

Belgique Bulgaria Česká Republika Danmark Deutschland
Eesti España France Hellas Hrvatska Ireland, Island Israel Italia
Kazakhstan Kypros Latvija Leituva Luxembourg Magyarorszá
Malta Moldova Monaco Nederland Norge Österreich Polska

EUROPA DONNA

The European Breast Cancer Coalition

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 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 EU.

Annual Report

2010

France Hellas Hrvatska Ireland, Is
Kypros Latvija Leituva Luxemb
Moldova Monaco Nederland Norg
Romania Rossijshaja Federacija Sa
Srbija i Crna Gora Suisse Suomi Sverige Turkiye Ukraina
United Kingdom Belgique Bulgaria Česká Republika Danmar
Deutschland Eesti España France Hellas Hrvatska Ireland Island
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Magyarország Malta Moldova Monaco Nederland Norge
Österreich Polska Portugal Romania Rossijshaja Federacija
Sagartvelo Slovenija Slovensko Srbija i Crna Gora Suisse Suom
Sverige Turkiye Ukraina
Česká Republika Danma
Hellas Hrvatska Ireland,
Latvija Leituva Luxemb
Monaco Nederland Norg
Rossijshaja Federacija S
Crna Gora Suisse Suo
Kingdom Belgique Bul
Deutschland Eesti España France Hellas Hrvatska Ireland Island
Israel Italia Kazakhstan Kypros Latvija Leituva Luxembourg



EUROPA DONNA Executive Board

2010

President

Ellen Verschuur *(The Netherlands)*

Vice-President

Christine Murphy-Whyte *(Ireland)*

Treasurer

Sema Erdem *(Turkey)*

Members

Adriana Bonifacino *(Italy)*

Elizabeth Bergsten Nordström
(Sweden)

Bettina Borisch *(Switzerland)*

Galina Maistruk *(Ukraine)*

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Susan Knox

Policy Officer

Karen Benn

Communications Officer

Barbara Klein

Admin/Events Officer

Daniela Pirisi

Development Officer

Paige Robinson

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INTRODUCTION

2010 was an exciting and productive year for EUROPA DONNA. Many ED advocates joined us and provided input into the **European Breast Cancer Conference** that was held in Barcelona on 24-27 March. This is the only conference of its kind in which advocates, clinicians and researchers work together to develop and participate in the programme which attracts over 5000 participants. It was an especially rewarding time for ED as we received the news during the meeting that the **Written Declaration on the Fight Against Breast Cancer in the European Union** had been passed by the European Parliament. This important document re-confirms our main European advocacy priorities – the key services that need to be implemented across Europe. ED worked diligently to lobby for its passage both in Brussels and Strasbourg.

In September we held our first **Advocacy Leader Conference** which was supported by a grant from the European Commission. This brought together two key leaders from each of our member countries to hear expert lectures and work together to find strategies for “Reducing Health Inequalities and Fostering Healthy Ways of Life”. Shortly thereafter our third **Breast Health Day** took place on 15 October – this year it focussed on a digital campaign including YouTube, Facebook and Twitter as well as an interactive video game to attract the attention of young women and girls. In addition, 25 of our countries developed their own campaigns and also began connecting via the web. We took the campaign to the **European Parliament** on 12-13 October, where we distributed our Breast Health Day pamphlets to MEPs and held a BHD reception featuring a healthy food selection. As our number of member countries continues to grow – now 46 – we have increased our commitment to support our national organisations and provide them with the tools they need to get significant changes implemented in their countries. Our organisation continues to expand and develop, both nationally and at the European level enabling our messages to reach an ever larger number of women across Europe.

This year, our dear friend and Vice-President from Ireland, Christine Murphy-Whyte, died of breast cancer. Her loss was deeply felt by the entire breast cancer community, but the example she provided in her life and work continues to inspire us all.



Susan Knox
Executive Director

EDUCATIONAL OPPORTUNITIES

7th European Breast Cancer Conference

Barcelona, Spain • 24–27 March 2010

In partnership with the European Organisation for Research and Treatment of Cancer (EORTC) and the European Society of Breast Cancer Specialists (EUSOMA), we hosted the 7th European Breast Cancer Conference (EBCC-7) from 24–27 March 2010 in Barcelona. Over 5000 people from 96 countries participated and many of the sessions are available on webcast. At the opening session, our President Ellen Verschuur and Vice-President Christine Murphy-Whyte gave a keynote presentation on the patient's view of the need for specialist breast units and our many advocacy initiatives to have these implemented across Europe. Many of our board members and national representatives also chaired sessions and presented on topics ranging from implementing the *European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis*, to healthy lifestyles and psychosocial issues. Our teaching lectures and wrap-up sessions were also highly attended by physicians and advocates alike.

EBCC is unique in that it brings together all those concerned with breast cancer across Europe – researchers, scientists, physicians and advocates – to share best practice and the most recent advances in breast cancer research and clinical practice. Conference coverage is also provided in our 2010 newsletter.



EUROPA DONNA Breast Cancer Advocacy Leader Conference

Milan, Italy • 25 September 2010

Our first Breast Cancer Advocacy Leader Conference was co-funded by the European Union in the framework of the Public Health Programme and brought together 62 national representatives and delegates from 36 countries. The conference was divided into two main sessions: overcoming the obstacles to implementing the *European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis* and breast cancer prevention through promoting healthy ways of life, using our Breast Health Day campaign as a model. Each session included presentations by renowned speakers, followed by interactive workshops where advocates described activities undertaken in their countries, the obstacles faced and suggested methods to overcome them. A Proceedings Highlights document, also co-funded by the EU, has been published.



EUROPA DONNA Annual Breast Cancer Advocacy Training Course

Milan, Italy • 12–14 November 2010

In 2010, 54 breast cancer advocates completed our two-and-a-half day breast cancer Advocacy Training Course, where they learned about the latest developments in breast cancer research and treatment as well as advocacy techniques and communications skills that can be used to influence public health policy. The course is divided into three modules. The first part (one day) covers scientific topics, including basic biology and genetics of breast cancer, epidemiology, treatment and surgery options, clinical trials, diagnosis and early detection, mammography screening guidelines, specialist breast units and psychosocial factors. The second segment covers advocacy, lobbying and EUROPA DONNA (half a day) and the third section consists of communication skills training (one day). A special workshop on “Advocating for the EU Guidelines” was also held and received a high rating in feedback by attendees. Like every year, the course was extremely well received and in 2010 the participants unanimously rated it as “very useful”.

The second segment covers advocacy, lobbying and EUROPA DONNA (half a day) and the third section consists of communication skills training (one day). A special workshop on “Advocating for the EU Guidelines” was also held and received a high rating in feedback by attendees. Like every year, the course was extremely well received and in 2010 the participants unanimously rated it as “very useful”.



KNOWLEDGE DISSEMINATION

Breast Health Day

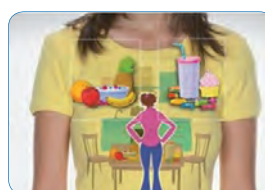
Europe-wide • 15 October 2010

Our third annual Breast Health Day involved a Europe-wide public awareness digital campaign designed to reach younger women. This advocacy activity is held yearly to promote breast cancer prevention and this year the campaign focussed on raising awareness that engaging in physical activity, maintaining a normal body weight and eating a healthy diet can help protect breast health. The event was promoted in our member countries, through an information event at the European Parliament in Brussels and through an extensive web-based campaign using the websites www.breasthealthday.org, www.europadonna.org and social networking sites such as Facebook, Twitter and YouTube. Activities across Europe are posted on the campaign website www.breasthealthday.org.



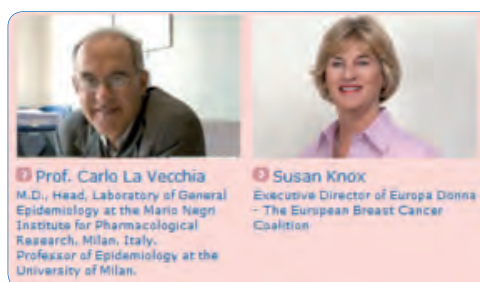
Breast Health Day Campaign Materials

Interactive Video Game: a game about healthy choices was available on www.breasthealthday.org and YouTube and could be shared with friends to encourage them to join the campaign. The viewers were tracked on a global map on the campaign website. It had 18,000 total views.



Breast Health Day Widget: An online application was available on www.breasthealthday.org for women to identify and commit to positive lifestyle resolutions. Women can use the application to receive reminders about their commitments and deadlines and be rewarded with Breast Health Day Points that they can display on social networks like Facebook.

Video Messages: Video messages on lifestyle choices from Prof. Carlo La Vecchia, Epidemiologist at the Mario Negri Institute for Pharmacological Research and the University of Milan, Italy, and our Executive Director Susan Knox were available on www.breasthealthday.org and on YouTube.



Breast Health Day T-shirt, Poster and Mini-diary: These promotional materials were available for download from the Breast Health Day website. The mini-diary is an 8-page booklet with healthy hints and a checklist for making daily healthy choices.

Social Networking Sites: New pages on Facebook, Twitter and YouTube helped us spread our message. Our Twitter reach was 153,600, and our Breast Health Day YouTube channel had 17,773 views. On Facebook we had 582 fans and 5,956 visits after Breast Health Day.



KNOWLEDGE DISSEMINATION

Publications

Breast Health Day News

A 4-page report covered the 2010 Breast Health Day activities, ranging from those held at the European Parliament, all the campaign materials available and summaries of the activities held in our member countries across Europe.



A Short Guide to the European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis

In 2010 we continued our efforts to disseminate our *Short Guide to the European Guidelines for Quality Assurance in Breast Cancer Screening and Diagnosis* by translating it into a further two languages. It has now been printed in Dutch, English, French, Georgian, German, Greek, Italian, Polish, Russian, Spanish, Swedish and Turkish. The Dutch and Russian translations were printed in 2010. The guide summarises the full EU guidelines document and describes, in language suitable for the lay public, best practice in mammography screening programmes and the requirements of a specialist breast unit. It has been well received by professionals and advocates and serves as the primary tool in their lobbying efforts across all our member countries. It can be downloaded in all available languages directly from our website www.europadonna.org.



EUROPA DONNA News

Our annual newsletter was distributed widely in September and featured coverage of the 7th European Breast Cancer Conference, interviews with key opinion leaders, articles on pregnancy after breast cancer, our European advocacy campaign for the adoption of the Written Declaration on the Fight Against Breast Cancer in the European Union and our member survey on specialist breast unit and EU guideline implementation, as well as reports from our Fora, among other topics.



Websites

www.europadonna.org

We continue to update our website with our latest materials and our annual audited financial statements. It also now includes links to our social networking pages on Facebook, Twitter and YouTube. Information about our upcoming advocacy events is also featured there.

www.breasthealthday.org



COLLABORATION AND NETWORKING

Parliamentary and Policy Activities

EUROPA DONNA remains active in seeing that politicians and members of the European Parliament (MEPs) understand the needs and issues of women with breast cancer.

European Parliament Written Declaration on the Fight Against Breast Cancer in the European Union

The Written Declaration on the Fight Against Breast Cancer in the EU was adopted on 25 March after a majority of MEPs – 381 – signed the Declaration. We worked with MEPs to draft the Declaration and later promoted it in Brussels and Strasbourg in February through information events, featuring a booth with three posters on the Declaration. We also distributed flyers stating “10 reasons for MEPs to sign the Written Declaration” and handed out copies of our “Short Guide to the EU Guidelines”. Many of our members also advocated for this Declaration in their countries. The purpose of the Declaration is to remind MEPs of the need to implement the Resolutions on Breast Cancer of 2003 and 2006, since a large number of MEPs have taken office since their adoption.



European Parliament Breast Health Day Reception and Information Event

On 12 October, in collaboration with MEP Liz Lynne (UK), we held a “healthy reception” and a two-day information event for MEPs at the European Parliament in Brussels. We aimed to reach MEPs with the Breast Health Day message encouraging healthy lifestyle choices and reminding them of the need to implement the new Written Declaration and the European Parliament Resolutions of 2003 and 2006.



European Patients' Forum and European Health Policy Forum Open Forum Exhibition

In May we attended the European Patients' Forum Annual General Assembly, where we expressed some of our concerns regarding EU funding and spending plans. The Commission assured us that they were still committed to breast cancer and were working toward the breast unit accreditation protocol which we have been actively advocating across Europe. In June, at the European Health Policy Forum Open Forum we also distributed our materials at an ED information stand.

European Cancer Network Pan European Meeting

This meeting was entitled “Prospect for Improvement in Cancer Screening and Prevention”. We participated in a poster session and our Executive Director, Susan Knox, gave a presentation on “The role of advocacy in EU Guideline implementation”. We also provided input into the document “An Agenda for Cancer Screening in Europe” which was published following the meeting.

Sponsor Meeting

We held our Third Sponsor Meeting in Milan on 9 October. Ellen Verschuur, President, and Susan Knox, Executive Director, attended and provided an overview on our progress on projects through 2010 and plans for 2011. Representatives of our sponsoring organisations then had the opportunity to discuss these projects in detail and to ask about our involvement in other cancer-related programmes taking place on a European level. We emphasised our commitment to multiple sponsors and transparency.

Development Programme

We continue to seek new sponsorship by contacting various foundations and organisations across Europe and the USA. More than 200 non-pharmaceutical organisations have been researched and letters/grant applications sent to many. In 2010 we received funding from the European Commission in the framework of the Public Health Programme for our Breast Cancer Advocacy Leader Conference and for the Highlights Report on the conference.

COMMITTEE MEMBERSHIP AND ACTIVITIES

During 2010 **EUROPA DONNA** served on the following committees:

Clinical Trials

- BIG Scientific Committee
- MINDACT Steering Committee
- TRANSBIG Steering Committee
- TRANSBIG Legal/Ethics Committee
- TRANSBIG Spreading of Excellence Committee
- ALLTO Steering Committee

During 2010 **ED** participated in the following organisational activities:

Policy

- European Parliament Meetings on the Written Declaration on the Fight Against Breast Cancer in the European Union
- European Parliament Information Meeting for Breast Health Day
- European Patients' Forum
- European Public Health Alliance
- ECCO – Patient Advisory Council
- ECCO Oncopolicy Forum

Conferences

- EBCC-7
- ESMO 35 Annual Congress/Patient Seminar
- EUHPF Open Health Forum Conference
- EUROPA DONNA Breast Cancer Advocacy Leader Conference*
- European Patient Forum Health Technology Assessment Seminar and Annual General Meeting
- 33rd Annual San Antonio Breast Cancer Symposium

Other Meetings

- EBCC-8 Organising Committee
- European Cancer Network Pan European Meeting
- European Patients' Forum
- Metastatic Breast Cancer Advocacy Meeting, Frankfurt
- Patient Advisory Boards
- Patient Advocacy Summit, Frankfurt
- Breast Cancer Dialogue Series, Zurich
- Skeletal Care Academy
- Tapestry Network – Breast Cancer Working Group
- VZW–BCWG

*This conference arises from the project “ED Breast Cancer Advocacy Leader Conference” which has received funding from the European Union, in the framework of the Public Health Programme.

FINANCIALS

Our annual financial statement has been prepared by an independent auditor and is posted on our website at www.europadonna.org.

Balance Sheet as of 31 December 2010

ASSETS		LIABILITIES	
Net Fixed Assets	18,109	Reserve Fund	365,567
(Plant machinery and equipment)		Surplus and loss for the year	-289,544
Current Assets	621,644	Extraordinary reserve	655,111
Trade debtors	7,441	Creditors	274,186
Other amounts receivable	2,565	Amounts payable within 1 year	5,001
Cash at bank and in hand	358,037	Accrued charges and deferred income	269,185
Reserve fund	253,601		
TOTAL ASSETS	639,753	TOTAL LIABILITIES	639,753

Income and Expenditure Statement 2010

INCOME	
Turnover	480,855
Membership dues	16,500
Grants and donations	464,355
Financial Income	31
Interest current account	
Other financial income	31
TOTAL INCOME	480,886
OPERATING EXPENDITURES	
Services & Office Expenses	73,040
Administrative overhead	60,488
Fees (audit, legal, insurance)	12,552
Salaries (employees & related costs)	242,479
Project Expenses	447,557
Publications, website	62,659
Short Guide printing & translation	22,060
EBCC-7	47,421
EBCC-8	740
Advocacy Training Course 2009	11,481
Advocacy Training Course 2010	74,953
Board meetings 2010	9,980
Other meetings	5,713
Breast Health Day 2009	5,928
Breast Health Day 2010	101,813
Advocacy Leader Conference	59,008
9th ED Pan European Conference	35,650
10th ED Pan European Conference	184
European Parliament Meetings	7,213
National Representative Day 2009	2,754
Depreciation & Write-Offs (office equipment)	4,278
Financial Charges (bank costs)	3,076
Surplus/Loss of the Period (transfer to/from reserves)	-289,544
TOTAL EXPENDITURES	480,886

ACKNOWLEDGEMENTS

EUROPA DONNA wishes to acknowledge and express appreciation for the ongoing support of our Executive Board, our faculty members and scientific advisors for their generous contribution of time and effort on behalf of breast cancer advocacy. We would also like to commend our individual National Fora for their continuing commitment to our common advocacy goals, especially the implementation of the EU guidelines. The strength of our organisation emanates from our National Fora whose ongoing work and efforts are outstanding and become more impressive each year. Finally, on behalf of the entire EUROPA DONNA breast cancer advocacy community, we would like to express our appreciation to all of our sponsors who have provided us with unrestricted educational grants to carry out our advocacy work on behalf of all of the women of Europe.

SPONSORS

EUROPA DONNA gratefully acknowledges the following for their generous support of our advocacy projects and activities:

Over €100,000

VZW–Breast Cancer Working Group

€50,000–99,999

Novartis • GlaxoSmithKline

€20,000–49,999

Amgen Europe GmbH • European Union Public Health Programme
F. Hoffman-La Roche, Ltd. • Merck-Serono • Pfizer

Below €20,000

Amgen Inc. • Eli Lilly Company

Other Contributions

We would also like to express our appreciation to Cohn & Wolfe for the provision of Pro Bono services for Breast Health Day evaluated at €32,000.

To safeguard the totally independent and autonomous voice of EUROPA DONNA on breast cancer issues, we are guided by our Sponsorship Policy in all matters concerning financial support of our work.

EUROPA DONNA EXECUTIVE BOARD AND NATIONAL REPRESENTATIVES

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Christine Murphy-Whyte

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IN MEMORY OF CHRISTINE MURPHY-WHYTE



We wish to remember our Vice-President, Christine Murphy-Whyte, who died of breast cancer in August 2010. Christine was elected to our Executive Board in January 2007 and made a very significant contribution to our advocacy activities in Europe. She was particularly active at EBCC-7, where she delivered the key note address along with our President Ellen Verschuur. At the time of her death, she was still highly involved in organising the 2010 Breast Health Day campaign in Ireland. She was a committed, dedicated advocate who fought the disease with grace and fortitude until the very end. Her work will remain an inspiration to us all.

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