



1994 - 2014

# of European breast cancer advocacy

- Albania
- Austria
- Belarus
- Belgium
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Georgia
- Germany
- Greece
- Hungary
- Iceland
- Ireland
- Israel
- Italy
- Kazakhstan
- Kyrgyzstan
- Latvia
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Moldova
- Monaco
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Tajikistan
- Turkey
- Ukraine
- United Kingdom
- Uzbekistan



## 20 years of **ADVOCATING** on behalf of the women of 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 increased funding for research.

EUROPA DONNA has national groups in 46 member countries.

# 1994 – 2014

20 years of

**ADVOCATING to ensure that advocates are provided with up-to-date, accurate, evidence-based information and training through education and information programmes**



**13 annual EUROPA DONNA Advocacy Training Courses** seeking to educate advocates on the diagnosis and treatment of breast cancer and provide them with effective communication skills, advocacy techniques and media training to use in their work in their countries and at a European

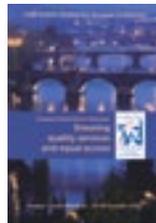
level. The course is delivered by leading European experts.

**11 biennial EUROPA DONNA Pan-European conferences**, the only conference dedicated primarily to breast cancer advocates and survivors. Presentations by European experts, scientists and fellow advocates provide them with up-to-date information in the field of breast cancer.



**3 EUROPA DONNA Advocacy Leader Conferences** further educating and training National Representatives and advocacy leaders in organisational management and development, as well as on advocate involvement in research,

clinical trials, health technology assessment and other areas key to advocacy today.



**6 annual Breast Health Day campaigns** reaching millions around the world and promoting prevention based on research showing that some breast cancers can be avoided through healthy lifestyles, particularly from a young age.



**9 biennial European Breast Cancer Conferences (EBCC)**, the only conference of its kind bringing together advocates, clinicians, scientists and researchers in one arena. EUROPA DONNA co-organises this with EORTC and EUSOMA.



**2 websites**, [www.europadonna.org](http://www.europadonna.org) and [www.breasthealthday.org](http://www.breasthealthday.org),

**3 social networking sites** (Facebook, Twitter and YouTube) and **numerous publications**, from newsletters to conference highlights and booklets on research.

20 years of

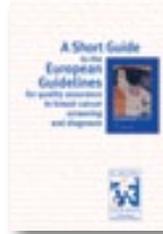
## ADVOCATING for European legislation and guidelines to ensure best practice for women in all countries



**2** European Parliament Resolutions on Breast Cancer (2003 and 2006)

**1** Written Declaration on the Fight Against Breast Cancer in the EU (2010)

These documents stipulate that all European women should have equal access to mammography screening and to specialist breast units that are set up according to the *European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis*.



**16** translations of EUROPA DONNA's *A Short Guide to the European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis*

distributed throughout EUROPA DONNA member countries. This booklet and

its annex on metastatic breast cancer summarise key points from the full 4<sup>th</sup> edition of the EU guidelines using language for the layperson.

20 years of

## ADVOCATING for high level research to improve breast cancer treatment and outcomes for patients

EUROPA DONNA participates in numerous research collaborations providing the patients' perspective.

**BIG • MINDACT • OLYMPIA • AURORA • EBCTG**

### The sum of many efforts: Achieving better care for women across Europe

The number of European countries providing **population-based mammography screening programmes** continues to increase from 6 with partial screening in 1989 to over 20 countries with nation-wide screening in 2012.

The number of countries where services in **specialist breast units** are available is also increasing from 5 in 2000 to 29 in 2013.<sup>1</sup>

**Mortality is decreasing** as a result of implementation of high quality population-based mammography screening combined with appropriate treatment.<sup>2</sup>

### Looking to the future: advocacy is still needed

Despite the clear progress made, breast cancer remains the most frequent cancer among women worldwide.<sup>3</sup> Women across Europe still do not have equal access to high-quality breast cancer screening, diagnosis and treatment.

**500,000** newly diagnosed cases of breast cancer and 143,000 deaths are reported in Europe every year.<sup>3</sup>

<sup>1</sup> As self-reported on the Breast Centres Network website at [www.breastcentresnetwork.org](http://www.breastcentresnetwork.org).

<sup>2</sup> International Agency for Research on Cancer, Latest world cancer statistics. Global cancer burden rises to 14.1 million new cases in 2012: Marked increase in breast cancers must be addressed. 12/12/2013

<sup>3</sup> WHO Europe region; Ferlay J, Soerjomataram I, Ervik M, Dikshit R, Eser S, Mathers C, Rebelo M, Parkin DM, Forman D, Bray, F. GLOBOCAN 2012 v1.0, Cancer Incidence and Mortality Worldwide: IARC CancerBase No. 11 [Internet]. Lyon, France: International Agency for Research on Cancer; 2013. Available from: <http://globocan.iarc.fr>, accessed on 24/1/2014.

## Advocacy Priorities for the Future:

- ▶ Establishing population-based mammography screening programmes in all countries set up according to the *European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis*
- ▶ Implementing specialist breast units in all countries set up according to the EU guidelines
- ▶ Development of an EU accreditation protocol for breast cancer services\*
- ▶ Establishing national breast cancer registries
- ▶ Furthering breast cancer research
- ▶ Prevention: Breast Health Day
- ▶ Improving information and services for women with metastatic breast cancer
- ▶ Survivorship

\* *EUROPA DONNA* has been participating in the European Commission's **EU Quality Assurance Scheme for Breast Cancer Services** project to develop the first voluntary accreditation scheme for breast cancer services in the EU; this also includes a project to produce a new edition of the *European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis*.

## 10 Goals of EUROPA DONNA

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



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[www.facebook.com/EuropaDonna](https://www.facebook.com/EuropaDonna)



<http://twitter.com/BreastHealthDay>



[www.youtube.com/BreastHealthDay](http://www.youtube.com/BreastHealthDay)



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