Advocacy Priorities for the Future:
- Implementing new European Breast Guidelines and Quality Assurance Scheme developed by the European Commission Initiative on Breast Cancer (ECIBC)
- Establishing population-based mammography screening programmes in all countries
- Implementing specialist breast units in all countries
- Improving services and access for women living with metastatic breast cancer
- Establishing national breast cancer registries
- Furthering breast cancer research
- Prevention: Breast Health Day
- Survivorship

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 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

EUROPA DONNA gratefully acknowledges
EUROPA DONNA

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

EUROPA DONNA Pan-European Conference
- Every two years
- Only conference dedicated primarily to breast cancer advocates and survivors
- Presentations by scientists and experts on topics of current interest to advocates
- Workshops and networking opportunities for advocates

EUROPA DONNA Advocacy Training Course
- Every year
- Comprehensive course for new advocates covering
  - Basic science and epidemiology
  - Diagnosis and treatment
  - Screening and specialist breast units
  - Advocacy techniques
  - Communication skills training

European Breast Cancer Conference (EBCC)
- Every two years
- EUROPA DONNA co-organises with EUSOMA and EORTC
- Unique multidisciplinary conference for patient advocates, physicians, scientists and researchers

Metastatic Breast Cancer Advocacy Conference
- Launched in 2017
- Training in advocacy techniques, successful strategies, and best practice to improve services for women living with MBC
- Idea exchange and networking on key MBC issues

EUROPA DONNA Advocacy Leader Conference
- Every two years
- Training in organisational management for EUROPA DONNA country leaders
- Capacity building and fund-raising
- Training on topics of current concern: clinical trials, European health initiatives, ECIBC, Health Technology Assessment, and more

Breast Health Day
- National and international breast cancer prevention campaign
- Backed by research demonstrating the benefits of healthy lifestyles from a young age

Websites and Social Media
- www.europadonna.org
- https://mbc.europadonna.org
- https://prevention.europadonna.org
- www.facebook.com/EuropaDonna
- https://twitter.com/EuropaDonnaEUR
- https://twitter.com/BreastHealthDay
- www.youtube.com/EuropaDonnaChannel
- www.youtube.com/BreastHealthDay

The European Breast Cancer Coalition

ADVOCATING for European policies, legislation and guidelines to guarantee best practice in breast cancer services for women in all countries

- Population-based mammography screening in all EU countries
- Multidisciplinary specialist breast units in all EU countries
- Access to specialist breast units for all women with MBC
- European Commission development of an accreditation protocol for breast cancer services

The European Commission Initiative on Breast Cancer (ECIBC)
EUROPA DONNA is a stakeholder in this important EU initiative developing:
- New European Breast Guidelines for Screening and Diagnosis
  - Evidence-based recommendations available on a web platform (http://ecibc.jrc.ec.europa.eu/recommendations)
- A voluntary European Quality Assurance Scheme for breast cancer services
EUROPA DONNA representatives are individual members of the Guidelines Development Group and the Quality Assurance Scheme Development Group

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

Providing the patients’ perspective in numerous research collaborations:
- BIG Scientific Meetings
- MINDACT
- OLYMPIA
- AURORA
- POSITIVE

ADVOCATING for improved breast services because:
- Every year in Europe:
  - 562,500 newly diagnosed cases of breast cancer
  - 150,700 deaths due to breast cancer

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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 has national groups in 47 member countries.