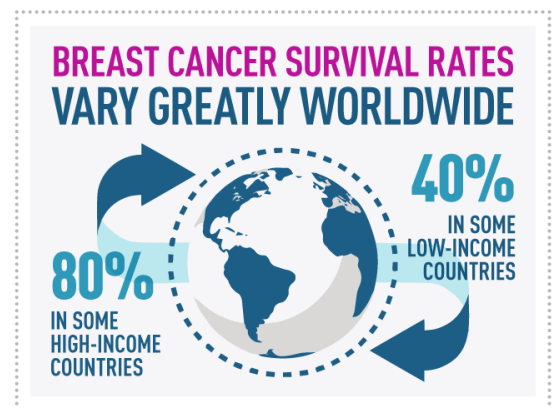


# STRENGTHENING GLOBAL CANCER RESEARCH & CONTROL

## Addressing the Global Burden of Breast Cancer

While there has been a longstanding perception that cancer is an illness of developed nations, cancer incidence within developing regions has been increasing steadily for decades. Globally, more than half of breast cancer cases now occur in low- and middle-income countries (LMICs). The devastation of a cancer diagnosis is compounded when health systems are under-resourced. While breast cancer survival rates are over 80% in North America, they can fall below 40% in some low-income countries. This disparity between nations can be mainly attributed to lack of early detection programs in LMICs, as well as to challenges implementing appropriate diagnostic and treatment approaches.



cancer.gov  
<http://bit.ly/WHObreastcancer>


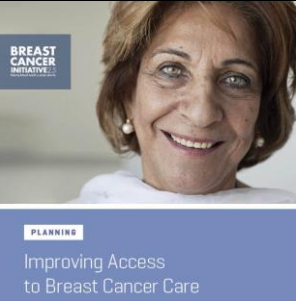
The US National Cancer Institute's Center for Global Health (CGH) has been a key partner in a multi-institutional expert team that has developed a set of publications to address foundational concerns in breast cancer care across the cancer care continuum and within limited resource settings. These brief publications, called the [Knowledge Summaries for Comprehensive Breast Cancer Control](#), provide evidence-based resource-stratified guidelines on planning, prevention, early detection, diagnosis, treatment, palliative and survivor care. The resources are available in both English and Spanish. The multi-institutional expert team was led by Union for International Cancer Control (UICC), and includes the US National Cancer Institute (NCI), the Breast Cancer Initiative 2.5 (BCI2.5), Breast Health Global Initiative (BHGI), the Pan American Health Organization (PAHO), Fred Hutchinson Cancer Research Center (FHCRC), and the University of Washington (UW).

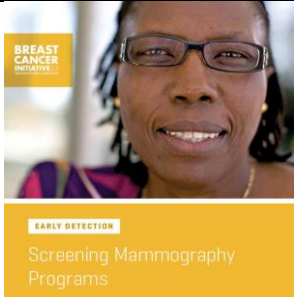


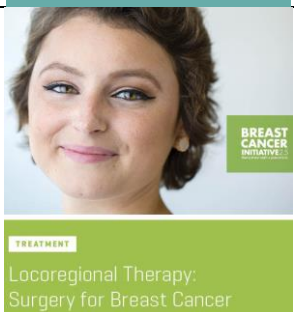

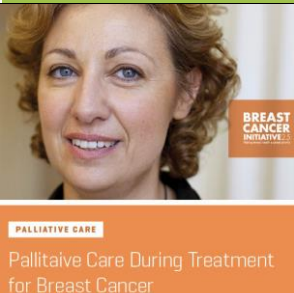
Breast cancer poses a major threat to public health worldwide, but increasingly so in developing countries where the majority of cases are diagnosed in late stages. By providing resource-appropriate guidelines to advance breast cancer control, CGH continues to support the reduction of breast cancer cases and improved outcomes for breast cancer patients around the world.

## Sample Social Media Posts – Knowledge Summaries: Breast Cancer

[BCI2.5](#) is uniting the global breast cancer community behind a common goal to make breast health a global priority and reduce disparities in breast cancer outcomes for 2.5 million women by 2025. The [Knowledge Summaries for Comprehensive Breast Cancer Control](#) are a series of tools to help policymakers, clinicians, and cancer advocates in identifying and prioritizing resource-appropriate interventions that aid in the planning and implementation of breast cancer control programs.

Content for Twitter:

Text	Image
<p>#BreastCancer control in LMICs is most effective when prevention, diagnosis, treatment &amp; palliation are integrated  <a href="http://bit.ly/KSBCleadership">http://bit.ly/KSBCleadership</a></p>	
<p>Reducing barriers to health services in limited resource settings improves equity in #breastcancer care &amp; outcomes  <a href="http://bit.ly/KSBCleadership">http://bit.ly/KSBCleadership</a></p>	
<p>Preventive approaches for #breastcancer in limited resource settings lead to reduced disease incidence  <a href="http://bit.ly/KSBCleadership">http://bit.ly/KSBCleadership</a></p>	
<p>#BreastCancer diagnoses in low-resource settings are most valuable when programs integrate early diagnosis with treatment  <a href="http://bit.ly/KSBCleadership">http://bit.ly/KSBCleadership</a></p>	

<p>Early diagnosis = more effective treatment of #breastcancer in limited resource settings <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	
<p>Improving coordination of &amp; access to care can improve #breastcancer diagnosis &amp; treatment in LMICs <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	
<p>#BreastCancer care program success in LMICs is directly related to availability &amp; quality of breast pathology <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	
<p>Surgical care can &amp; should be prioritized to help treat #breastcancer in low-resource settings - learn more: <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	
<p>Chemotherapy plays a central role in treatment of #breastcancer within countries of all resource levels <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	
<p>In low-resource settings, capacity to manage side effects plays role in selection of #breastcancer treatment options <a href="http://bit.ly/KSBCEadership">http://bit.ly/KSBCEadership</a></p>	

Social and psychological needs for #breastcancer survivors, esp. in LMICs, must be addressed <http://bit.ly/KSBCleadership>



Content for Facebook/LinkedIn:

Text	Image
<p>New breast cancer cases have increased by more than 50% worldwide over the past few decades. The disease burden has increased most rapidly in low- and middle-income countries, where more than half of breast cancer cases now occur. Tools that provide limited-resource settings with the guidance to plan, prevent, detect and treat breast cancer can greatly impact patient outcomes. Access cancer control planning resources here: <a href="http://bit.ly/KSBCleadership">http://bit.ly/KSBCleadership</a></p>	