Breast Cancer – Path of Support

Milestones for Empowering and Assisting Breast Cancer Patients

Ilana Kadmon (RN, PhD)

The Israel Cancer Association
Promoting the fight against breast cancer
ICA’s Aim:
Reducing breast cancer incidence, mortality and improving quality of care

• Funding and promoting breast cancer research.
• Implementing prevention and early detection programs.
• Developing an information network for the general public and professionals.
• Assisting in the upgrade of medical and rehabilitation services at oncology center and within the community.
• Assistance in the establishment and operation of treatment and welfare centers, and admission to hospitals.
• Promoting patients’ rights and quality of life.
• Distributing reliable information to the healthy population, in several languages.
• Providing training to multi-disciplinary medical staff.

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Breast Cancer Awareness Month

• Upon the initiative of the ICA, as part of its breast cancer awareness activities, October marks National Breast Cancer Awareness Month.

• Seminars for patients and survivors: young women, women at risk and women with metastatic cancer.

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Mobile Mammography Vehicle

The ICA has initiated the purchase of a mobile mammography vehicle that reaches the peripheral regions and is available to women residing in these remote areas.
Survival Rates among Arab-Israeli Women

- % survival after 1 year
- % survival after 2 years
- % survival after 3 years
- % survival after 4 years
- % survival after 5 years

1990-1993

1994-1997

1998-2000
Bridging the Gaps: Mammography Compliance Rate among Women age 50-74, by Sector

- National Average: 68.41%
- Ultra-Orthodox: 57.77%
- Israeli Arab: 64.96%
- Israeli Jewish: 69.23%

Source: National Israeli Breast Cancer Detection Program Report 2008; Prof. Gad Rennert
בעשור האחרון חלה בישראל ירידה יזרה בשיעורי התמותה מסרטן השד: מ-22.6 ב-1998 ל-17.4 ב-2009, כלומר медמר בירידה משמעונית של כ-30%.

## Women Mortality Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Women Mortality Rates by Cause, Population Group and Sex, 1998-2009</th>
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*Not applicable*
Public Information and Education by the ICA

• Produces and finances the ongoing broadcasting of public service announcements on TV and information programs via the various media channels.
• Organizes dozens of seminars and workshops for professional staff and the general population on an annual basis.
• Trains women in various settings to increase their awareness of the importance early detection, breast health, and women’s responsibility for their health.
• Produces and updates informational material on breast cancer in Hebrew and Russian.

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Training Professional Staff

- Training, interest groups, professional update meetings, and continuing education courses in psycho-oncology for multi-disciplinary staff, such as: Breast Care Nurse Navigators and social workers.
- Collaboration between the SIS, the Israel Society of Breast Diseases and the Israeli Forum of the Europa Donna (E.D.), the Israel Society for Clinical Oncology and Radiotherapy (ISCORT) and the Israel Society of Surgical Oncology to promote quality assurance for breast health centers in Israel, according to EUSOMA and E.D. recommendations.
- Funding of medical and psycho-social research studies.

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Medical Services
Professional Network

• Financing posts and projects such as **nurses and social workers** who work as **breast health coordinators**, treating breast cancer patients throughout all stages of diagnosis, treatment and follow-up.

• Financing psychologists and dieticians who assist in palliative care for cancer patients in general and breast cancer patients in particular.

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Promoting the fight against breast cancer
Establishment of Breast Health Centers

The ICA invests many resources in constructing and renovating oncology departments and in setting up comprehensive breast health centers where multidisciplinary staff meets all patients’ needs.
Maintenance and promotion - rights and services

- Updating the health basket with new drugs and technologies.
- Exercise breast cancer patients’ rights with the National Insurance Institute.
- Promotes protection against discrimination based on genetic information.
- The Genetic Consortium Project, financed by the Israel Cancer Association, was established to examine and evaluate breast and ovarian cancer risk among BRCA1 and BRCA2 gene mutation carriers during their lifetime.

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“From one who has been through it to another who is going through it” – a volunteer organization of the ICA, designed to support women coping with breast cancer and assist them. The members of this organization are volunteers who have recovered from breast cancer, undergone rehabilitation and received special training.
This projects enlists beauty professionals, make up artists, and hairstylists to volunteer their talents and cater to women with cancer at oncology centers. Patients receive cosmetic treatment, skin and hair care consultation, and sessions demonstrating how to match a haircut or wig.
Consultation on sexuality-related subjects for patients, survivors and their partners. This service is provided free of charge to anyone who seeks it and includes information about the implications of cancer on sexuality and body image, consultation on treatment possibilities.
Rehabilitation and Support Programs

Call Centers

- **“Telemeida” (tele-information) hotline** in Hebrew, Russian and Arabic.

- **Advanced information service** supported by international resource centers and a website that is updated on a regular basis.

- Operating **“Teletmicha” (tele-support) hotline** service in Hebrew and in Russian, that provides emotional first aid for patients, survivors and their families.
Rehabilitation and Support Programs

“Strong Together” Support Centers

“Strong Together” Support Centers operate in ICA branches and serve as a ‘home away from home’ for cancer patients, survivors and their families.
Rehabilitation and Support Programs

Support Groups

• For young patients/survivors
• For advanced breast cancer patients
• For partners of breast cancer patients
• For Couples
• Young adults embarking on life – young singles, women and men, between the ages of 20 and 30.
• And more…
Programs for Survivors

The Israel Cancer Association Promoting the fight against breast cancer
Free Access to Information and Support Website and Breast Cancer Forum

The Israel Cancer Association
Promoting the fight against breast cancer
The Israeli Coalition against Breast Cancer

The ICA collaborates with other member organizations: the Israeli Coalition against Breast Cancer, the European Coalition against Breast Cancer (Europa Donna) and the American National Breast Cancer Coalition (NBCC). The Israeli Coalition against Breast Cancer was established in 1994, in order to merge all Israeli organizations involved in the fight against breast cancer.
ICA activities are free of charge

The Israel Cancer Association thanks its thousands of volunteers who offer their talents with love and devotion.

Visit us at our website: www.cancer.org.il
Thank you for your attention!