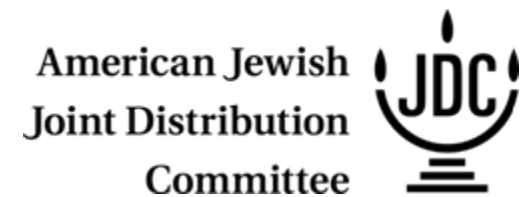




Women's Health Empowerment Program Moscow and Central Russia



Russia after 1985 (Perestroika)



1990s

- End of Communism
- Break-up of the Soviet Union (USSR)
- Crisis in all spheres of society life including healthcare
- Impoverishment of population, struggling to survive physically, psychologically adapting to a new reality

Beginning of the 21st century

- Stable economic growth for 8 years
- Economic situation for many individuals improved
- Growing gap between the rich and poor
- Civil society at first stages of development

Breast Cancer in Russia *



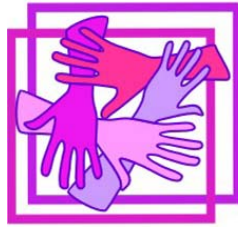
- Every year 50,000 Russian women are newly diagnosed with breast cancer
- The breast cancer rate has increased at 64% for last 20 years and every 8th woman is at risk of breast cancer.
- It is the most common cause of death among women aged of 45-55 years.
- There are 2150 mammography machines all over the country, but despite this fact there is no effective working national screening program in Russia.

* According to the data provided by Russian Oncological Scientific Centre and Ministry of Healthcare and Social Development of RF



What is Women's Health Empowerment Program?





WHEP is an innovative public movement
which provides:

- psychosocial support services by and for women with breast cancer and their families
- a variety of public education programs to encourage early detection of breast cancer

WHEP in Russia



Project Keshet

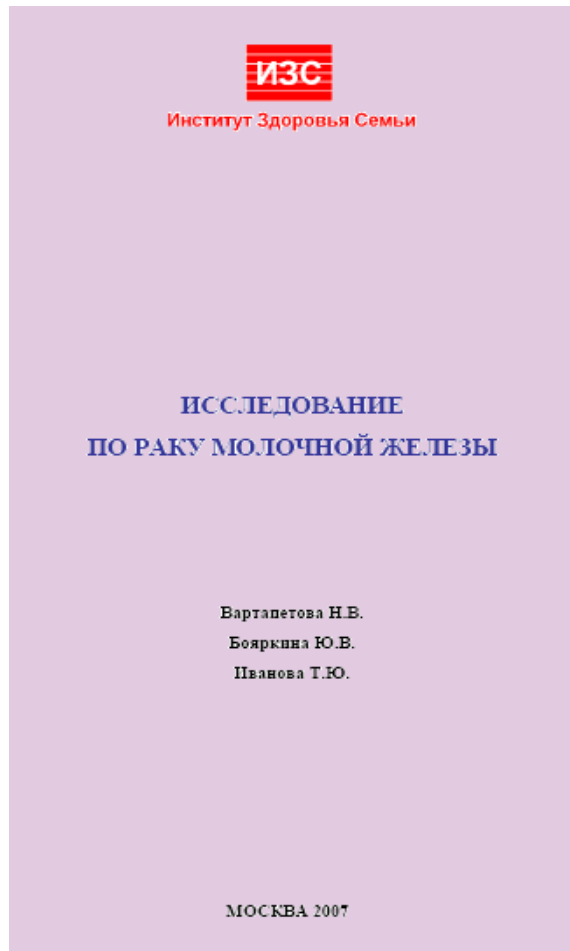


Stimula

Hesed «Tikva»

Hesed Chama

Research Project



Research goals:

- To study the **experience** of women with breast cancer
- To analyze **cultural attitudes** and family reactions to breast cancer
- To study the usage and penetration of **early detection** measures and existing services



Research results:

Breast cancer early detection

- Women associate cancer with the fear of death, hopelessness, despair
- Women are poorly informed about breast cancer related issues, risk factors, prevention and treatment methods.
- Doctors (therapists, gynecologists) have a lack of knowledge about breast cancer and preventative measures

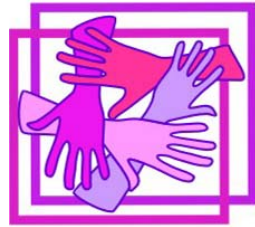
Research results:



Breast cancer survivors experience

- survivors testify to a lack of **social and psychological assistance** in medical institutions, their own families and society
- survivors need **information** on how to overcome the disease, to live on and to preserve their physical confidence
- survivors expressed a need for a **warmer attitude** from healthcare providers and society as well as ongoing social and psychological support

WHEP DIRECTIONS



- Psycho-social support for breast cancer survivors
- Informational and educational interventions to increase the prevalence of early detection
- Strengthening doctor-patient relations and training for healthcare professionals

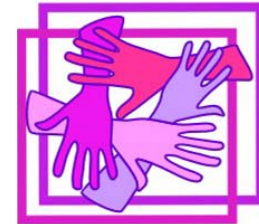


Peer support groups



Peer support - is special type of psycho-social support groups where , the person who supports and the person who is supported are equal in terms of there personal experience.

Members of peer support group, Tula

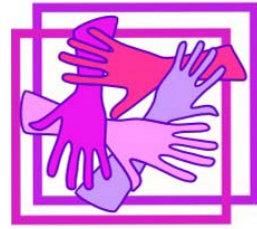


What are benefits for members in peer support groups



- Supporting surroundings
- Personal experience of coping with the diagnosis
- Necessary information

Member of peer support group, Kostroma



How can peer support groups and professionals work together?

- Participation of survivors in the self supporting groups, both within the frames of medical facilities and out of them, can compensate the lack of psychological and social support so essential for newly diagnosed women.



Doctor Irina Evstegneeva and breast cancer survivor Lyubov Makhnovets, Tver

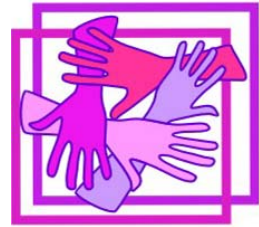


Psycho-Social Support

- Today there are **11** peer support groups in 6 locations. 173 women are active in this program.
- Thanks to it **531 women** could get necessary information and psychological support.
- **735 patients** have got support in hospitals

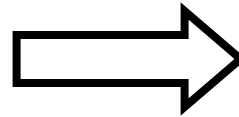


Peer support group meeting, Kostroma



Peer support groups. Necessary steps

- To train peer support group facilitators
- To address medical professionals and to get their support
- To contact local authorities and get their support
- To train local NGOs – program partners
- To supervise permanently the activities of groups



The new model of psycho-social support for women with breast cancer active now in Russia

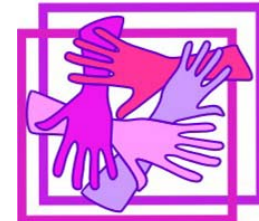


Informational Campaign



- **Aim:** to increase the rate of early detection
- **Target group:** women aged 30+ at their workplaces

Educational talk with library staff, Tver

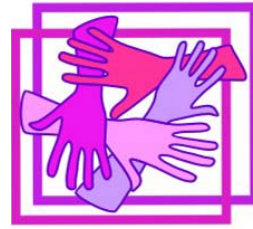


Educational talks



Educational talk, Tver

- **115** educational talks were organised
- More than **3000** women took part in these talks.
- **30%** of participants have adressed to specialists
- **80%** of participants started self-exam practice



Educational Materials

- A guide for facilitating peer support groups
- Shower cards with method of self examination
- Brochure aimed for the healthy women in order to promote early detection
- A guide for women with breast cancer

Полезные адреса:

**Федеральный Маммологический центр
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Москва ул. Профсоюзная, 86
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771-21 30 – регистратура
<http://www.mccr.ru/olde/mc/index.htm>

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Москва 2-ой Ботанический пр-д, 3
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945-19-35 – секретарь

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437-56-00 596 85 43
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института), 596-86-03 (справочная 1-ого

На сайте www.dianp-portal.ru можно найти информацию по всем медицинским учреждениям России, оказывающим помощь по диагностике и лечению рака молочной железы.

Под редакцией директора Федерального Маммологического Центра Минздрава России, профессора Раковой Надежды Ивановны, д.м.н.

Данная брошюра подготовлена Институтом Здоровья Семьи в рамках программы "Женское Здоровье" при финансовой поддержке и участии фонда Global G. Komen for the Cure и Благотворительного Фонда "Распределительный Комитет Дюймов".

При подготовке использованы материалы Федерального Маммологического Центра Минздрава России РФ, опубликованы в 2007 году в городах: 2007 etnos.com at Elsevier Saunders, National Cancer Institute (USA), программы Avon против рака, материалы фонда Global G. Komen for the Cure, исследование по раку груди Института Здоровья Семьи, проект Минздрава России № 154 от 15.03.2006 г. во время по совершенствованию медицинской помощи при заболеваниях молочной железы.

**ПРОВЕРЬ СЕБЯ
И БУДЬ ЗДОРОВОЙ!**
ЧТО НУЖНО ЗНАТЬ О РАКЕ МОЛОЧНОЙ ЖЕЛЕЗЫ

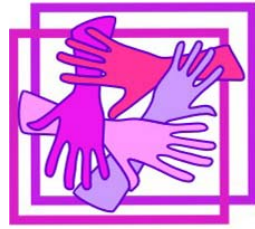
ИЗС
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**ПРОГРАММА
ЗДОРОВЬЕ
ЖЕНЩИНЫ**

Американский
фонд борьбы
против рака
G. Komen for
the Cure

ЮНИСЕФ

**RUSSIAN
KOMEN
FOR THE
CURE**



Educational Materials

Totally WHEP has distributed

- Above 27 000 brochures for the healthy women
- Above 14 000 guides for women with breast cancer

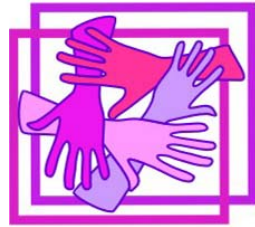


Training Healthcare Professionals

- **3** medical conferences were provided for the doctors not specialised in the field of breast cancer in Kostroma, Briansk, and Tver.
- October 24-25, 2009. WHEP conducted its first training for program activists - medical doctors (oncologists and gynecologists) aimed at professional burnout prevention



The conference for medical professionals, Kostroma



The key to success

The most important thing is permanent and close cooperation between all sides of the process:

- NGOs
- Local authorities
- Medical community
- Survivors



Partners

Training Partners:

- Moscow School for NGO Management and Leadership
- Association of Russian Mammologists
- Federal Mammology Center in Moscow
- Russian Medical Academy of Post-Graduate Education
- WHEP Bosnia
- SHARE (New York)

NGO Partners:

- Project Keshet
- Stimula
- Hesed Chama (Moscow)
- Hesed Tikva (Bryansk)

Research Partners:

- Institute for Family Health
- Ministry of Health, Russian Federation

Funding Partners

- Susan G. Komen for the Cure
- The American Jewish Joint Distribution Committee

Thank you for attention!