

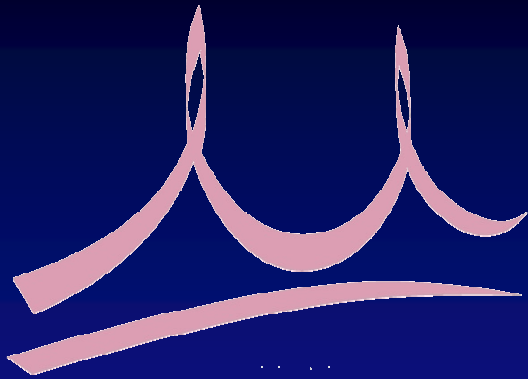


**THE ROLE OF CIVIL ORGANIZATIONS
AS THE LEADING CATALYST IN THE
FIGHT AGAINST BREAST CANCER IN
HUNGARY**

Dr. ÁGNES FÉNYI

**HUNGARIAN MEDICAL WOMEN'S
ASSOCIATION**

BUDAPEST, HUNGARY



**EACH YEAR IT IS ESTIMATED THAT NEARLY 7500
WOMEN WILL BE DIAGNOSED WITH BREAST
CANCER IN HUNGARY**

**IF BREAST CANCER IS FOUND
EARLY 90% CAN BE
SUCCESSFULLY TREATED**

**DEATH RATES HAVE BEEN DECREASING
15 % SINCE 2002 IN HUNGARY**



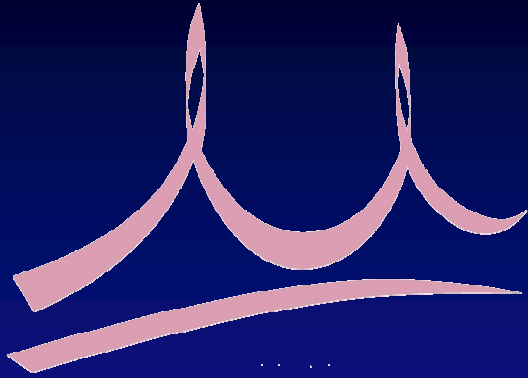
**THE NATIONAL PUBLIC HEALTH PROGRAM STARTED IN 2002 IN
OUR COUNTRY**

**IN THE PROGRAM WOMEN GIVE PERSONAL INVITATION AND
INFORMATION FOR BREAST CANCER SCREENING PROGRAM**

**THIS PROGRAM ORGANISED TERRITORIAL BASES IN 45
DEPARTMENT, USING FOLLOW-UP AND MONITORING SYSTEM**

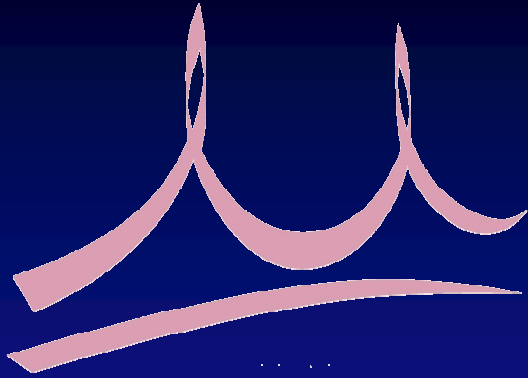
**THE INVITATION FOR FREE MAMMOGRAPHY IS TO BE SENT 2-
YEARLY, TARGETING 45-65 YEAR OLD WOMEN TO DETECT BREAST
CANCER EARLY**

**THE HUNGARIAN BREAST CANCER SCREENING
PROGRAM IS ONE OF THE BEST ORGANISED
SCREENING PROGRAMS**



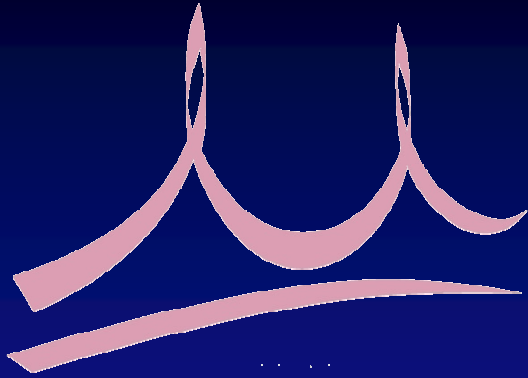
**SINCE SCREENING BECAME ORGANISED, WITH
8% INCREASED THE NUMBER OF THE PATIENT
TAKING THE SCREENING**

**THE PRO PORTION OF THE PARTICIPATE
37-50 % ON SCREENING IN HUNGARY,
SHOWS REGIONAL DIFFERENCES (2009)**



**THE CAUSE OF RELATIVELY LOW
PARTICIPATION IS THAT PEOPLE NEGLECT
THEIR HEALTH**

**HOW COULD NGO-S HELP IN THIS
SCREENING PROGRAM ?**



**ESTABLISHED IN 2002, THE BRIDGE OF HEALTH ALLIANCE
IS THE FIRST INITIATIVE IN HUNGARY THAT PROMOTES THE
COMMITTED COOPERATION OF THE**

GOVERNMENT, BUSINESS AND NGO-S

**SECTORS TO WORK FOR A COMMON GOOD, IN
THIS CASE THE FIGHT AGAINST BREAST
CANCER**



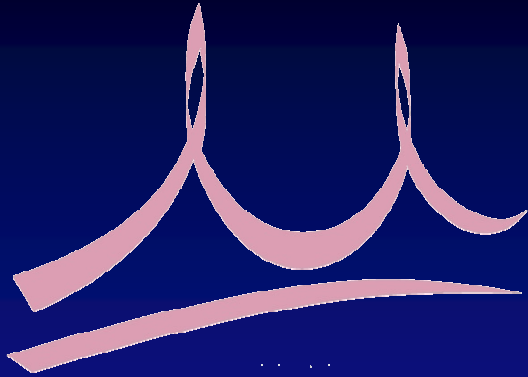
THE OBJECTIVE OF THE ALLIANCE IS TO COMMUNICATE TO THE PUBLIC THAT BREAST CANCER, IF DETECTED AT AN EARLY STAGE, IS LARGELY CURABLE AS AN IMPORTANT STEP IN THE EFFORT, WOMEN SHOULD ATTEND COUNTRY-WIDE SCREENING SCHEME ORGANIZED BY THE HUNGARIAN HEALTH AUTHORITY AND SHOULD UNDERSTAND THE IMPORTANCE OF SELF-EXAMINATION

OUR METHODS

TO ORGANISE SYPOSIUMS FOR WOMEN

PRESENT POPULAR FILMS TEACHING THE SELF EXAMINATION AND THE IMPORTANCY OF SCREENING

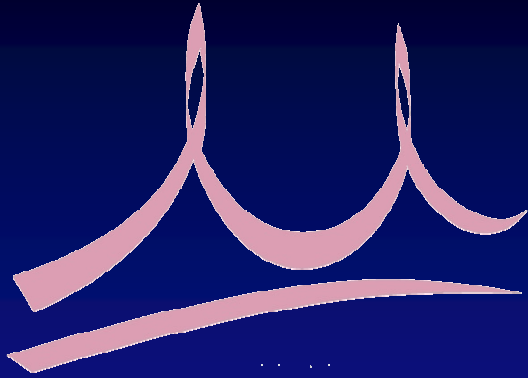
TO ORGANISE AWARENESS-RAISING WALKS THROUGH THE ILLUMINATED CHAIN BRIDGE IN BUDAPEST AND OTHER PLACES IN HUNGARY



**SINCE 2009 TITLED „THE BRIDGE OF HEALTH PARTNERCHAIN”, A
NEW HEALTH AWARENESS RAISING CAMPAIGN IS BEING
LAUNCHED AT THE COMPANIES THAT SPONSOR THE ALLIANCE
TO DELIVER ITS MESSAGES THEIR EMPLOYEES AND THEREBY TO
THEIR FAMILIES IN MULTIPLE PHASES THROUGHOUT THE YEAR**

**COMPANIES THAT WERE QUICK TO JOIN THE PROGRAM AT THE
FIRST INVITATION WITH A TOTAL OF 100 000 EMPLOYEES**

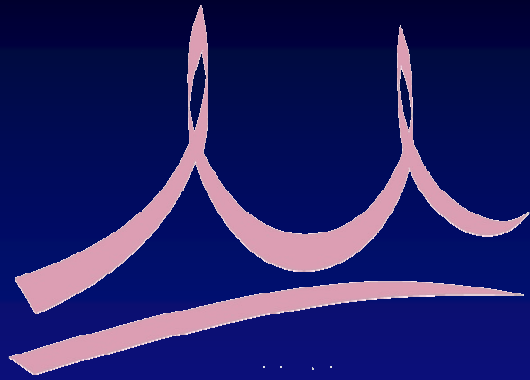
**UNDER THE PARTNERCHAIN CAMPAIGN 16
PARTNER-COMPANIES WILL ADOPT GE’ S BEST
PRACTICE IN 2009 YEAR**



NGO-S MESSAGE:

**TAKE CARE OF AND ALERT YOUR FEMALE RELATIVES
AND ACQUAINTANCES BETWEEN THE AGE OF 45-65 ABOUT THE
COUNTRY-WIDE SCREENING PROGRAM**

**THE RISK OF DISEASES CAN BE GREATLY REDUCED
THROUGH HEALTH AWARENESS
OUR GOAL IS TO HELP PREDICT, DIAGNOSE, TREAT
AND MONITOR DISEASES EARLIER SO PEOPLE CAN
LIVE THEIR LIVES TO THE FULLE**



**WE WOULD LIKE TO INVITE YOU TO
HUNGARY IN 4 OKTOBER 2010 AT
8:00 P.M. TO TAKE PART AN AWAR
AWARENESS-RAISING WALK THE CHAIN
BRIDGE ILLUMINATED IN PINK LIGHTS**

