



ΕΛΛΗΝΙΚΗ
ΑΝΤΙΚΑΡΚΙΝΙΚΗ
ΕΤΑΙΡΕΙΑ



Κίνηση “μαστ”...
για τον καρκίνο του μαστού

ΚΙΝΗΤΗ ΜΟΝΑΔΑ ΜΑΣΤΟΓΡΑΦΙΑΣ

Πρόληψη – Έγκαιρη Διάγνωση για τον Καρκίνο του Μαστού





PRESS RELEASE

“MAST movement... for Breast Cancer” campaign of the HCS visits Thessaloniki with the support of KEDE and EDDYPPY

Free mammography screening was offered to 250 women from vulnerable social groups at Aristotelous Sq. and Minor Asia & Thracian Culture Sq.

Breast cancer is currently the most frequent malignancy amongst Greek women, with an approximate 5000 annual new cases

Early diagnosis with preventive mammography can lead to cure, since breast cancer is treatable during its initial stages

Thursday, June 8th, 2017. Within the context of the **“MAST Movement for Breast Cancer”** program, the **Mobile Mammography Unit (MMU)** of the **Hellenic Cancer Society (HCS)** visited the city of **Thessaloniki** for **5 days**, from the **22nd until the 26th of May**. Two hundred and fifty women had the opportunity to undergo free mammography screening. From the 22nd until the 24th of May, the **MMU** performed mammograms at Aristotelous Square, while on the 25th & 26th, the Unit settled at the Minor Asia & Thracian Culture Square.

Thessaloniki is the final stop of this **massive campaign for the prevention and information about Breast Cancer**, which was realized in **18 cities of the Greek peripheral regions**, during the 2016-2017 period. This campaign was accomplished with the support of KEDE (Central Union of Municipalities of Greece) and EDDYPPY (National Intermunicipal Network Healthy City – Health Promotion), as well as the kind sponsorship of ELPEN. Importantly, this is an activity of significant social contribution for ELPEN, since the company does not produce, nor does it market oncological drugs.

Within the context of the “MAST Movement” program, **more than 2500 mammograms were performed for free** to unemployed and uninsured women over the age of 40, who have no access to mammography screening. Hence, the program’s original aim was fulfilled: **every woman, in every corner of Greece, received information, prevented and cured breast cancer.**

During the journey in Thessaloniki, an event was held at the city’s International Exhibition (DETH) center, on Friday, May 26th. Local healthcare and pharmaceutical professionals, as

well as members of the State, attended the event; speakers included, among others, **Mr. Evangelos Philopoulos**, President of HCS & Director of the Breast Clinic at «St. Savvas» Hospital, **Mr. Sotiris Papaspiropoulos**, General Director of EDDYPPY, and **Mr. Vassilios Pentafragas**, ELPEN's Corporate Affairs Director & PEF's Executive Consultant.

During the event, **Mr. Philopoulos** noted: *“The MAST Movement constitutes an active intervention, which not only aims at offering women preventive screening, but also helps in highlighting the possibilities they have in order to appropriately take care of themselves and mobilizes them to fight for a life freed of breast cancer fear. In addition, it offers a more substantial aid to women residing in remote areas of the country, but also to those who, albeit living in major cities, are afraid of visiting a diagnostic center, due to ignorance, fear, or prejudice, and thereby neglect their needs. A mobile mammogram is the best antidote for such cases. All those involved in MAST Movement feel proud for the work they offer.”*

Mr. Patoulis, President of EDDYPPY and KEDE, & Mayor of Maroussi, underlined that: *“The MAST Movement is a powerful synergy for public health promotion, focusing on the possibility of prevention for women living primarily in remote areas. Prevention will continue to be important; in fact, despite of any financial difficulties, as long as certain institutions consider it their obligation to protect citizens, it will become even more significant. We are particularly satisfied for the completion of an activity that entailed a sense of social solidarity while carrying great scientific validity.”*

Representing Mr. Patoulis, **Mr. Papaspiropoulos**, General Director of EDDYPPY, mentioned: *“Our Network's philosophy is based on prevention; we engage in programs and campaigns that follow WHO's protocols. Maintaining local societies, especially those in remote areas, in good health, is a priority for us.”*

Mr. Pentafragas referred to this significant social activity, noting that: *“ELPEN adopted the MAST Movement for Breast Cancer, in order to mark the completion of 50 years of constant engagement in drug manufacture and innovative treatment research. We have consciously joined our forces with the Hellenic Cancer Society, KEDE and EDDYPPY, in order to reverse **the –worst perhaps– aspect of this economic crisis, that is, the inability of financially vulnerable citizens to gain access to prevention and early diagnosis services.**”* Mr. Pentafragas added: *“The stifling financial circumstances of the last years have not weakened, but instead strengthened ELPEN's impetus to offer to society. For us, entrepreneurship is linked to the fulfillment of not only financial outcomes, but also social prosperity. We consider that it is our responsibility as well to help preserve the social fabric as intact as possible. Within this context, we insist on maintaining our productive basis in Greece, thereby supporting society and representing Greek drugs in 60 countries across the globe.”*

Early breast cancer diagnosis can be achieved through **auto-examination**, **clinical examination** by a physician, and **mammography**; the latter is, in fact, the most common examination, as its **diagnostic capacity is very high**. Over the last years, breast cancer prognosis seems to be significantly improving, with the number of patients considered to be cured constantly growing, and their survival and life quality also showing great improvement. An equally important factor for this is the fact that more women undergo preventive examinations, and as a result, the disease is discovered during its early stages, when treatments are more effective and can lead to cure.

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