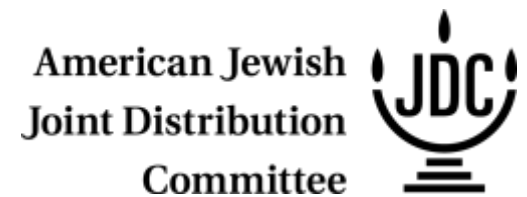




Women's Health Empowerment Program Moscow and Central Russia



Breast Cancer in Russia *



- Every year 50,000 Russian women are newly diagnosed with breast cancer and only half are expected to survive more than five years
- 53 % of women are diagnosed on the 3rd and 4th stages of the disease
- The breast cancer rate has increased at 64% for last 20 years
- 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

WHEP in Russia



Project Keshet



Dubna

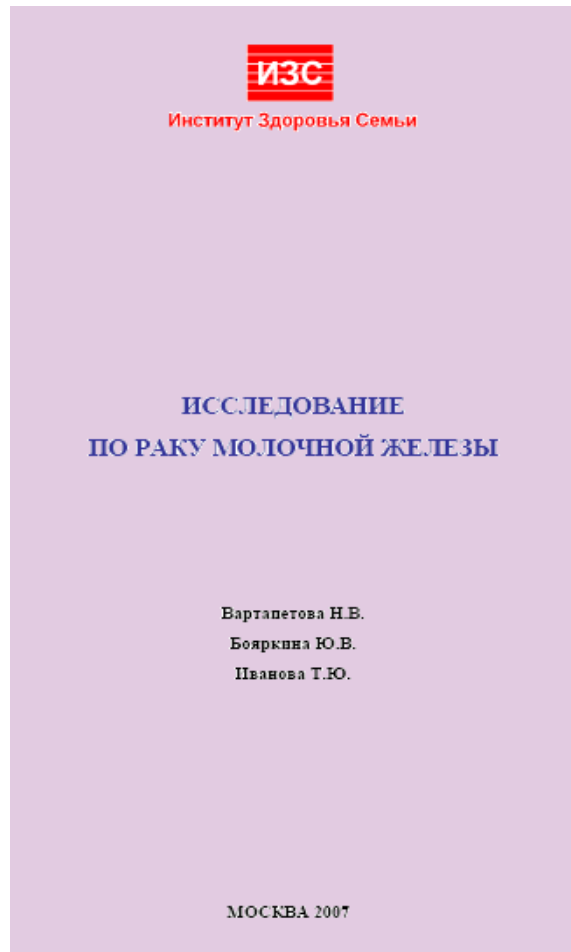
МОСКВА

Stimula

JDC

Hesed «Tikva»

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

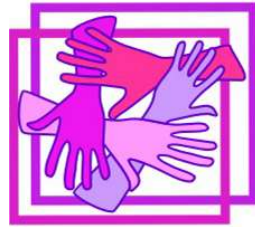
Research results:



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



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





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

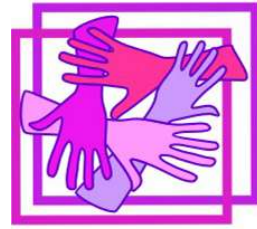


How can peer support groups and professionals work together?

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



Doctor Irina Evstegneeva and breast cancer survivor Lyubov Makhnovets, Tver

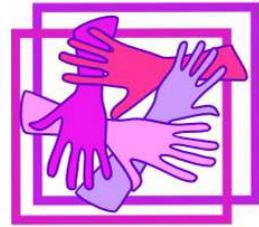


Psycho-Social Support

- Today there are **13** peer support groups in 6 locations. 470 women are active in this program.
- Thanks to it **3 400 women** could get necessary information and psychological support.

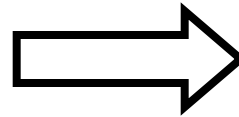


Peer support group meeting, Kostroma



Peer support groups. Necessary steps

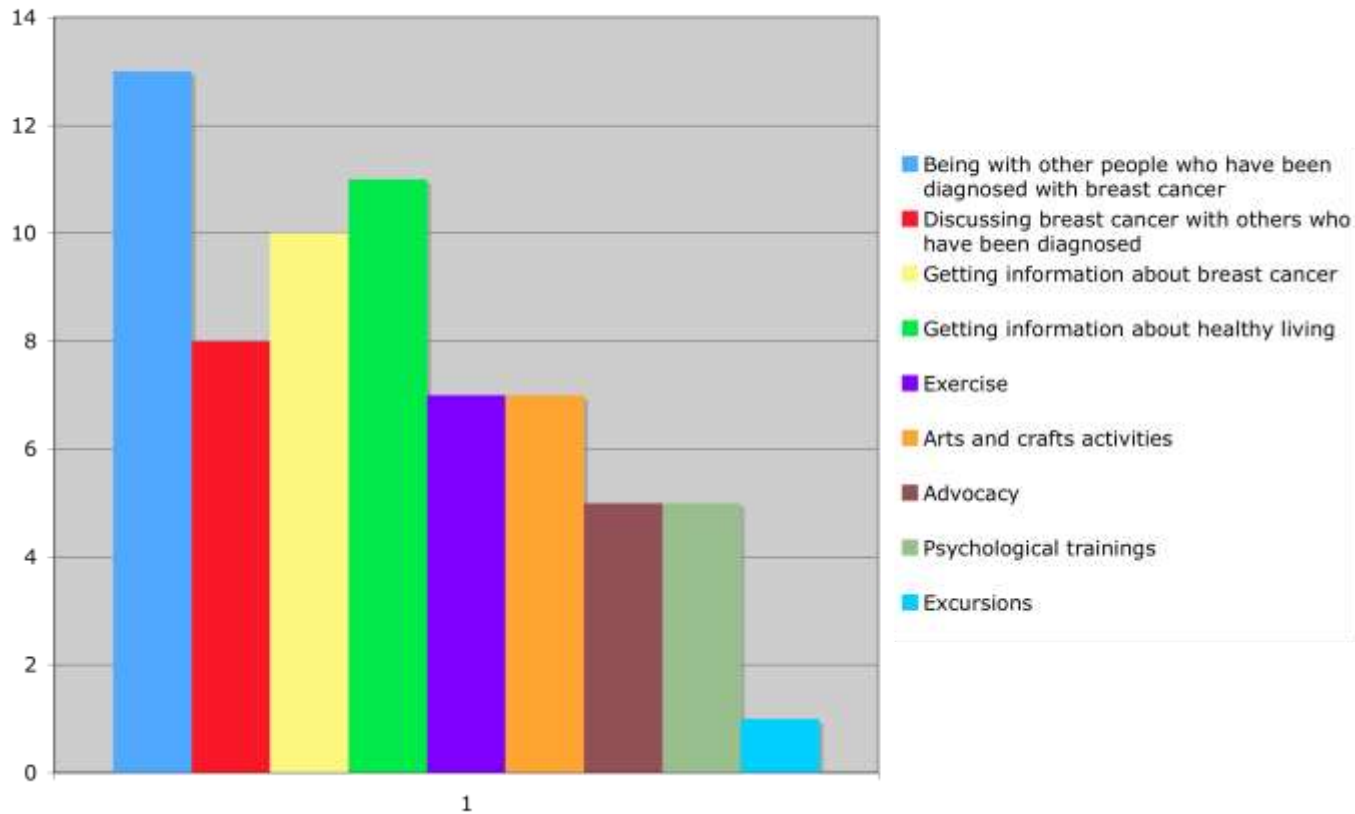
- To train peer support group facilitators
- To address medical professionals and to get their support
- To contact local authorities and get their support
- To train local NGOs – program partners
- To supervise permanently the activities of groups



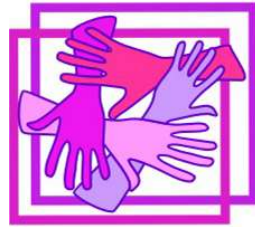
The new model of
psycho-social support for
women with breast
cancer active now in
Russia

Peer support group activity preferences

Figure 2: Peer Support Group Activity Preferences

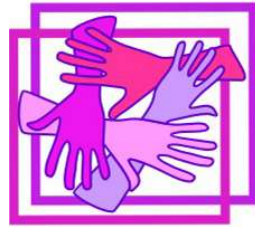


The Effects of Peer Support Groups on Breast Cancer Survivors



Five positive effects:

1. Easing social isolation
2. Empowering women in their relationships with doctors
3. Empowering women to help other women relating to the issue of breast cancer
4. Educating women about health and breast cancer
5. Enhancing women's satisfaction with their psychological well-being



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

Thank you for attention!