

**Putting
commitments
to action**

CÁNCER DE MAMA
TÓMATELO
A PECHO



Evidence-based advocacy

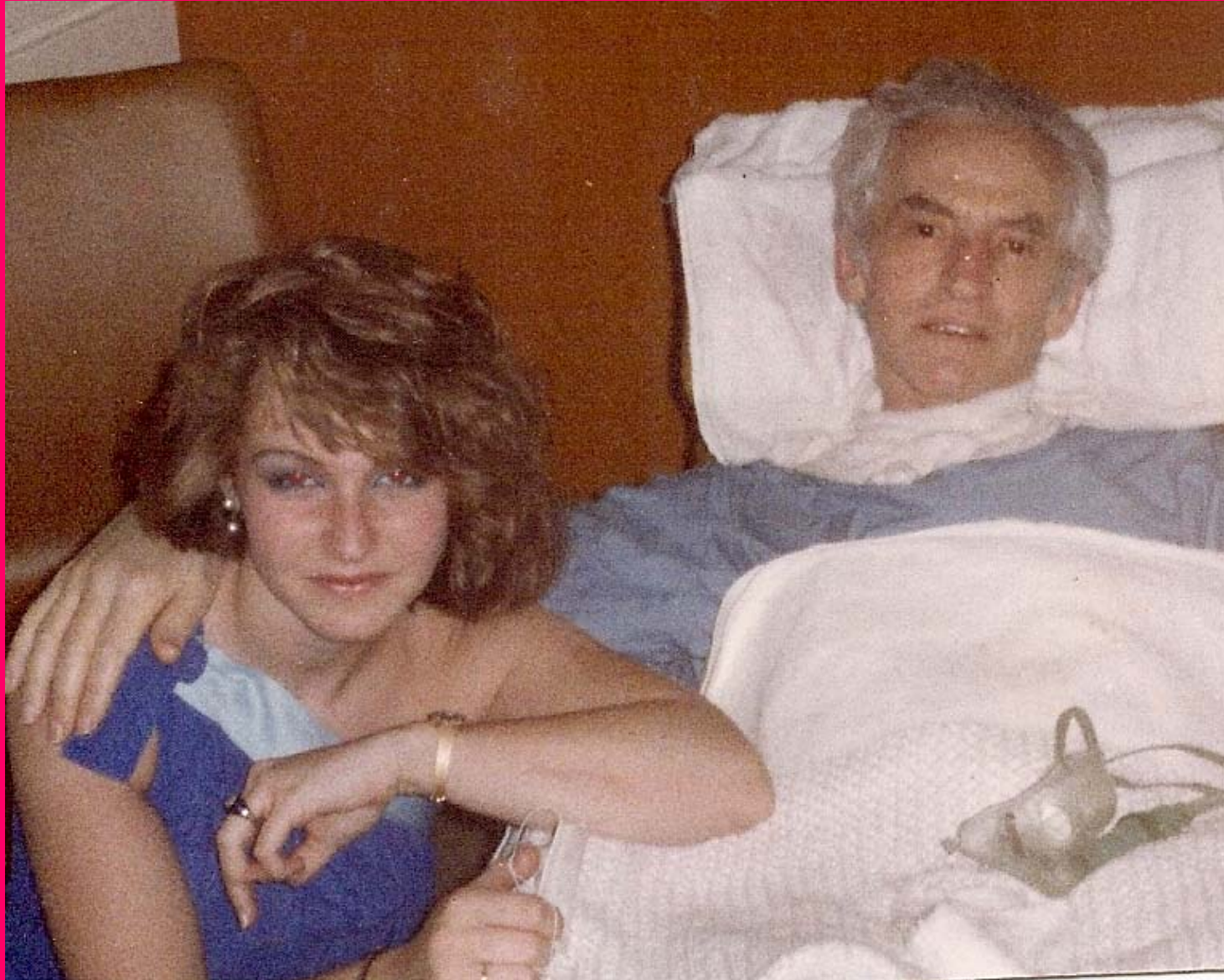
**Livestrong Global
Cancer Summit
Dublin.
25 August, 2009**

**Felicia Marie Knaul
Harvard University &
Mexican Health Foundation**



From anecdote...

1984



FEBRUARY 2008









From anecdote...

... to evidence



(breast) Cancer:

Unforeseen public health priority in LDCs

“...low- and middle-income countries...now face the challenge of effectively detecting and treating a disease that previously was considered too uncommon to merit the allocation of precious health care dollars.”

Source: Porter, P. (2007). "Westernizing" Women's Risks? Breast Cancer in Lower-Income Countries." *New England Journal of Medicine* 358(3):4

Myth versus reality: breast cancer in LDCs

✗ a disease of developed countries and wealthy women.



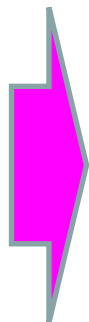
✓ 45% of cases and 55% of deaths occur in the developing world.

✗ a disease of older women



✓ Many/most cases and deaths in women < 54 – premenopausal, with young children.

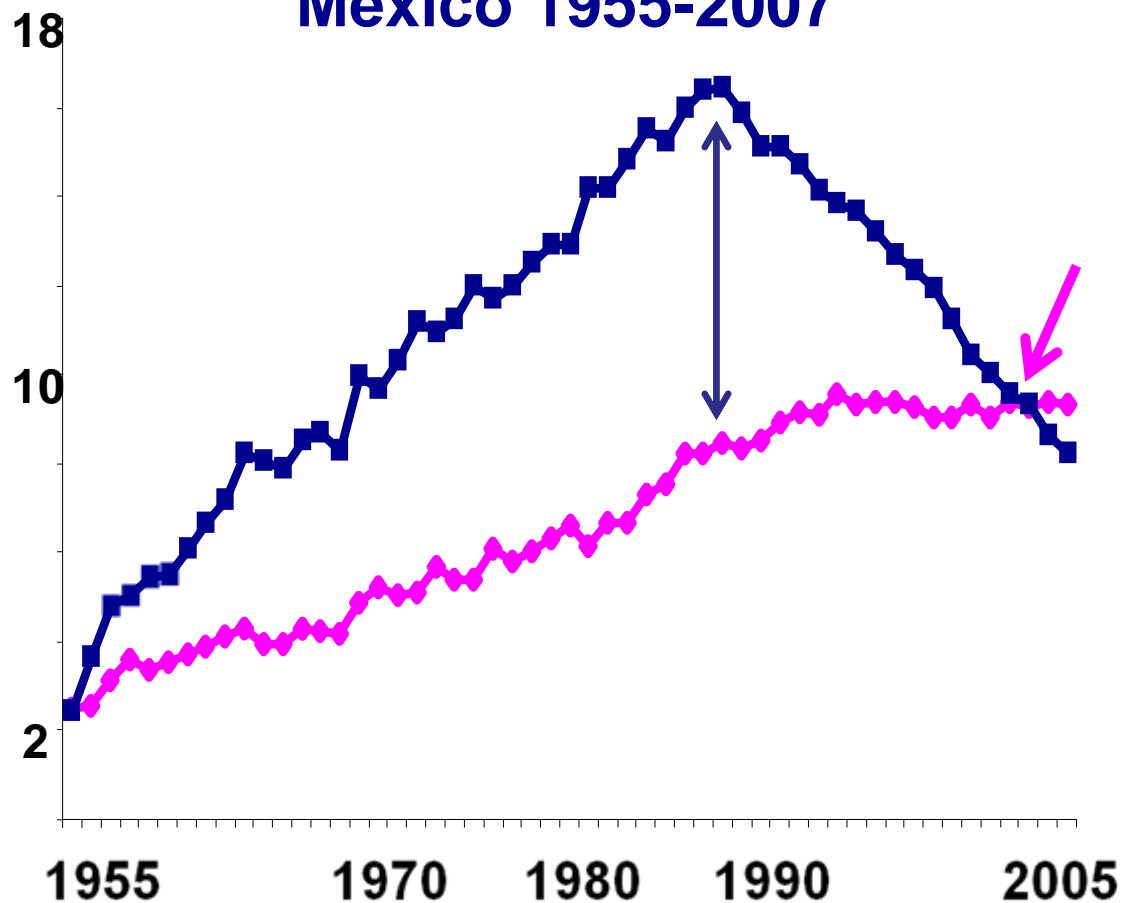
✗ In LDCs, less of a health priority than cervical cancer.



✓ More deaths and DALYs lost to breast cancer, in all developing regions other than SEAsia and SSAfrica.

Successes in reducing cervical cancer mortality; not breast

Mortality, breast and cervical
Mexico 1955-2007



- 2006: breast cancer is the #2 cause of death among women age 30 to 54 years
- ~50% of cases are detected in stage III-IV.

From anecdote...

... to evidence

...to action

Action: projects

- **Tomatelo a Pecho, Mexico:**
 - **Research, advocacy and awareness-building for early detection and down-staging**
- **Collaboration at the national level:**
 - **Pink Paper, Mexico: CONciencia 2009/10**
 - **NGOs, research institutes and medical associations - *CIMa*b*, and *Lucha contra el Cáncer***
- **Regional: *LatinaMama* sponsored by ACS**

(Breast) cancer in developing countries

- **How can the 'breast cancer movement' go beyond breast cancer, and promote:**
 - **Commitments to act on cancer?**
 - **A systemic approach on chronic, non-communicable illness among the poor?**
 - **Health system strengthening?**
 - **Women's health and empowerment?**
 - **Mainstreaming into the women's health agenda?**
-

Economic crisis: risk and urgency

- **Governments and persons postpone investment in health, especially:**
 - **Diseases that require prevention & screening - cancer**
 - **Groups at highest risk and generally subject to discrimination and stigma**
 - **the poor**
 - **women**
-

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