Europe in 2007

EUROPA DONNA's advocacy activities have continued relentlessly throughout 2007 so that women across Europe gain equal access to breast cancer services adhering to the EU guidelines. Representatives have participated in meetings from Brussels, to Budapest, to Amsterdam, the site of the Coalition's Pan-European conference. This year's Lobbying Update captures some of the main advocacy events.



About the “Short Guide to the European Guidelines”

To further its goal of ensuring that all women have equal access to high-quality breast services that comply with the European guidelines, EUROPA DONNA has published a 32-page booklet summarising the key points of the over 400-page guidelines document. It provides the main messages in point form and follows the chapters of the full document:

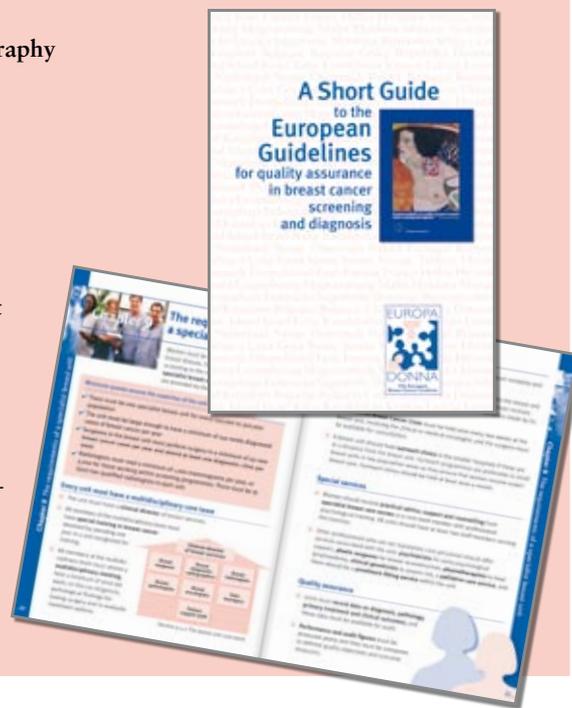
- Chapter 1 **Epidemiology**
- Chapter 2 **Physical and technical aspects of mammography**
- Chapter 3 **Radiography**
- Chapter 4 **Radiology**
- Chapter 5 **Multidisciplinary aspects**
- Chapter 6 **Pathology**
- Chapter 7 **Surgery**
- Chapter 8 **Data collection and monitoring**
- Chapter 9 **The requirements of a specialist breast unit**
- Chapter 10 **Training**
- Chapter 11 **Certification protocol for breast screening and diagnostic services**

Chapter 12 **Breast screening communication**

EUROPA DONNA created the guide to facilitate the understanding of the guidelines and to promote their implementation. The booklets were printed with the support of the European Union.

“A Short Guide to the European Guidelines”

is now available in PDF on www.europadonna.org



Workshop on Using the “Short Guide to the EU Guidelines” as an advocacy tool held at ED’s Pan-European conference

27 October 2007 — Amsterdam

ED advocates discussed using the “Short Guide to the European Guidelines” and other techniques to implement high-quality screening programmes and specialist breast units at a special workshop at ED’s Pan-European conference in Amsterdam on 27 October. At the workshop chaired by ED President Ingrid Kössler and ED Past-President Stella Kyriakides, advocates from across Europe shared the barriers they face in their countries and together suggested strategies to overcome them. To further their cause for screening they emphasised the need to bring doctors on board, to lobby high-level politicians and to increase media attention to the issues.



ED Advocacy Training Course

9–11 November 2007—Milan

Lobbying for the implementation of the EU guidelines using the new “Short Guide” was a fundamental point at this year’s ED Advocacy Training Course, which is supported by a grant from the European Union.



EPGBC meeting

“The Need for a European Accreditation Protocol for Breast Cancer Screening, Diagnosis and Treatment”

2 October 2007 — Brussels



EUROPA DONNA demonstrated its dedication to establishing the highest quality breast cancer services adhering to the European guidelines through its participation in the 2 October meeting of the European



Parliamentary Group on Breast Cancer (EPGBC) at the European Parliament in Brussels. The meeting aimed to promote the establishment of a European accreditation scheme to ensure that specialist breast units and provision of mammography screening, diagnosis and management meet the standards set in the European guidelines.

Accreditation of breast services is an important future step and a priority for ED. The President of EUROPA DONNA Ingrid Kössler stated, “Women need to be guaranteed that the breast care they receive is the highest quality and in keeping with the EU guidelines. European accreditation would help reduce the disparities in breast services between countries and help to ensure that all women receive equal access to high-quality services.”

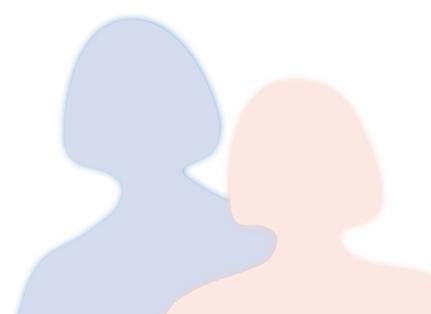


Accreditation and Certification, keeping the terms straight

- **Accreditation** is the process by which an authorising body gives formal recognition that another body is competent to carry out specific tasks.
- **Certification** is the process by which an accredited body gives written assurance that a product, process or service conforms to specified requirements.

EUROPA DONNA’s EPGBC leaflet distributed at the European Parliament

EUROPA DONNA distributed its leaflet on the history and aims of the European Parliamentary Group on Breast Cancer to participants at the 2 October 2007 EPGBC meeting as well as during Breast Cancer Information Day on 17 October.



EUROPA DONNA's ten goals

1. To promote the dissemination and exchange of factual, up-to-date information on breast cancer throughout Europe
2. To promote breast awareness
3. To emphasise the need for appropriate screening and early detection
4. To campaign for the provision of optimum treatment
5. To ensure provision of quality supportive care throughout and after treatment
6. To advocate appropriate training for health professionals
7. To acknowledge good practice and promote its development
8. To demand regular quality assessment of medical equipment
9. To ensure that all women understand fully any proposed treatment options, including entry into clinical trials and their right to a second opinion
10. To promote the advancement of breast cancer research

EUROPA DONNA mission

EUROPA DONNA, the European Breast Cancer Coalition, is an independent, non-profit organisation whose members are affiliated groups from countries throughout Europe. The Coalition works to raise awareness of breast cancer and to mobilise the support of European women in pressing for improved breast cancer education, appropriate screening, optimal treatment and care and increased funding for research. EUROPA DONNA represents the interests of European women regarding breast cancer to local and national authorities as well as to institutions of the European Union.

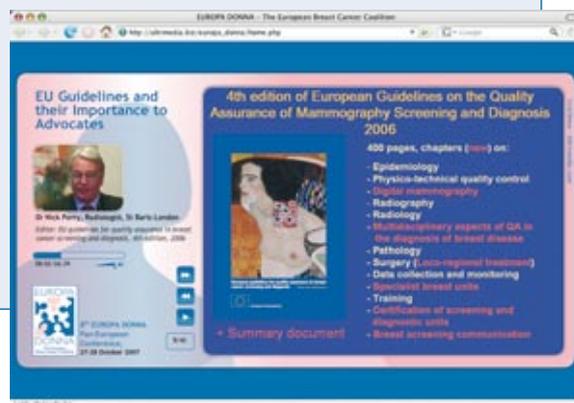
EUROPA DONNA webcasts session on EU guidelines from Pan-European conference

27 October 2007 — Amsterdam

To promote EU guidelines implementation, ED has made its Pan-European Conference session on the EU guidelines available on its website so that advocates, women, politicians and interested parties everywhere can access it. The session features the presentation by EU guidelines editor Dr. Nick Perry explaining the essentials of the guidelines. Dr. Perry emphasised that with the EU guidelines advocates have at hand the prime instrument for lobbying for best practice.

Learn more about the EU guidelines

www.europadonna.org



EUROPA DONNA's lobbying programme presented at Global Summit and ESMO Advocacy Forum

ED Executive Director Susan Knox presented a poster on ED's years of advocacy achievements – from the European Parliament activities to its Pan-European conferences – at the Susan G. Komen for the Cure's Global Advocate Summit held in Budapest, Hungary, on 29–30 September 2007. At the European Society for Medical Oncology Patient Advocacy Forum held 26–27 November in Brussels, ED President Ingrid Kössler spoke about ED's lobbying work, including the publication of the new "Short Guide to the European Guidelines" and how it can be used to further guidelines implementation nationally.



Save these dates

15–19 April 2008

6th European Breast Cancer Conference — EBCC-6
Berlin, Germany



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