EUROPA DONNA
The European Breast Cancer Coalition

2021 Newsletter

Highlights from the
- 15th Europa Donna Pan-European Conference
- Europa Donna Webinar on Metastatic Breast Cancer Advocacy
- Europa Donna Virtual Roundtables

European advocacy and policy initiatives

Annual advocacy activities in member countries
10 Goals

1. To promote the dissemination and exchange of factual, up-to-date information on breast cancer throughout Europe
2. To promote breast awareness and breast cancer prevention
3. To emphasise the need for appropriate screening, early detection and diagnosis
4. To campaign for the provision of, and access to, multidisciplinary and specialised treatment and care for all disease stages
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 breast services
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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My adventure with EUROPA DONNA – The European Breast Cancer Coalition started in March 2020, at the outbreak of COVID-19 in Milan, Italy. Connecting to the office database from my kitchen was my first struggle. Nobody knew what was going on – the incredible silence in the streets was broken only by the sirens of ambulances. I was isolated and alone, but I had a massive project before me. I was entering a new world and I was entirely absorbed in my learning process, captivated by priorities completely different from the ones I was used to.

Being asked to succeed Susan Knox as Executive Director of Europa Donna was an incredible honour. The task of respectfully steering our organisation into the future is a huge responsibility. I couldn’t thank Susan enough for believing in me and still providing guidance as Senior Policy Advisor. Our President Tanja Spanic was always ready and willing to represent Europa Donna at the many major EU level policy events which took place this year at the European Commission and the European Parliament. Our Vice-President Elect Fiorita Poulakaki proved herself to be the perfect synthesis of multi-skills and multi-tasking. And I am forever grateful to each and every member of Europa Donna’s Executive Board for working relentlessly together in a time of change and transition, made more challenging than expected by the ongoing pandemic.

The new normal: we hear this expression a lot. With regards to our training and educational programmes, new normal often comes down to flexibility. By now, we have all understood that flexibility means working three times as hard, trying to foresee any last minute problems and making sure our contingency plan grants a successful outcome for our project.

The team here at Head Office was formidable at transforming our 15th Pan-European Conference planned as a two-day gathering in Zagreb into a flawless online conference. It flowed with perfect timing from one excellent speaker to the next. We had the great honour of Stella Kyriakides, European Commissioner for Health and Food Safety and a past Europa Donna President, giving the keynote speech and then staying on with us for most of the first conference day. The embrace of our community warmed my heart and pierced the digital void.

This October, we were also finally able to hold our Europa Donna General Assembly, as the virtual format was sanctioned as legally effective by the jurisdiction competent for our organisation. We would all of course have preferred to meet in person, but the General Assembly was successfully held. The GA confirmed their trust in four members of our Executive Board who ran for a second three-year term in order to ensure continuity and support to our organisation in these times of challenging transition. A big thank you to Elizabeth Bergsten Nordström and to Ellen Verschuur who are always ready and available to be involved and share their precious knowledge and experience with me.

We were counting on hosting the 2021 edition of our Advocacy Training Course in Milan this past November; we had actually carried out a site visit to the hotel to check that all health and safety measures were in place. And once again, with an emergency Board meeting called on WhatsApp in early November, it was decided that “better an online event than no event” and the newly designed course was implemented in record time. Once again, meeting in person would have been completely different, but the Training Course had excellent attendance rates and the expert speakers did an incredible job sharing their knowledge in all breast cancer-related fields providing our new advocates with great tools to carry out their mission on a national level.

There is always the other side of the coin. Virtual is faster, easier and cheaper and many more people can attend. So, despite the setbacks described above, we can be super proud. We reached our goals and are regenerating our organisation through a new website which we plan to launch first quarter of 2022. We are planning to hold regular virtual events with our Fora. We can meet more often, exchange effective projects and advocacy methods. We want to facilitate a renewed community network among Europa Donna member countries. We are also planning an ongoing training and educational programme to take place in 2022 in the form of regular virtual roundtables and we hope to see you all online at the beginning of next year. I am confident this regular outreach will help bridge this temporary absence of physical gatherings.

That being said, at a time when news reports on the latest wave of COVID devastating our countries once again makes gathering with friends and family, travelling, even simply going to work and sending our kids to school look like a privilege, I want to say this: rest assured. We will never give up, we will continue to plan in all directions, waiting for that one time when we will finally be in a position to confirm that, in fact, we are going to be all together, safely, feeling the energy of a room filled with dedicated women and men coming together to learn from one another.

My warmest wishes to all for a happy, healthy 2022 filled with hope and opportunity.
EUROPA DONNA – The European Breast Cancer Coalition hosted its 15th Pan-European Conference in a virtual format for some 130 advocates from its 47 member countries. Participants heard about progress in policy for improved breast cancer care, the latest in surgery, treatment and imaging, and addressing the gaps in care left by the COVID-19 pandemic. They were also able to connect with experts and other advocates in workshops on survivorship and other key topics for advocacy.

The conference began with a warm welcome from Europa Donna’s CEO, Marzia Zambon, and ED President Tanja Spanic. Susan Knox, Executive Director Emeritus, then gave a brief overview of the advocacy history of the Coalition, reminding advocates that many years ago when ED was trying to get a seat at the table, some questioned why patient advocates would want a say. Now ED is in demand at many tables and is a key partner in many initiatives.

In this light, Stella Kyriakides, EU Commissioner for Health and Food Safety, and a past president of Europa Donna, echoed this in her keynote address. Speaking as an advocate and long-time member of the “Europe Donna family”, she commemorated the efforts made every October, and beyond, when those affected by or involved in breast cancer come together to encourage awareness and promote a change.

From her role as EU Commissioner for Health, Ms Kyriakides described the current cancer landscape in Europe and the programmes, initiatives, and funding designated to eradicate the wide disparities between and within EU member states. Estimated mortality rates due to breast cancer in 2020 vary 2-fold across the EU, so there is not equal access to screening, treatment and care for breast cancer.

The COVID-19 pandemic has drastically affected cancer services with many screening programmes being stopped or slowed down. Commissioner Kyriakides said that this is reflected in the decline in screen-detected cancers, by, for example, 56% in Belgium and almost 67% in the Netherlands. It is estimated that 1 million cancer cases remain undiagnosed today in the EU. Access to surgery and treatment has also been delayed. She added that the impact of the pandemic on cancer has highlighted the vital need for coordination and effective partnerships.

With this in mind, she described Europe’s Beating Cancer Plan (EBCP), launched in February 2021 with 4 billion euros earmarked for the project aiming to offer solutions in four main action areas: cancer prevention, early detection, diagnosis and treatment, and improved quality of life. Implementation has begun, and in addition to launching a Healthy Lifestyles for All campaign, work is under way towards: creating a Tobacco-free Generation, updating the Council Recommendation on Cancer Screening, organising an interspeciality cancer training programme, and creating an EU network linking comprehensive cancer centres.

She added that the EBCP could also help to address the cancer backlog and shortages in medicines and equipment due to the pandemic. Additionally, financing tools such as the EU Recovery and Resilience plan, part of the Next Generation EU COVID response, are helping member states to build resilient healthcare systems.

Regarding treatments, the EBCP aims to keep up with the progress made in treatment and personalised medicine, and to make sure that new approaches are accessible to all. This will include initiatives on research and innovation, such as the recently launched Horizon Europe Mission on Cancer, and the New Knowledge Centre on Cancer online platform.

In 2022, a European Cancer Imaging Initiative is to develop an EU atlas of cancer-related images to improve screening and early diagnosis of breast cancer. The European Health Data Space is to be adopted in order to promote the safe exchange of patient data and to support digital health initiatives.

Access to information, expertise, medicines and technology is a key component of the EBCP. Commissioner Kyriakides said work is in progress for a pharmaceutical strategy for Europe to tackle the longstanding issues with access and affordability of medicines and treatment. This includes establishing a Cancer Inequalities Registry to identify gaps and guide investment. The European Code Against Cancer is also being updated and an EU mobile app is being created.

She added that Europa Donna “shines a light” on women, rather than on cancer, and that quality of life and survivorship are key pillars of the EBCP. A cancer survivor “smart card” is being developed to address the needs of all breast cancer survivors and to facilitate communication between them. Work issues and financial discrimination will also be addressed. She reiterated that the plan covers the whole spectrum of breast cancer to also address the needs of the growing number of survivors in the EU. The EBCP involves cooperation with health ministries, and implementation groups, and Europa Donna is part and parcel of the development of this plan. “In all of these actions Europa Donna can play an active role. Through you we can reach all of our members throughout Europe, we can improve health literacy, and we can empower people to manage their own health,” she said.
Lessons Learned from the COVID-19 Pandemic

Fatima Cardoso, Director of the Breast Unit in Champalimaud Clinical Center in Lisbon, Portugal, and President of the ABC Global Alliance, provided a series of lessons learned in the COVID-19 pandemic that have implications for breast cancer care. Lesson 1) No diseases can be left behind. While mortality climbed for COVID-19, mortality from cancer and heart disease continued to be roughly twice as high as for COVID-19. 2) Unprecedented multidisciplinary collaboration between the scientific and regulatory community has led to solutions to the pandemic. This can also be done for cancer. 3) Communicable and non-communicable diseases are not equally understood (eg, people may wear masks against COVID-19 but continue to smoke, which is a risk for cancer). Risk reduction learned from COVID-19 can be applied to cancer. 4) Screening is effective: when screening is stopped cancer deaths increase. Halted mammography screening has meant that many women have missed out, and many could not access the appropriate diagnostic testing. A study in the United Kingdom points to an estimated 8 to 10% increase in breast cancer deaths in the 5 years after diagnosis due to late detection. 5) Primary care physicians, who have been on the COVID-19 frontline, play an essential role in early detection, diagnosis, follow-up, etc for breast cancer care. How best to sustain primary care services in all countries needs careful consideration. 6) Guidelines are essential in streamlining care, and protecting patients on treatment. The major cancer societies issued guidelines for cancer care during pandemic, and for vaccination. 7) Telemedicine, such as phone and video consultations, remote patient monitoring and mobile health apps, can facilitate patient-doctor visits and the continuation of tumour boards, for example. However, there can be limitations for patient examination, reimbursement, and access for all socioeconomic spheres. 8) Flexibility of working remotely can be applied to the work balance of patients and survivors. Dr Cardoso’s final message was to never underestimate what women can achieve together, as exemplified by the creation and launch of Europe’s Beating Cancer Plan, even during the pandemic, led by Stella Kyriakides and Ursula Von der Leyen.
Current Treatments and Research for Breast Cancer

Fiorita Poulakaki, a breast surgeon and Head of the Breast Clinic at Athens Medical Center in Greece, described the latest advances in treatment for the various subtypes of early breast cancer and metastatic breast cancer (MBC). Some women with hormone receptor (HR)-positive, HER2-negative breast cancer can be spared chemotherapy based on predictive risk scores from genomic assays. Approaches used in a metastatic setting have shown good efficacy as adjuvant therapy for high-risk early breast cancer: a CDK 4/6 inhibitor in HR-positive HER2-negative node-positive breast cancer; and PARP inhibition in BRCA1/2 mutation-positive disease. In MBC, CDK 4/6 inhibitors have shown statistically significant overall survival (OS) benefit, while a PIK3CA inhibitor prolonged OS by a clinically relevant 8 months. There are new approvals of immune checkpoint inhibitors in combination with chemotherapy for metastatic triple-negative breast cancer (TNBC), as well as for neoadjuvant and adjuvant treatment of early breast cancer. Antibody-drug conjugates have shown a survival benefit in metastatic TNBC. Numerous therapies have been recently approved in HER2-positive MBC, including a tyrosine kinase inhibitor that has shown an advantage in patients with brain involvement. A key hurdle is access to these new treatments. Dr Poulakaki said that advocates can encourage women, especially those with TNBC, to enter clinical trials and that such trials need to have representation across countries.

Testing for Biomarkers and Personalised Care

Ivan Đikić, from the Institute of Biochemistry II at Goethe University Frankfurt in Germany, described new mechanisms and targets that are under investigation in breast cancer, such as immunotherapy/cancer vaccines, which harness the immune system to attack a body’s own tumour, and data on proximity-inducing drugs that degrade target proteins. He said that because breast cancer is so highly heterogeneous – and cancer cells are constantly changing such that no two cells in a tumour are alike – genome sequencing of tumours is a critical diagnostic step. More than 20 years of investment and research into cancer vaccines led to the identification of mRNA vaccines that could be quickly adapted for use against COVID-19. In the case of cancer, the vaccine strategy involves mixing unique components of a foreign invader (ie, cancer cells) with agents that stimulate an immune response. Several cancer vaccine early-phase clinical trials are under way. Also in mid-phase development are new PROTAC (proteolysis targeting chimeras) drugs which work to degrade the oestrogen receptor (ER), a principle that has been previously proven with fulvestrant. This approach would be highly relevant as ER-positive tumours account for 80% of breast tumours. Dr Đikić again emphasised the need for interdisciplinary collaboration in research. He added that members of molecular tumour boards should represent all specialties, from computational biologists to patient advocates.

What should advocates be looking for in a breast surgeon?

Fiorita Poulakaki, a breast surgeon and Head of the Breast Clinic at Athens Medical Center in Greece, and a member of the Europa Donna Executive Board, described quality requirements for breast surgeons. She focused on BRESO (European Breast Surgical Oncology Certification), founded in 2019, which aims to raise and harmonise the quality and standards of breast surgical oncology across Europe so that all women with breast cancer can be treated by trained and certified specialists. BRESO certification is granted to surgeons trained in general, gynaecological or plastic surgery following a 2-year training programme. It requires surgeons to spend a minimum 18 months in a BRESO-approved training unit, to pass a recognised degree of certificate of competence, attend approved breast courses and international meetings. For practicing breast surgeons who meet specific standards, certification can be...
Breast Imaging and the Future Role of AI

Ritse Mann, from Radboud University Medical Centre, Department of Medical Imaging in Nijmegen and The Netherlands Cancer Institute, and member of the Executive Board of EUSOBI, described the latest imaging data, and the potential for artificial intelligence (AI) in breast cancer screening and early detection. Studies indicate that AI can outperform individual radiologists in detecting tumours on screening mammography. He suggested that this approach could be used, for example, to reduce radiologist workload by preselecting scans, or for helping to identify high-risk profiles that could benefit from an MRI, for example. AI is already in use in breast cancer screening programmes in some countries. Dr Mann presented study data supporting the use of supplemental MRI to detect interval cancers (ie, between screening rounds) in cases of extremely dense breasts. Earlier cancer detection with MRI led to a strong reduction of interval cancers, thus showing that the detected cancers are highly relevant. Furthermore, additional studies have shown that MRI screening every 4 years had a higher mortality reduction than without MRI and was cost effective. In terms of AI, he showed data suggesting that it could help prevent unnecessary biopsies, provide tumour classification, and even identify women with early breast cancer who may not benefit from neoadjuvant chemotherapy.

Survivorship Issues

Ljiljana Vukota, Head of the Center for Psychological Assistance at the NGO "EVERYTHING for HER!" in Zagreb, Croatia, started this organisation based on her own experience with breast cancer. She said that about 30% of women will need professional psychosocial support, and that it is important to recognise women most at risk. Some may have physical issues, side effects of treatment, psychosocial issues such as emotional distress, anxiety and depression, as well as work and financial challenges. The COVID pandemic has caused additional distress for many women and for medical personnel. The International Psycho-Oncology Society (IPOS) calls for psychosocial cancer care to be a universal human right, for it to be integrated into routine cancer care, and for distress to be measured as the sixth vital sign. Ms Vukota added that the types of assistance offered may include providing information, short-term psychological counselling, or family counselling. She described the association "EVERYTHING for HER" in Croatia which offers comprehensive support for women with cancer, including professional psychological assistance to women and family members. It provides information and legal assistance, nutrition counselling, support groups, individual psychological counselling, for example, and has a website for patients with contact information for counselling services. The association conducted research among oncology patients and validated an instrument for assessing and self-assessing their distress as “emotion thermometers”.Psychosocial assistance and rehabilitation are an integral element of the Croatian National Control Cancer Plan.

Workshops

For the final session, advocates were divided into separate workshops to discuss individual and country-specific concerns, on the topics survivorship strategies, return to work after early breast cancer or MBC, genetic risk and personalised medicine, MBC networking, and networking for young women with breast cancer. This was an opportunity for advocates to connect with others and get the most out of the virtual conference format.
Breaking the Taboos: Europa Donna Metastatic Breast Cancer Advocacy Webinar

Europa Donna held a virtual course on metastatic breast cancer (MBC) advocacy with 40 participants from 20 countries on 18 and 19 June. The virtual format allowed the participants – mostly women with personal experience with MBC – to interact with the speakers during the sessions and with each other in smaller workshops. This was the second virtual conference since ED began holding yearly MBC conferences and training in 2017.

Covering the latest in MBC treatment and research, Olivia Pagani, Breast Cancer Programme coordinator for the European School of Oncology, said that while MBC is not curable, it is treatable and that the goal of treatment is disease control or regression, prolongation of life, and improving symptoms and quality of life (QoL). Throughout, she cited the ESO-ESMO ABC5 treatment guidelines, a key resource on MBC management. She added that the collaborative research and the wealth of public funding towards the COVID-19 vaccine show what can be achieved when there is a priority.

Luzia Travado, from Champalimaud Clinical Center in Portugal, discussed psychosocial approaches for women with MBC that have been shown to reduce emotional distress, depression and anxiety, and to improve QoL. She said that not only is there a clear need for psycho-oncological support, but there is evidence for its benefit and recommended “hammering this home” at the policy level, as psychosocial care is not yet offered on a regular basis to cancer patients. Plus, there is already policy to support this: The European Commission Initiative on Breast Cancer’s quality assurance scheme requires specialist breast units to have a psycho-oncologist as part of the core team.

Providing a case example of a successful MBC social support programme, Mirjam Velting of Europa Donna Netherlands, described the monthly discussion groups led by volunteer, trained cancer coaches in accessible walk-in centres for women with MBC to connect and learn from each other. These help to fill important gaps in support so that women can address their unique needs with others in a similar situation.

MBC advocates Claudia Altmann-Pospischek from Austria, and Natalia Tomasa Irriguible from Spain described their own awareness-raising activities associated with MBC that could inspire other similar initiatives. Claudia described her blog, while Natalia described the MBC advocacy group she founded in Spain.

The participants took part in two separate workshop groups to discuss their experience and advocacy strategies related to survivorship and psychosocial support. The second day of the course consisted of advocacy skills training workshops, designed specifically for this event.

MBC is one of ED’s key advocacy priorities. The webinar presentations are available on the MBC subsite of Europa Donna’s website, where there are also MBC video testimonials from advocates, and an advocacy tool kit: https://mbc.europadonna.org.

Online Roundtables for Europa Donna National Fora

Europa Donna has held regular virtual roundtables throughout the year so that advocates stay connected and up to date on key topics in times of COVID-19 restrictions. With this in mind, the webinar in February focused on the COVID-19 vaccine for breast cancer patients with 31 National Representatives and Delegates from 23 countries attending. Adriana Bonifacino, Surgeon/Oncologist and Head of the Breast Unit at Rome Sapienza University, gave an overview of the vaccine situation in Europe and prioritisation for vaccinations at that time. A follow-up roundtable in March was held with 28 National Representatives and Delegates from 18 countries, during which advocates from 8 countries gave an update on the vaccine roll out in their countries.

In May, a roundtable “Exercise for Breast Cancer Survival” featured Dr Joachim Wiskemann, Head of the Research Group Oncological Exercise Science, Department of Medical Oncology, National Center for Tumor Diseases (NCT) in Heidelberg, Germany. He gave a very informative overview of the importance of being physically active after a breast cancer diagnosis to help with side effects from treatment and reduce risk of recurrence. PhD student Annelie Voland gave ED National Representatives an overview of the research survey they are conducting on community-based exercise programmes for cancer patients in Europe and neighbouring countries.

Europa Donna will continue to hold webinars to keep advocates up to date and connected. Roundtables will be organised on a regular basis as an opportunity to exchange experiences, advocacy strategies, and to provide ED national representatives with an ongoing educational programme on breast cancer related issues.
Europa Donna is active in ensuring the execution of the EU’s initiative on tackling cancer, Europe’s Beating Cancer Plan (EBCP). With this in mind, ED has participated in various meetings of the Transforming Breast Cancer Together (TBCT) initiative, which launched a renewed Call for Change in June, where it analysed the European Commission’s proposed actions on cancer and provided recommendations to reduce inequalities and ensure better breast cancer care in the EU.

In November, ED Executive Director Marzia Zambon took part in the TBCT webinar “Different Access, Different Outcomes: Tackling Inequalities in Breast Cancer Care Across the EU”, where she stressed the importance of having common and uniform quality standards of care, and guidelines covering screening, early diagnosis, treatment and care in specialised cancer centres with multidisciplinary teams in order to fight inequalities. At another webinar in May, ED President Tanja Spanic took part on a panel discussing lessons learned from the COVID-19 pandemic that could improve breast cancer care (eg, telemedicine and electronic prescriptions). At a TBCT virtual event in March aiming to raise awareness about the realities of living with breast cancer during the pandemic, Barbara Klein, ED Communications Officer, gave a personal testimony of her experiences as a breast cancer patient in times of COVID-19.

In October, Tanja also participated in a virtual conference on Europe’s Beating Cancer Plan organised by the European Confederation of Pharmaceutical Entrepreneurs (EUCOPE) and the German Pharmaceutical Association (BPI). She was on a panel discussing how to make advanced diagnostics available to European cancer patients. She also participated in a live debate via Facebook held by the European People’s Party (EPP) alongside members of European parliament (MEPs). During the debate, Tanja shared her personal experience being diagnosed with breast cancer at a young age. She said it was important for women to be breast aware; to take care of themselves, including living a healthy lifestyle; and to attend screening when they become eligible.

Tanja also participated in a Virtual Conference of the European Council Trio Presidency of Germany, Portugal and Slovenia held in September. She gave a presentation on the importance of involving patient advocates in clinical trials from their inception rather than after protocols have already been completed and participated in the roundtable discussion that followed.

At an EU Parliament Special Committee on Beating Cancer (BECA) hearing in March, Tanja spoke about breast cancer screening during the session on “Screening programmes for specific cancers: extending targeted cancer screening?”. She also highlighted the disparities that still exist in some EU countries such as Bulgaria, Greece and Romania, which currently have no population-based mammography screening programmes, and stressed the need for all countries to implement such programmes to lower mortality from breast cancer.

Continuing Collaboration with Scientific Organisations

A special session dedicated to the BOUNCE project was held at Champalimaud Foundation, in Lisbon, Portugal in October. Tanja Spanic gave the patient’s perspective and participated in the Q&A session. The European Project BOUNCE: Predicting Effective Adaptation to Breast Cancer to Help Women BOUNCE Back is an interdisciplinary consortium of experts from Italy, Finland, Israel, Greece, and Portugal and was formed in 2017 in response to a HORIZON 2020 call for personalised medicine research and innovation solutions. ED CEO Marzia Zambon serves on the External Advisory Panel and also participated in the meeting.

Various ED members participated in the European School of Oncology Course on Breast Cancer in the Elderly in October on how to address the complexity of different disease settings in older patients and to help clinicians to understand and select the best available choices in routine clinical practice, when sitting in a multidisciplinary meeting or in front of the patient. The course was co-chaired by former ED Executive Board Member Olivia Pagani, ED Executive Director Emeritus Susan Knox gave the keynote lecture on “The value of being older”, and ED Executive Board Member Elizabeth Bergström Nordström gave the patient advocate’s experience in the session on “Needs and expectations of elderly breast cancer patients”.

In October, ED Belgium Member Annick Stélandre and ED Belgium President Marie-Claire Hames participated in the European Society for Radiotherapy and Oncology (ESTRO) course on multidisciplinary management of breast cancer and spoke about “The role of Europa Donna in breast care and the role of patient advocacy”. The participants were from 13 different countries. Europa Donna has an ongoing relationship with ESTRO, and ED advocates are often invited to give the patient’s perspective during their courses that are primarily intended for specialists and trainees in the field of radiation and clinical oncology.

Tanja Spanic participated alongside EU officials, clinical researchers, patients and medical oncologists in a European Society of Medical Oncology (ESMO) webinar on the EU Clinical Trials Regulation in October. Tanja spoke about the importance of patient involvement in clinical research and highlighted the paper, “Principles of Successful Patient Involvement in Cancer Research” that was the culmination of the work of The Trio Presidency of the European Council of Germany, Portugal and Slovenia after launching a bottom-up initiative for enhanced patient involvement in cancer research.

At the ESMO Virtual Congress in September, Tanja also chaired a patient advocacy session on progress in immuno-oncology. ED had a stand as part of the Virtual Society Village during the congress.

Marzia Zambon and Barbara Klein participated in the online Oncoplastic Breast Consortium (OPBC) Consensus Conference in September, where more than 70 panellists from 23 countries discussed and voted on 38 questions related to strategies for mastectomy and whole breast reconstruction in the setting of post-mastectomy radiotherapy.

Tanja Spanic also participated in a European Cancer Organisation (ECO) Roundtable meeting on early detection and screening held in June. During the session on EU screening initiatives, she said that ED is a proud stakeholder and contributes the patient view in the development of the European Commission Initiative on Breast Cancer (ECIBC)’s guidelines and quality assurance scheme.

Marzia Zambon spoke about ED’s Alcohol and Policy Propositions during the ECO Primary Prevention meeting in May. Barbara Klein and Executive Board Member Fiorita Poulakaki also participated in the meeting. ED is a member of the Prevention, Early Detection and Screening as well as the Inequality Networking Groups and ED’s Breast Health Day (BHD) campaign is listed on ECO Primary Prevention Hub.

Marzia Zambon participated in the Sharing Progress in Cancer Care (SPCC) course held in March. The course was organised by SPCC under the auspices of Europa Donna, EUSOMA and the European Society of Pathology. Marzia provided the patient advocacy perspective on molecular diagnostics and genomics in breast cancer.

At the St. Gallen International Breast Cancer Conference in March, Tanja Spanic gave a presentation and shared data from ED’s Survey of its National Fora on the Current State of Breast Cancer Services, and she highlighted the fact that there are still many inequalities among and throughout ED member countries.

2021 Breast Health Day Campaign

On 15 October, Europa Donna celebrated the 14th annual Breast Health Day and launched a new video campaign that shows the importance of making daily #HealthyChoices for your Breast Health. The 2021 Breast Health Day campaign “Healthy Lifestyle for Breast Health” aims to remind women that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect their breast health. BHD was celebrated widely across ED member countries who held activities to mark the event (see page 16 for pictures of some of the activities).

In addition, this year, Barbara Klein contributed to the Women’s Health Campaign from Media Planet UK with an article on “Why living a healthy lifestyle is important for your breast health” which was also distributed as a supplement in The Guardian.
Albania

Highlights of 2020
- For Breast Health Day (BHD), a yoga activity
- In October, two campaigns, “Donate hair, give hope” and “Pink at Work” with journalists, public figures and supporters dressing in pink to raise awareness about breast cancer (BC)
- A solidarity run, “Race for the Cure Albania” with representatives from the government and local authorities, doctors, patients, ED Albania members and the general public
- Providing information and raising awareness through podcasts and on social media (Facebook Live and Instagram Live)

Activities in 2021
- Providing information and raising awareness through social media (Facebook Live and Instagram Live)
- In October, a solidarity run, “Race for the Cure Albania”, yoga and bicycle activities, the “Donate hair, give hope” campaign and the “Pink at Work” campaign
- Meetings with patients with metastatic breast cancer (MBC) and health-care providers
- Prosthesis donation for MBC patient

Armenia

Highlights of 2020
- In March, holding a fundraising concert “You Are Not Alone” to raise awareness
- Holding meetings with patients online due to COVID-19
- Raising awareness through online campaigns

Activities in 2021
- In April, raising awareness through projects in 3 villages
- In June, the 4th International Conference “Healthcare and Innovation”
- Holding online FAQ meetings with doctors and patients
- From September to November, holding meetings at schools in Yerevan

Belgium

Highlights of 2020
- Sponsoring the play “What the Luck?” about hereditary BC
- Attending and speaking at conferences, eg, Walk & Talk Pink 2020
- Attending virtual ED Forum meetings and webinars
- In October, participating in the Pink Walk
- Publishing online articles about COVID-19 and on BC and the European Commission Initiative on Breast Cancer (ECIBC), and others on specialist breast units (SBUs)
- Organising and participating in webinars, speaking at a Facebook Live event, and on television

Activities in 2021
- Attending virtual ED Forum roundtables and conferences
- Attending the General Assembly of the Federal Higher Health Council and other webinars, a workshop, and a special committee meeting on beating cancer
- Meeting with other stakeholders regarding quality care in SBUs
- Collaboration in a BC survey
- Speaking at a course on multidisciplinary care
- In October, participating in the Pink Walk and a BHD social media campaign
- An information day for BC survivors and attending a play
Strength in Numbers

Croatia

Highlights of 2020
- In January, starting a genetic counselling programme for women at risk for BC
- In February, holding a conference for pregnant and breastfeeding women, with the intention of holding 3 conferences in 3 cities in Croatia
- In October, Pink Ribbon Day

Activities in 2021
- In January, adoption of the National Strategy Against Cancer by the Croatian parliament with participation of the president of ED Croatia
- In February, starting an EU project “Women for Women” employing 15 women for a year to provide home help for 90 women with BC or other malignant diseases
- In March, holding the 25th Daffodil Day online including lectures on BC
- In October, Pink Ribbon Day
- Attending the ED Pan-European Conference
- A conference for pregnant and breastfeeding women
- Online lectures on MBC

Cyprus

 Highlights of 2020
- Annual activities: conference participation, psychological and financial support, webinars, social media, solidarity runs, co-organisation of a Cancer Day event, co-operation with Nicosia General Hospital SBU, press conference announcing October activities, the virtual Pink Silhouette walk, BHD activities
- Participation in the steering committee of the National Screening Programme
- Board membership in the Cyprus Patients’ Organisation representing Cyprus at the European Patient Forum (EPF)
- Physiotherapy for patients with lymphoedema
- Launch of a new website
- Board participation in the Bank of Cyprus Oncology Centre
- Free bras, prostheses and wigs

Activities in 2021
- Annual activities: co-organisation of a Cancer Day event, webinars, social media, psychological support for patients and families, physiotherapy, participation in conferences and seminars, and on boards
- In September, a “Race for the Cure”
- Meeting with private sector SBUs
- New leaflet on ovarian cancer

Czech Republic

Highlights of 2020
- Educational webinars for patient organisations
- Psychological help webinars
- Bellis Project for young patients up to 45 years
- “My Time – Our Time”, online stories of MBC patients
- Provided information about the Covid-19 situation and face-masks

Activities in 2021
- Planting Sakura trees for awareness
- Educational webinars for patient organisations
- Annual conference
- Project Bellis – publishing a new guide for BC patients

Denmark

Highlights of 2020
- Encouraging new members with, eg, the BRCA mutation
- Advisory role in various research projects and national BC groups
- Involvement in the development of a decision support tool
- Launch of a new MBC Group
- Continued focus on timely screening, diagnostics and treatment during COVID-19
- Regional member activities (meetings and walks)

Activities in 2021
- The AGM with the election of a new board
- Launch of a new website
- Seminar for the board and associated staff
- Participation by the ED Denmark President in a national debate on cancer patients during COVID-19
- Various meetings on topics such as diagnosis, nutrition, and survivorship
- In October, MBC seminars, the BRCA Campaign launch, a yoga retreat for BC patients and the Assembly for Regional Group representatives
- A workshop on patient involvement in BC treatment
- Participation in the ED MBC patient advocacy webinar
- A special BC themed magazine
- Consolidation of the MBC group

Estonia

Highlights of 2020
- Holding meetings on the national cancer control plan development
- Holding nationwide cancer patient group meetings online
- In May, a campaign to raise awareness about breast health and cancer prevention
- Fundraising campaigns for a 3D mammography machine for the mammography bus
- In October, a national pink ribbon campaign

Activities in 2021
- Implementation of the national cancer control plan
- Cancer patient support programmes and consultations
- In March, the return of the refurbished mammography bus with a new 3D mammography machine
- In May, a campaign to raise awareness about breast health and cancer prevention
- In August, a cancer patient retreat
- In October, a national pink ribbon campaign, a press release, a radio programme, a video and magazine articles
- For MBC, a press release, a video and magazine articles

Finland

Highlights of 2020
- A seminar and wellbeing events for BC patients to celebrate ED Finland’s 15-year anniversary
- Holding new virtual peer support/discussion groups, plus virtual lectures on topics such as sexuality, lymphoedema, cancer treatment, relationships and BRCA
- A holiday week for families with BC with peer support activities
- A rehabilitation and recreational course for families and women with MBC
- Virtual yoga, Pilates and lymphoedema training

**Activities in 2021**
- Holding virtual and face-to-face peer support/discussion groups
- Holding webinars on several topics, such as nutrition, fertility and cancer research
- Virtual yoga, Pilates and lymphoedema training
- Advocacy for equal and timely diagnosis, treatment and follow-up despite COVID-19
- Weekly MBC telephone helpline
- Seminars and lectures for MBC patients
- In autumn, starting an MBC Advocacy Team
- For BHD, social media campaigns and a webinar

**France**

**Highlights of 2020**
- Due to the pandemic, meetings with patients held virtually via the monthly Digital Café Donna
- Strong presence on social media providing advice on breast screening and COVID-19 vaccine
- A digital conference on clinical studies, real-world data and a COVID-19 update for BC patients
- Updating of hormone therapy brochure

**Activities in 2021**
- Continuing virtual meetings
- Increasing phone line activities
- Conference on “Specificity of the Treatment and Care of Young and Older Patients”
- Maintaining a strong institutional presence regarding breast screening
- BHD posts on social media
- Awareness-raising of MBC by “Collectif 1310”
- In October, a web seminar day

**Georgia**

**Highlights of 2020**
- An international webinar, “Cancer Care in Tbilisi in Times of COVID-19”
- Preparation of posters with recommendations on prevention of COVID-19 and infectious diseases
- In October, a visit to a school by ED Georgia to raise awareness among students and teachers

**Activities in 2021**
- In April, art therapy at the “Pink Space”
- Regional advocacy training
- An event to celebrate the last chemotherapy session of a young woman with BC

**Greece**

**Highlights of 2020**
- Nationwide lectures to raise BC awareness
- For BHD, creation of a video
- Participating in TV/radio broadcasts promoting the ED cause

**Activities in 2021**
- A webinar/workshop: “The woman at the centre of treatment. Breast cancer in the era of personalised medicine. One size doesn’t fit all.”

**Activities in 2021**
- A free nipple tattoo for 5 BC survivors
- Designing a blood donation campaign during a basketball event
- A fashion show fundraiser
- A meeting with the Deputy Mayor of Health of Athens to plan BC awareness activities
- Planning the creation of a blood bank
- Running campaigns to promote BC awareness
- Participating in the Athens Marathon
- Holding a meeting with the Health Minister to advocate for more certified breast units and radiotherapy centres
- Lectures to raise BC awareness
- Online lectures and articles on MBC
- For BHD, a video campaign

**Ireland**

**Highlights of 2020**
- Developing ED Ireland’s website
- Using social media to spread information, especially in the context of the COVID-19 pandemic
- Attending relevant webinars
- In October, an MBC Webinar
- Maintaining the MBC Connect Facebook page
- Participation by committee members in the National Cancer Control Programme Patient Advisory Group and the Psycho-Oncology Advisory Group

**Activities in 2021**
- Using social media to spread information, given the limitations of the COVID-19 pandemic
- Attending relevant webinars
- Continued participation in National Cancer Control Groups
- Maintaining and expanding the MBC Connect Facebook group
- Planning and event for MBC Day in October
- Discussing an online presence for BHD

**Hungary**

**Highlights of 2020**
- Planting a tree in the park of Papá Castle, with positive thoughts, wishes and advice on pink hearts and ribbons
- Organising excursions to Lake Balaton
- In October, an awareness-raising bridge walk in Szentes
- For World Cancer Day, a series of presentations organised by the National Organization of Cancer Patients, in Hungarian and English, including training in self-knowledge and opportunities to express fears and doubts

**Activities in 2021**
- Patient rights’ representation
- Assistance with rehabilitation
- Providing information on prevention and effective treatment
- Supporting local clubs
- In October, participation in a bridge walk and organising an awareness and information campaign
- Organising a nationwide meeting on the prevention of MBC and its effective treatment
Israel

**Highlights of 2020**
- For BC awareness month: a press release and media and social media campaigns, and a “Celebrating Life” webinar
- A media campaign with information on early detection, in Hebrew and Arabic
- COVID-19 information and support for cancer patients: patients’ questions answered by oncologists, tele-support group and dedicated webpages
- WhatsApp sticker to raise awareness about breast health

**Activities in 2021**
- Support groups
- On-line lectures
- “Yad Leachatla” (Reach to Recovery) trained volunteer BC survivors supporting newly diagnosed women
- New information sheet on BRCA testing available under the public health system for Ashkenazi Jewish women
- BHD activities – a press release, campaigns in the media and social media and a series of podcasts
- In October, an MBC webinar

Kyrgyzstan

**Highlights of 2020**
- In February, the first Congress of Breast Cancer Patients
- In September, reception of mobile mammography equipment from Germany
- In autumn, mammograms for women in rural areas
- Webinars providing advice from specialists regarding treatment, nutrition and rehabilitation
- New videos on BC issues to increase awareness
- Opening an Office for Peer Counselling for women with BC and cervical cancer
- Advocacy for quality oncology services and palliative care during COVID-19 pandemic

**Activities in 2021**
- In February, a meeting with government representatives and international organisations to discuss early diagnosis, availability of chemotherapy, pain relievers, rehabilitation and palliative care
- Providing mammograms in the mobile trailer
- Classes on physical activities for women with cancer
- A psychological rehabilitation course for patients
- Advocacy for quality oncology services and palliative care during the COVID-19 pandemic
- For BHD, awareness-raising activities with participation of BC survivors

Italy

**Highlights of 2020**
- In spring, a survey, “Volunteer work does not stop” during COVID-19 lockdown
- An appeal encouraging women to have diagnostic checks
- A government working group on resuming screening interrupted during lockdown
- A virtual campaign resulting in the establishment of National MBC Day on 13 October
- Collecting information on Italian BC organisations for an analysis of their social impact and updating a report

**Activities in 2021**
- A virtual campaign supporting free access to genomic testing
- A project to help women with BC return to work, in collaboration with socially responsible companies
- Third edition of the ForteMente project for psychological support in SBUs
- National survey on the impact of the COVID-19 pandemic on BC diagnosis and possible treatments
- An assessment of 3 regional SBUs
- Lobbying parliament and re-establishing ED Parlamento, a transversal group of female senators and deputies
- In October, a campaign on MBC, local and regional events, and illumination in pink of a local landmark

Latvia

**Highlights of 2020**
- Adapting to the COVID-19 situation and striving to continue to support BC patients and their relatives, including active communication on social media
- Running a psycho-emotional support group for BC patients in cooperation with a large oncological hospital
- For BHD, organising a six-hour online marathon “Live in Pink!” on social media, to look at health from different perspectives and inspire women
- In October, a campaign, “Together we CAN” to raise awareness, and a pink photo and video exhibition on Facebook

**Activities in 2021**
- Planning and running special psychosocial rehabilitation programmes for women after BC
- Developing the voluntary mentors’ movement for women after BC and training mentors
- Developing regional activities and self-support groups
- To increase funding for oncological treatments, a proposal to collect signatures, a letter to the government and a press conference

Lithuania

**Highlights of 2020**
- In February, participation in the traditional Health Fair with lectures
- Awarding of scholarships to ED Lithuania members to study at the University of Women of Wonder (WOW) for two semesters
- In October, fundraising with partners in the three Baltic states
• Continuing discussion regarding health policy on breast implant compensation for breast reconstruction after mastectomies
• Cooperating with publication of the newspaper and portal “Oncologist Pages”
• Creation of an information brochure on breast radiological diagnostics that was donated to the National Cancer Institute
• Continuation of the oncology lecture project “And Life Goes On”

Activities in 2021
• Creation of special physiotherapy pillows for women after breast surgery and donation of these pillows to patients in 3 university hospitals
• Cooperation with health policies
• Continuation of studies at WOW University
• Continuation of the project “Crowd Ideas” on MBC

Luxembourg

Highlights of 2020
• For BHD, the 30,000 Pink Ribbons virtual challenge (Broschtkriibslaf)
• A new lay-out of the ED Luxembourg website
• New flyers on radiotherapy and physiotherapy for women with BC and a flyer with specific exercises

Activities in 2021
• For BHD, the 30,000 Pink Ribbons virtual challenge (Broschtkriibslaf)
• Promotion and financial support for supportive care, including sophrology, reflexology, yoga, nutritional therapy and acupuncture to help women to cope better with the side effects of treatments
• Development of a new leaflet on being breast aware

The Netherlands

Highlights of 2020
• Helping patients to choose the best treatment for them and implementing shared decision-making
• Improving and distributing information about BC care from a patient’s perspective
• Encouraging precision medicine
• Increasing awareness and need for better care for people with hereditary BC
• A webinar about topics for patients from the moment of MBC diagnosis
• Extension to 3 discussion groups for MBC

Activities in 2021
• Improving information for patients, implementing shared decision-making, and encouraging precision medicine
• Increasing attention for early detection of BC and hereditary BC
• Extending contacts with other patients
• For BHD, sports activities, social media posts and increasing research about healthy exercise during treatment
• Improvement of MBC patient’s journey, including advocating for access to new therapies, a brochure and fact sheet

Poland

Highlights of 2020
• In September, holding the General Assembly of Polish Forum, part in Legnica and part online
• In October, receiving the City of Legnica Award for 25 years of activity
• Radio broadcasts on BC prevention in various Polish cities

Activities in 2021
• In May, submission of annual reports to the state authorities
• In September, organisation of the 25th General Assembly of ED Poland
• In October, for BHD, an event, “March Towards Health”, a Zumba marathon, a press conference, information leaflets, mammograms in “mammobuses” and posts on social media
• Participating in ED conferences and training

Portugal

Highlights of 2020
• Annual activities: BC screening programme, a research grant for BC, representation on the National Health Council, legal support, Pink October activities
• Expert medical support for oncological patients at medical boards
• Psychological support for patients and relatives
• Campaign with a cosmetics company to raise awareness for BC and funds for another direct digital mammography unit
• Information support provided by Cancer Line
• Fourth edition of the cancer patients’ rights guide

Activities in 2021
• Annual activities: BC screening programme, a research grant for BC, representation on the National Health Council, legal and psychological support, Pink October activities
• Expert medical support for oncological patients on medical boards
• Campaign with a cosmetics company to raise awareness for BC and funds for another direct digital mammography unit
• Information support provided by Cancer Line

Romania

Highlights of 2020
• Annual activities: 6th “Happy Run” Digital Edition with over 3000 participants, wig donation “Brave Cut” Campaign and a pink illumination event
• Supporting activities by ASPO (Association of Oncological Patient Support) promoting early detection and improving the quality of life of patients with BC and other oncological or chronic diseases
• A mobile diagnostic campaign for breast and cervical cancer for women in rural areas

Activities in 2021
• Annual activities: 7th “Happy Run”, “Brave Cut” Campaign and a pink illumination event
• A 3-month mobile diagnostic campaign for breast and cervical cancer
• Supporting activities by ASPO (psychological support groups, art therapy and yoga)
## Strength in Numbers

- Advocacy activities and events stressing the need for a national BC screening programme
- For BHD, yoga activities and counselling sessions on nutrition for BC survivors

### Serbia

#### Highlights of 2020
- Starting a Patients’ Academy, with BC survivors as students, to enable BC survivors to educate women on BC
- Participation by ED Serbia representatives in media training for patients’ associations with special focus on COVID-19
- A leaflet on prevention of lymphoedema of the hand
- A campaign “Life is Worth it” to introduce innovative MBC therapies
- A virtual solidarity run “The Race for the Cure”
- Annual meeting of ED Serbia

#### Activities in 2021
- “Together we Can do More” project providing gift packs for BC survivors
- “Life is Worth it” campaign for novel MBC therapies
- A leaflet for newly diagnosed BC patients
- Completion of Patients’ Academy
- “The Race for the Cure”
- For BHD, online educational interviews on BC, as podcasts on social media
- Participation in the ED conferences and training

### Slovakia

#### Highlights of 2020
- In March, an art exhibition including the teaching of breast awareness and living a healthy lifestyle
- In May and June, online promotion of a healthy lifestyle
- In June, a solidarity run online, “Run for Healthy Breasts”
- From June to October, online sporting activities, “Support BHD by Doing Sports, You Too…”
- In September, an art exhibition by a BC survivor

#### Activities in 2021
- An online competition, “Therapeutic Herbs in Spring”
- Promotion of a healthy lifestyles online
- In June, “Run for Healthy Breasts”, a solidarity run online and in Bratislava; recognition of 2 mammography screening workplaces with the presentation of a statuette; lectures for health care providers
- Online sports activities, “Support BHD by Doing Sports, You Too…”
- Art exhibitions by BC survivors
- Translation and printing of a brochure on MBC

### Slovenia

#### Highlights of 2020
- Annual activities: publication of 4 issues of ED News (85,000 copies per issue), patient counselling, psychosocial support for patients and relatives, including children
- Special patient groups (young, metastatic, gynaecological cancers)
- Patient’s diary – for the newly diagnosed
- Online awareness-raising lectures

#### Activities in 2021
- Awareness-raising activities in October – press conference, local activities, TV and online campaign

### Spain

#### Highlights of 2020
- Involvement in a campaign to raise awareness about MBC
- A BHD press conference to present the Manifesto and awareness campaigns on early detection and to raise funds
- Active involvement in the National Health System Cancer Strategy as a member of the follow-up and evaluation committee
- Coordination and support for local organisations’ activities
- Psychological support for women with BC and their families
- Physiotherapy for lymphoedema
- Fundraising for clinical trials

#### Activities in 2021
- Webinars on digital accessibility, long survivorship needs, the impact of COVID-19 on women’s health and other topics of interest to patients
- Advocacy activities and participation with the National Cancer Strategy Board in updating the National Cancer Plan in keeping with Europe’s Beating Cancer Plan
- Psychological support for women with BC and their families
- Physiotherapy for lymphoedema
- Fundraising for clinical trials

### Sweden

#### Highlights of 2020
- Campaign on patients’ rights
- Information campaign on early detection in different languages (Arabic, English, Persian, Somali and Turkish)
- Information campaigns on BC and COVID-19
- Member survey and press release on working life after BC
- In October, a BC report about the lack of radiologists and the development of artificial intelligence (AI)
- Digital rehabilitation for MBC patients

#### Activities in 2021
- A member survey on the experiences of breast reconstruction
- A film about COVID-19 vaccination and BC
- A campaign on early detection aimed at immigrants
- Input to the EU Commission, regarding the plan for a stronger European drug strategy
- Rehabilitation funded by ED Sweden, and a report on rehabilitation highlighting national differences
- A review of the national screening programme
- Events encouraging physical activity throughout the year
- For MBC, a project and rehabilitation funded by ED Sweden, a male ambassador programme sharing family experience of losing wife to MBC, an equal treatment campaign

**Switzerland**

**Highlights of 2020**
- Publishing an inspirational patient booklet in German and French providing advice on nutrition (recipes), sport (exercises) and mindfulness, especially for MBC patients
- Launching a website simplythebreast.ch, a blog with scientific information and personal stories
- Participating in several solidarity runs
- Tavola Rosa virtual meetings during COVID-19
- Speaking to the board of directors of a major health insurance company in Switzerland
- Participating as a patient in a multi-stakeholder conference
- Involvement in various webinars

**Activities in 2021**
- Publishing information and personal stories on the simplythebreast.ch blog and on social media
- Tavola Rosa meetings, picnics and excursions
- Distributing an inspirational patient booklet, providing advice on nutrition, sport and mindfulness, to MBC patients and SBUs
- Providing information about physical activity and nutrition on the website and social media

**Tajikistan**

**Highlights of 2020**
- Developing methodological recommendations for palliative care for cancer patients in a primary care setting, and a roundtable on access to such care
- A seminar on healthy nutrition and physical activity for BC
- Seminars for patient groups and primary care physicians
- An activity for BC patient groups, “Positive thinking”
- A seminar for journalists
- Information campaigns and TV shows on the prevention of BC

**Activities in 2021**
- Receiving a grant from Union for International Cancer Control (UICC) for advocacy efforts regarding cancer and ageing
- Courses and seminars for patient groups, primary care physicians and nurses
- A roundtable with government representatives as part of the UICC activities on early diagnosis and treatment of breast and cervical cancer, and on ageing and cancer
- Holding meetings with patient groups
- An information campaign in different health centres
- A course for an MBC patient group on psychological support

**Turkey**

**Highlights of 2020**
- Performing breast screening of refugee women via a mobile unit, as part of an EU-funded project
- Holding a virtual version of the Annual Breastanbul Breast Cancer Conference
- ONKOVAN project providing transportation support for patients receiving treatment during the pandemic

**Activities in 2021**
- Providing treatment follow-up support for women diagnosed with BC

**United Kingdom**

**Highlights of 2020**
- Meeting with the Cross-Party Group on Cancer, a debate with the cabinet secretary
- A lecture on leadership in cancer nursing for oncology nurses
- BC patient workshops
- An invitation to ED UK deputy chair to become a medical advisory group member for the charity CoppaFeel!
- Contribution to global peer navigator programme content for MBC
- Organisation of a virtual meeting on cancer including BC talks
- Participation in the Imperial College Women’s Network event

**Activities in 2021**
- Part of organising committee for Cancer and Therapy Meeting at University of Westminster including BC sessions
- Participation in the International Women’s event in London
- Meet-the-Expert European event on management of patients with MBC during COVID-19 pandemic
- Assistance in development of prosthetic breast as breast examination tool
- Participation in the SWEET trial to improve outcomes among women with early BC through adherence to adjuvant endocrine therapy
- BHD awareness-raising activities among staff of a large supermarket chain

**Uzbekistan**

**Highlights of 2020**
- Meetings with mass media on how to write and inform about BC and other women’s cancers
- Organising interactive meetings for BC patients and survivors to exchange experiences, knowledge and “their way through” stories
- Organising series of meetings with oncologists on promoting the EU guidelines for BC screening and diagnosis

**Activities in 2021**
- Holding a series of online sessions on COVID-19 and its impact on BC patients
- Celebration of International Women’s Day with BC survivors and advocates
- Participation in the promotional and educational events of the Association of oncologists of Uzbekistan
- For BHD, celebrating Pink October, holding a series of online seminars for BC survivors and promoting BHD involving BC patients and survivors
Celebrating Breast Health Day
15 October 2021

For the 14th year running, Europa Donna has held its Breast Health Day campaign, which is observed throughout most of the Coalition’s 47 member countries. The aim is to inform women of all ages that lifestyle factors play an important role in preventing breast cancer and its recurrence, as well as the importance of early detection. Here is a snapshot of some of the activities held in 2021. Descriptions of the activities held across member countries can be found on the ED website.
What’s on in 2022

13th European Breast Cancer Conference
23-25 March 2022 – Barcelona, Spain

Europa Donna MBC Advocacy Webinar
Spring 2022

Europa Donna Breast Cancer Advocacy Leader Conference
September 2022

21st Annual Europa Donna Breast Cancer Advocacy Training Course
November 2022

Stay tuned for more upcoming Webinars and Interactive Zoom Meetings with Fora in 2022 which will continue to take place on a regular basis, covering many different topics and enhancing communication and exchange among member countries.

What’s new

Breast Health Day
In 2021, for its main prevention initiative, Breast Health Day, Europa Donna launched a new video campaign featuring women holding up the slogan “I Make #HealthyChoices for my Breast Health!” Europa Donna appreciates the enthusiastic response to the call for video submissions for this year’s campaign.

Europa Donna Advocates Speak Out
As part of the MBC Advocates Speak Out series, additional video testimonials on individual advocates’ experiences with metastatic breast cancer (MBC) and MBC advocacy have been posted on the ED website and social media. Following the success of this series, ED has launched a new video series called: Europa Donna Early Breast Cancer Advocates Speak Out. The first two videos are available on the ED YouTube channel and feature ED President Tanja Spanic and Communications Officer Barbara Klein as they share their experiences after their early breast cancer diagnosis.

Europa Donna Website
The Europa Donna Website is being remodelled. Stay tuned for the result.

Keep up to date and connect with us
Website: www.europadonna.org
Facebook: www.facebook.com/EuropaDonna
Twitter: http://twitter.com/EuropaDonnaEUR
http://twitter.com/BreastHealthDay
YouTube: www.youtube.com/EuropaDonnaChannel
www.youtube.com/BreastHealthDay

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.

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