



**BREAST CANCER IN THE DEVELOPING WORLD:
MEETING THE UNFORESEEN CHALLENGE TO
WOMEN, HEALTH AND EQUITY**

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HARVARD UNIVERSITY
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www.hsph.harvard.edu/breastandhealth

LatinaMama: Primary Objectives

Diminish cancer mortality and promote better access to and improved quality of health services through **awareness-raising** and **advocacy** actions that aim to empower civil society—NGOs, patients, and the general public—to articulate their visions and effectively participate in health policy-making.

The Three P's of Cancer Control

Inform **P**atients

Use Media to Engage the **P**ublic

Hold **P**olicymakers Accountable



Civil Society Responsibility is to:

- Create systems to *inform* citizens, patients and family members
- Raise visibility of *survivor* to give hope and generate popular demand
- Use volunteer and survivor base to affect change on the *policy* level



What's Missing

- **P**atients remain uninformed or partially informed
- Media perpetuates stereotypes about cancer in the **P**ublic
- **P**olicy makers given freedom to ignore the true burden of cancer

Regional Coalition-LatinaMama

ACS is creating a Regional Coalition of NGOs and medical stakeholders to advocate for breast cancer. This coalition has had its first Steering Committee Meeting (Rio de Janeiro, June 2009)

Objectives

Create policy documents with support of ACS and other international scientific references

Develop national advocacy goals with specific policy recommendations

Engage media, NGOs and medical stakeholders in targetted advocacy activities

Annual meeting to further strategy



Advocacy Objectives of LatinaMama:

1. Equal and age appropriate access to early detection services for breast cancer
2. Accessible treatment services for breast cancer patients
3. Diminished time between diagnosis and treatment

