

# 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.

# 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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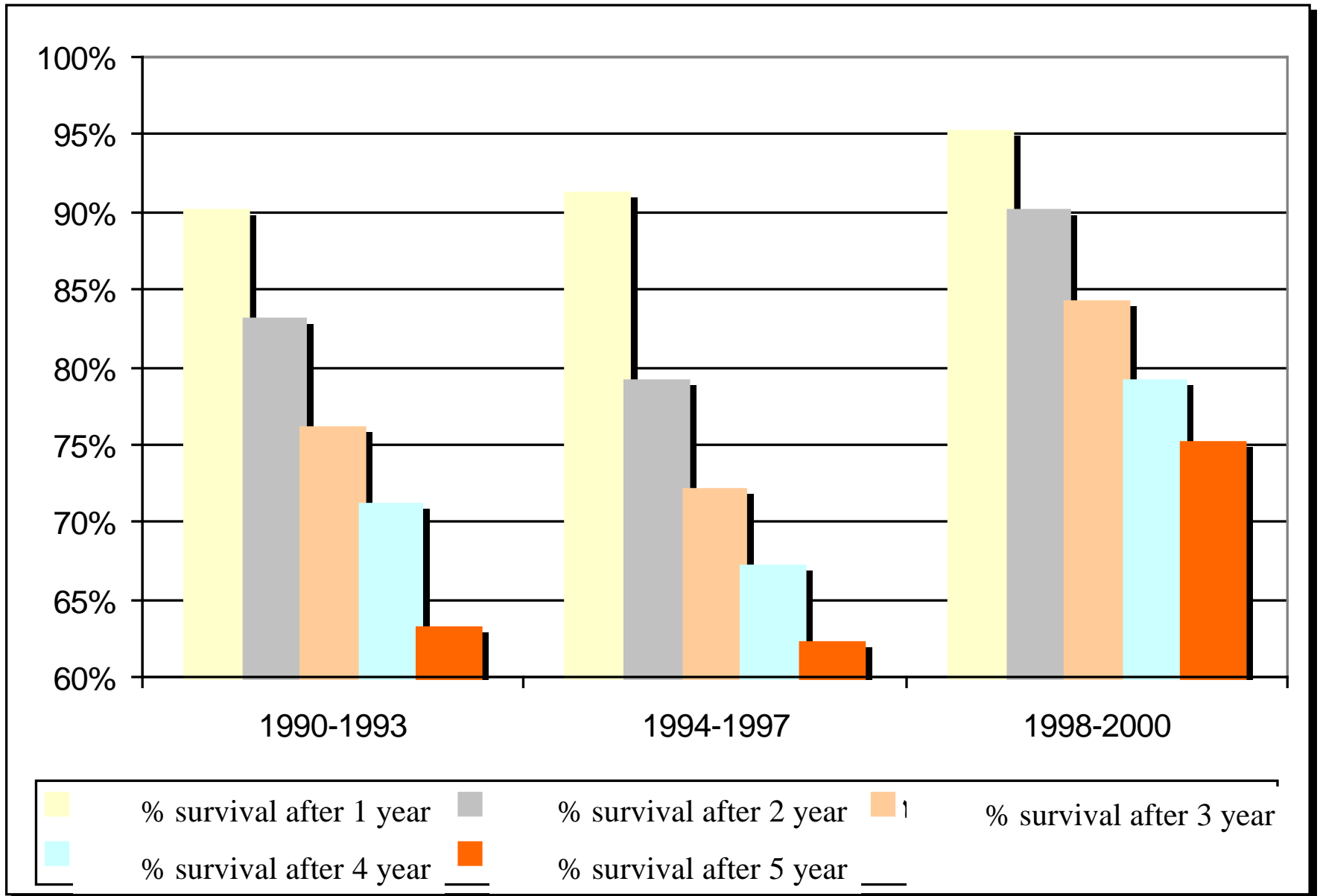
# Mobile Mammography Vehicle

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.

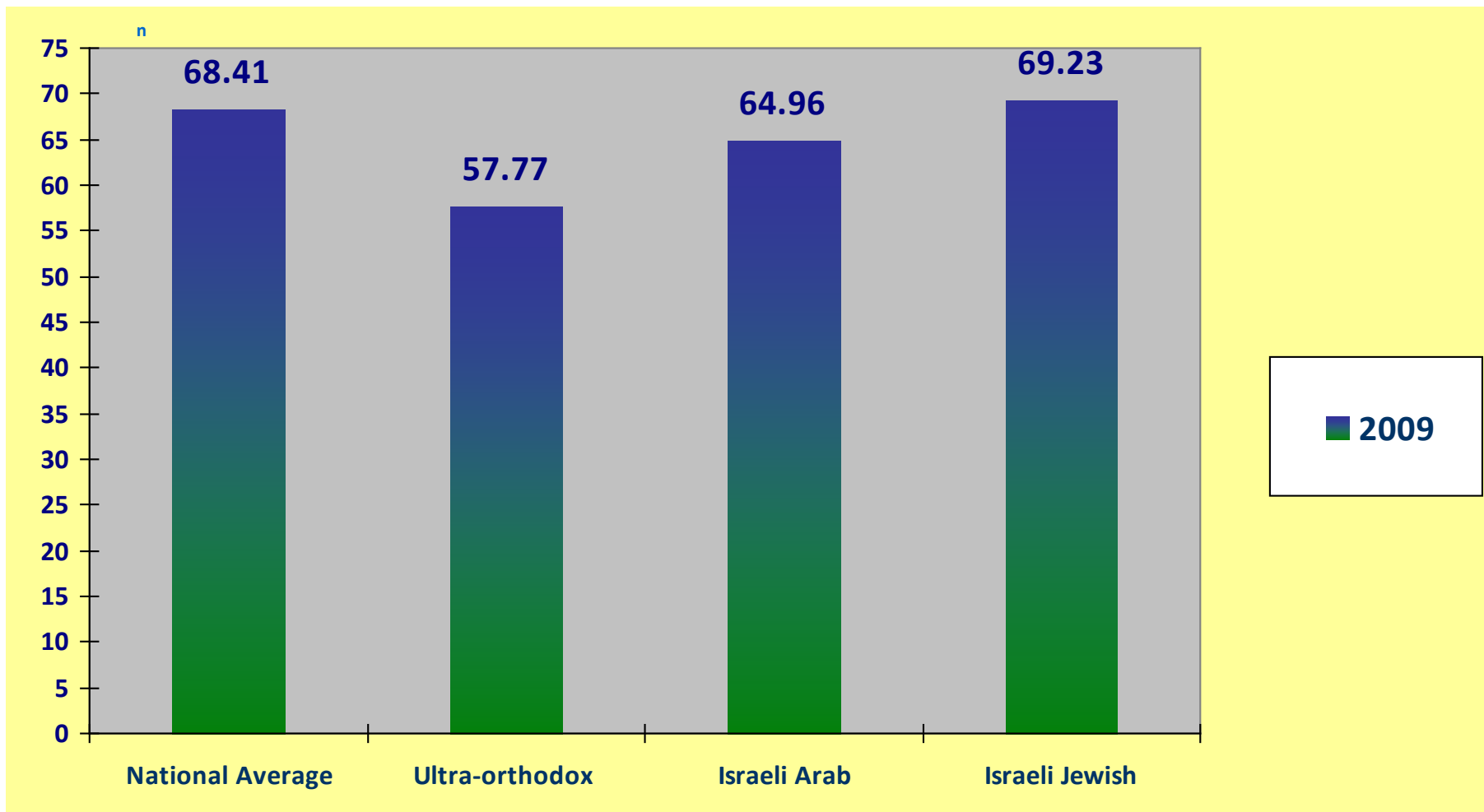


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# Survival Rates among Arab-Israeli Women



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



Source: National Israeli Breast Cancer Detection Program Report 2008;  
Prof. Gad Rennert

# Women Mortality Rates

בעשור האחרון חלה בישראל ירידה בשיעורי התמותה מסרטן השד: מ-22.6\* בשנת 1998 ל-17.4 בשנת 2009, כלומר מדובר בירידה משמעותית של כ-30%.

הלשכה המרכזית לסטטיסטיקה  
 CENTRAL BUREAU OF STATISTICS  
 שיעורי תמותה מתוקנים, לפי סיבה, קבוצת אוכלוסייה ומין, 2009-1998

2009

MORTALITY RATES, BY CAUSE, POPULATION GROUP AND SEX, 1998-2009

1998

2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990
260.6	277.9	292.5	294.4	305.7	303.0	317.2	326.1	322.8	337.3	350.0	353.1	353.1	353.1	353.1	353.1	353.1	353.1	353.1	353.1
-1.0	1.0	0.8	0.5	0.6	0.9	0.8	0.9	1.0	1.1	1.1	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6
(0.1)	0.0	(0.1)	(0.1)	(0.2)	0.1	(0.2)	(0.1)	(0.1)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)
6.1	7.1	7.3	7.0	6.3	5.4	5.4	5.5	5.7	6.9	6.0	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8	3.8
0.8	1.0	0.9	1.2	1.3	1.6	1.3	1.7	1.1	1.0	1.3	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
(0.3)	(0.2)	(0.1)	(0.2)	(0.3)	(0.2)	(0.2)	(0.2)	(0.2)	..	(0.3)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)	(0.2)
1.2	1.3	1.0	0.6	0.7	1.0	0.8	0.7	0.9	1.0	1.3	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1
0.5	0.7	0.4	0.6	0.4	0.4	0.8	0.5	0.8	0.7	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
0.6	0.7	0.7	0.7	1.0	0.6	0.6	0.6	0.6	0.8	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7	0.7
3.5	3.2	3.7	3.4	3.4	3.5	3.4	4.3	3.5	4.0	4.3	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1	4.1
10.3	9.7	10.4	10.9	11.2	10.3	11.7	11.8	13.1	12.9	12.6	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5
1.7	1.9	2.1	1.9	2.0	1.9	2.0	2.0	2.3	1.7	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1	2.1
6.0	5.8	5.1	6.4	6.1	5.6	6.4	5.9	5.8	4.7	5.4	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9	4.9
(0.2)	..	(0.1)	..	(0.2)	(0.3)	(0.3)	(0.2)	(0.2)	(0.2)	(0.2)	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1
9.0	8.7	8.9	9.3	9.0	8.6	9.0	8.8	8.6	9.3	7.9	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5	7.5
1.8	1.4	1.8	2.1	1.7	1.3	1.8	1.7	1.8	1.8	1.5	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9
<b>17.4</b>	18.6	18.8	18.4	19.8	20.1	20.0	20.9	21.1	22.3	22.5	<b>22.6</b>	22.6	22.6	22.6	22.6	22.6	22.6	22.6	22.6
1.8	1.8	1.5	1.3	1.3	1.4	1.4	1.5	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4	1.4
2.4	2.1	2.9	2.5	2.2	2.4	2.7	2.3	2.4	2.2	2.4	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5	2.5
4.5	4.9	4.8	5.0	5.5	5.6	5.1	5.6	5.6	5.9	4.1	5.9	5.9	5.9	5.9	5.9	5.9	5.9	5.9	5.9
1.0	1.1	0.9	0.9	1.3	1.1	1.2	1.2	1.2	1.0	0.9	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
3.3	3.4	2.9	2.6	2.9	3.1	3.6	3.8	3.7	2.8	3.0	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6
2.8	3.5	3.8	3.4	3.5	3.3	3.2	4.0	4.1	4.0	4.2	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5	5.5
1.2	1.3	1.5	1.6	1.8	1.5	1.9	2.0	1.6	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7
3.5	3.7	3.7	3.5	4.1	4.0	3.9	3.7	3.8	4.4	4.0	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
11.8	14.7	13.8	13.1	12.6	13.2	15.5	13.5	13.8	14.5	16.3	18.1	18.1	18.1	18.1	18.1	18.1	18.1	18.1	18.1
1.4	1.5	1.3	1.1	1.2	1.2	2.3	1.3	1.5	1.8	2.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2
15.9	17.9	17.7	18.5	19.1	21.0	23.8	21.5	23.1	23.5	23.6	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2	25.2
(0.1)	(0.1)	(0.2)	(0.1)	(0.2)	(0.1)	(0.2)	..	(0.3)	(0.2)	(0.2)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)	(0.3)
..	(0.2)	(0.1)	(0.2)	(0.2)	(0.3)	(0.3)	(0.4)	(0.2)	(0.2)	(0.3)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)	(0.5)
2.8	2.8	2.5	2.8	2.7	2.4	2.7	2.1	2.1	2.2	2.2	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
1.3	1.5	1.8	1.6	1.5	0.9	1.2	1.4	0.8	1.2	2.6	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9
4.8	6.0	6.0	5.5	5.1	5.9	5.8	6.1	4.6	5.7	7.3	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6	7.6
7.1	8.2	9.3	10.7	10.5	10.8	12.5	11.0	12.9	14.3	14.1	15.6	15.6	15.6	15.6	15.6	15.6	15.6	15.6	15.6
13.8	16.9	18.3	18.0	19.4	19.1	21.7	23.3	24.3	25.7	29.5	37.8	37.8	37.8	37.8	37.8	37.8	37.8	37.8	37.8
14.2	14.3	15.6	15.9	17.9	18.3	18.7	18.4	20.4	21.6	19.9	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0	24.0

8-10



# 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.

# 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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# Rehabilitation and Support Programs "Yad Lehachlama" (Reach to Recovery)

**"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.



13

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# Rehabilitation and Support Programs

## “Look Good, Feel Better...”

This project 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.

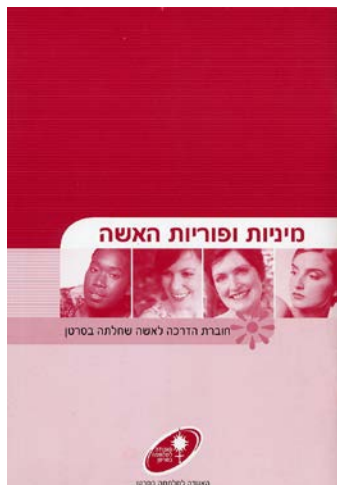


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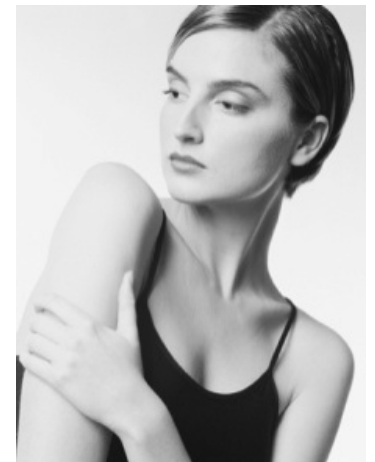
# Rehabilitation and Support Programs

## Consulting Services on Sexuality and Body Image

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.



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# 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.



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# 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



**קבוצות התמיכה של האגודה למלחמה בסרטן לחולים ולבני משפחותיהם**

הקבוצה מהווה מקור לתמיכה רגשית תוך יצירת מקום לזאגה הדדית, חיזוק תחושת הלכידות והשיוכות, הפגת תחושת הבדידות במחלה, העלאת הדימוי העצמי, הקניית כלים להתמודדות במשבר ומתן סיוע ומתקיימות במרכזי התמיכה של האגודה ובסניפיה ברחבי הארץ

**הקבוצות מונחות על ידי אנשי מקצוע מתחום הפסיכו אונקולוגיה ומתקיימות במרכזי התמיכה של האגודה ובסניפיה ברחבי הארץ**

- בוגרים צעירים (רווקים ורווקות בני 20-30)
- נשים צעירות (בנות 30-50)
- בריאים העומכים בבני זוגם החולים
- זוגות כאשר אחד מבני הזוג חולה, ובני זוג (גברים נשים)
- הורים שכולים שאיבדו את ילדם הבוגר
- חולות עם מחלות סרטן נשיות
- בני משפחה מלווים
- התמודדות עם אובדן ושכול
- חולים המתמודדים עם מחלות סרטן שונות

לפרטים: **מרת סייג** שירות ארץ ישראל 03-5719576, 03-5721614  
 סניף תל אביב: 03-5719576, 03-5721614  
 דוא"ל: [ortl-spiral@caacancer.org.il](mailto:ortl-spiral@caacancer.org.il)

**מרת סייג** שיקום ורווחה

האגודה למלחמה בסרטן בישראל  
 בית שמש - למידע על פעילותה רוקמוס 074  
 מידע על מחלת הסרטן ודרכי מניעתו ללא תשלום:  
**טל מידע 1-800-599-995**  
 בקרו אתר האינטרנט [www.caacancer.org.il](http://www.caacancer.org.il)



**צעדים לאיכות חיים**  
 האגודה למלחמה בסרטן

תוכנית חדשה של האגודה למלחמה בסרטן נפתחה במסגרת האונקולוגיים ברחבי הארץ

**"צעדים לאיכות חיים"**

במהלך השבוע נערכת כאן חמש, ללא תשלום, פעילות גופנית לחולי סרטן בהנחיית פיזיותרפיסט/ית

**פנו לאחיות המכון לברור מועדי הפעילות**

שמירה על אורח חיים פעיל במהלך הטיפול, השיקום, וההחלמה מהווה חלק חשוב בהתמודדות הפיזית והנפשית עם המחלה.

**יחד נתמודד עם מחלת הסרטן**

התוכנית ביועץ מקצועי של ד"ר נעמה קונסטנטינו - רופאת ספורט, מנהלת המרכז לרפואת ספורט, "הדסה" אופטימל





**"מחלימים לחיים בריאים"**

סדנא שנועדה ללוות מחלימים מסרטן בהתמודדות לאחר המחלה, לשפר את איכות חייהם, להדריכם לחיים בריאים ולעודדם לחזור לחיים אישיים וקהילתיים פעילים.

המשתתפים יקחו חלק בסדרת מפגשים בנושאים שונים:

- חזרה לשגרה ולמשפחה
- מיניות
- בריאות שלאחר הטיפולים והתמודדות עם תופעות לוואי
- צעדים לאיכות חיים - ביצוע פעילות גופנית מותאמת למחלימים מסרטן
- תזונה מותאמת בזמן המחלה ולאחריה
- רפואה משלימה לחולים ולמחלימים

המפגשים בהנחיית ובהדרכת אנשי מקצוע מתחום הפיסיכואונקולוגיה, עובדים סוציאליים, אחיות, פיזיותרפיסטים, תזונאים ועוד.

**ההשתתפות הזו ללא תשלום ומתקיימת במרכזי התמיכה "חוקים ביד" של האגודה למלחמה בסרטן בקהילה ברחבי הארץ.**

**למידע ולהצטרפות פנו לא מרת' שיקום ורווחה של האגודה למלחמה בסרטן בטל. 03-5749576**

# Free Access to Information and Support Website and Breast Cancer Forum

Link for direct contact

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# 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 (NBCCC). 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](http://www.cancer.org.il)

**Thank you for your  
attention !**



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