



Encouraging advocacy  
for  
breast cancer

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Campaigning for Cancer  
South Africa  
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# Background

- Breast cancer survivor
- Fought medical funder for access to treatment
- Discovered lack of focus on advocacy for breast cancer
- Founded breast cancer advocacy organisation – PinkLink
- Designed model based on international advocacy organisations



What next?

PinkLink

BREAST CANCER ADVOCACY

[www.pinklink.org.za](http://www.pinklink.org.za)



*5 minutes for*  
**LIFE**

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# Advocacy in the developed world

- Advocacy acts as a catalyst to drive health system changes
- Advocacy is accepted as an integrated part of the treatment of cancer
- Buy and participation from all stakeholders
- Perception of NGO's as professional, credible organisations
- Advocacy removes fear and ignorance
- Accepted that advocacy positively empowers patients
- Empowering patients affects their outcome



# Advocacy in South Africa

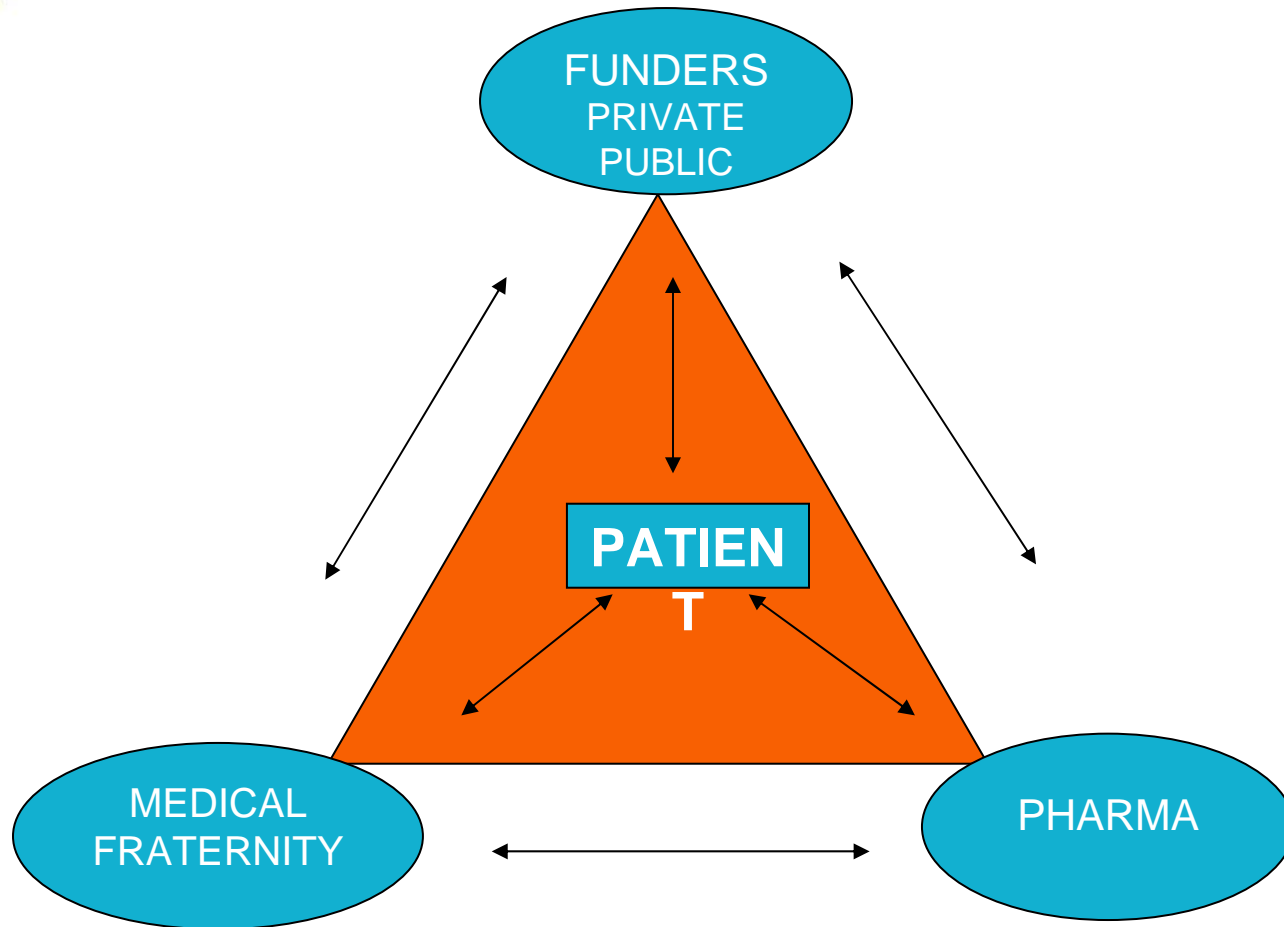
**Activism**

**Advocacy**

**Pacifis  
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- South Africa has a history of political activism
- Consumer driven advocacy is in its infancy in South Africa
- Role & power of advocacy is not clearly understood
- Stakeholders are not aware of their roles & responsibilities

# South Africa: The Current Reality of Advocacy



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# Understanding the issues

- Cancer is not on the governments agenda
- No national cancer plan implemented
- No national cancer registry
- Provincial inequity of access to treatment
- Overriding prescribing doctors orders
- Overcoming cultural stigma
- Lack of access to primary healthcare facilities

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# Challenges facing Patients

- A lack of understanding on entitlement to rights
- Ignorance of stakeholders
- Difficulty to comprehend information
- Accessibility of information
- Escalation processes are cumbersome and ineffective
- Treatment decisions are based on cost rather than efficiency
- Lead times from diagnosis to treatment

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# Addressing the issues

- Using reference cases to highlight issues
- Facilitate discussions amongst all stakeholders
- Engage government and funders positively
- Provide scientific evidence to justify improved access to treatment
- Collaborate with other NGOs to form more powerful voice
- Develop responsible, credible breast cancer advocates
- Improve relationships with media and their knowledge
- Propose sustainable solutions

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# What are we doing?

- Stakeholder forums
- Pro bono partnership with top legal firm
- Facilitating collaboration
- Lobbying for national cancer control plan
- Medical advisory board of experts
- Escalation tools & guidance for patients
- Collaborative advocacy & support call centre with PLWC
- Building international relationships

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Contact us

[www.cancerhelp.co.za](http://www.cancerhelp.co.za)

[www.pinklink.org.za](http://www.pinklink.org.za)