



ΕΛΛΗΝΙΚΗ  
ΑΝΤΙΚΑΡΚΙΝΙΚΗ  
ΕΤΑΙΡΕΙΑ



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

**ΚΙΝΗΤΗ ΜΟΝΑΔΑ  
ΜΑΣΤΟΓΡΑΦΙΑΣ**

Πρόληψη — Έγκαιρη Διάγνωση για τον Καρκίνο του Μαστού



## PRESS RELEASE

### **The Hellenic Cancer Society's Mobile Mammography Unit begins its journey, supported by KEDE and EDDYPPY, and with the generous sponsorship of ELPEN**

*Early diagnosis is the best possibility for successfully treating breast cancer*

The Hellenic Cancer Society urges women to *“examine their breast, regularly visit their physician and perform preventive mammography at regular intervals”*

*Mammography is the most common diagnostic examination for breast cancer and shows great diagnostic capacity*

*ELPEN joins HCS, KEDE and EDDYPPY, covering the expenses for the reopening of the Mobile Mammography Unit*

Thursday, May 19<sup>th</sup>, 2016. Under the **auspices** of **KEDE** (Central Union of Hellenic Municipalities), the support of **EDDYPPY** (National Intermunicipal Network Healthy Cities-Health Promotion), and the **generous sponsorship** of **ELPEN**, the **Hellenic Cancer Society** (HCS) launches, in **May**, a **valuable journey of information and prevention** about **Breast Cancer**, the so called **“Mast” Movement**. The four collaborating bodies **share a common vision**: access for every single individual to health services that improve their life quality.

The purpose of this journey, which will visit a **significant number of cities in the Greek peripheral regions**, is for **every woman**, in **every corner of the country**, to be **informed**, to **prevent** and to be **cured** from breast cancer. During the initial stages, treatment of breast cancer is possible; therefore, it is of critical importance to **diagnose the disease as early as possible**.

Within the context of the **“Mast” Movement** campaign, **HCS's Mobile Mammography Unit**, along with its medical and nursing staff, will welcome women belonging to **vulnerable social groups** (e.g. long-term unemployed, impoverished or threatened by poverty, e.tc.), in order to perform **preventive examinations and mammograms** for free.

The **“Mast Movement for Breast Cancer!”** information campaign was presented in a Press conference, during which speakers included the presidents of the collaborating bodies: **Mr. Evangelos Philopoulos**, *President of the Hellenic Cancer Society and Breast Clinic Director, “AGIOS SAVVAS” Hospital*, **Mr. Georgios Patoulis**, *President of KEDE and EDDYPPY and Mayor of Amarousion*, and **Mr. Theodore Tryfon**, *Vice President of ELPEN and President of the Panhellenic Union of Pharmaceutical Industries*.

According to relevant research, breast cancer is the disease that causes more fear than any other disease in women. Statistical evidence from the U.S.A. and Europe show that approximately **1 out of 10 women** will present breast cancer at some point in her life. In our country, it is estimated that, **every year, about 5000 new cases of breast cancer occur**; this shows that Greek women are less frequently affected by the disease than American or Northern European female individuals. Although this might seem encouraging, **it is not reassuring**, since breast cancer is **the most widespread malignant disease among women** in Greece.

Within the context of this information and awareness campaign, **ELPEN has joined the HCS, KEDE and EDDYPPY**, covering the **expenses for the reparation and reopening of HCS's Mobile Mammography Unit**. In addition, ELPEN will be covering the cost of **public informing at special events**, which will be held in major urban centers across the country, beginning with Larissa, on the 26<sup>th</sup> of May. Mrs. Clelia Charissi, journalist, will manage the presentation of these events.

Focusing for **half a century on the continuous offer to our fellow men**, ELPEN is integrating this campaign in an overall framework of **substantial social contribution activities**. An important parameter for the involvement of ELPEN in this particular campaign is the fact that **ELPEN does not engage in the production or promotion of oncologic drugs, thereby emphatically stating the company's sincere social orientation**.

During the Press Conference, **Mr. Philopoulos** highlighted that: *"One might claim that early diagnosis is a main component of an effective policy for the reduction of inflicative cancer effects; this is, in fact, even more true for breast cancer. Early diagnosis is an ultimate priority, especially amidst the current circumstances in our country, where financial difficulties lead to the **limitation of therapeutic options** for large **population groups**. For 58 years, the Hellenic Cancer Society is at the frontline of the battle against cancer, offering substantial work, wherever help is needed. Over the last decade, **mobile mammogram units** have **provided free controls to more than 50.000 Greek women, in 300 villages and cities across the country**. Despite the existing difficulties, the effort is being continued with the generous sponsorship of Greek company ELPEN, and in collaboration with KEDE and EDDYPPY. This reveals the **effectiveness shown by citizen/society organizations, local authorities and socially sensible private companies**, when forming alliances in order to achieve a good cause. This is an effective parallel program for all Greek women who need it."*

Mr. **Patoulis**, President of KEDE and the National Intermunicipal Network Healthy Cities-Health Promotion, noted that: *"Faithfully following the **International Protocols of the World Health Organization**, we aim at achieving **early diagnosis in women** who might be facing a problem and who, unfortunately due to financial difficulties, cannot be burdened with the cost of digital mammography. Today, we support HCS's program for free mammograms in all peripheral Municipalities where the Mobile Unit will travel. In parallel, in Attica, we are already participating in a Free Digital Mammogram Program, through which more than 3000 women from socially vulnerable groups have been examined. **We continue our battle for prevention.**"*

**Mr. Tryfon** mentioned that: *"This year, **ELPEN** decided to **mark the completion of 50 years of health offering** to our fellow men with an **activity of significant social sensibility**. This is why we support the "Mast Movement for Breast Cancer!" campaign run by the Hellenic Cancer Society, which aims at informing and preventing breast cancer. KEDE and EDDYPPY offer succor in our*

*effort; their contribution is valuable for the successful organization of this great task. The collaboration with HCS is a **unique milestone in ELPEN's long-lasting course, as it makes our company partaker in an outstanding mission:** to leave no woman without preventing and curing her from breast cancer.” Moreover, Mr. Tryfon emphasized that: “Representing a purely Greek pharmaceutical industry, which insists on doing business against all surrounding difficulties, we have done everything possible, in order to prohibit this financial crisis from affecting our social activities. On the contrary, it has enhanced it, proving that, in Greece, amidst the crisis, Greek pharmaceutical industries continue to support not only Public Health, but also the Greek Society.”*

Over the last years, prognosis of women with breast cancer seems to have significantly improved; the number of patients considered as having been cured is constantly on the rise, while survival and life quality of all diseased patients have also greatly improved.

This fortunate development is **largely due to early diagnosis**, rather than some new treatment; in fact, presence of the disease is discovered early, during its initial stages, in increasingly more women.

In order to diagnose breast cancer early, there are three possibilities: (1) **Auto-examination of women**; (2) **Clinical examination by a physician**; (3) **Mammography**. The latter option is the most common examination for breast cancer diagnosis, and its **diagnostic capacity is very high**. In fact, it can reveal a malignancy before it can be detected through clinical examination. Taking into consideration the possibilities of our country's healthcare system, as well as the particularities of the disease in Greece, the **HCS recommends that all women over the age of 40 undergo regular preventive mammography every two years**.

For additional information, please contact Reputation Unique and Mrs. Alexandra Skopetea at  
215 5605211 & 6937 307771