The Q Factor: Europa Donna France
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Disclosure: Pfizer Panelist
Our Mission

• Europa Donna is an advocacy Non-Government Organization (NGO)
  – The Voice of women affected by breast cancer
  – Providing clear education and information on screening and treatments
  – Support patients and their families, all around the country
• To fight for a better quality of life, during and after treatment
Europa Donna and Metastatic Breast Cancer

- Europa Donna was the first in Europe to bring this difficult topic onto the front scene
- Metastatic relapse has been a taboo subject for a long time, and it still is, in various regions and/or cultures
- It’s still a matter of « how long will I live ? »
- Psychological burden is extremely heavy for both patients and families
- The care given to them cannot be the same as primary breast cancer
• From the moment the metastatic condition is diagnosed, patients are taken in a storm more violent than the first announcement
  – Accept the fact, sometimes considered as a failure
  – Support new treatments
  – Start a new life, without seeing its issue

• Their whole life is overwhelmed: social, professional, family, relationship with administration
Europa Donna and MBC Women

• They start voicing their situation, but are they really listened to?
• Our specific mission, in their case, is to have this voice listened to and understood by the medical and administrative professionals
• To help everyone understand that MBC is not in every case a death sentence, but a new chronic situation
• This situation has to be considered per se, with specific attention and specific care
What Are We Fighting For?

- Extended free psychological support
- Extended free support care and activities
- Extended social care, with attention similar to the care given to other chronic patients (diabetes, cardiovascular...)
- Equal rights and attention in all civic situations
  - Insurance
  - Access to housing
  - Banking
  - Business environments
These past few years, we have made their voices heard, and **LISTENED TO** them in a variety of situations:

- Public speakings in various locations and events (professionals, patients)
- Specific literature (MBC brochures, from our own, or in association with partners)
- Advocacy at the 3rd Plan Cancer and Members of the European Parliament, and local and regional authorities
- Specific « Cafés Donna » activities
- Web radios, videos, patients testimonials
• Better treatments
• Better support care
• More hope
• But, last but not least, fight for an early detection of tumors. In most cases, the earlier BC is diagnosed, the longer and better their lives will be, and hopefully without metastatic relapse
Thank you for your attention!!!

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