

Improving breast cancer survival

A new framework for action



European Region

United Action Against Cancer



Breast cancer is the most common cancer in the WHO European Region and the leading cause of cancer death among women.

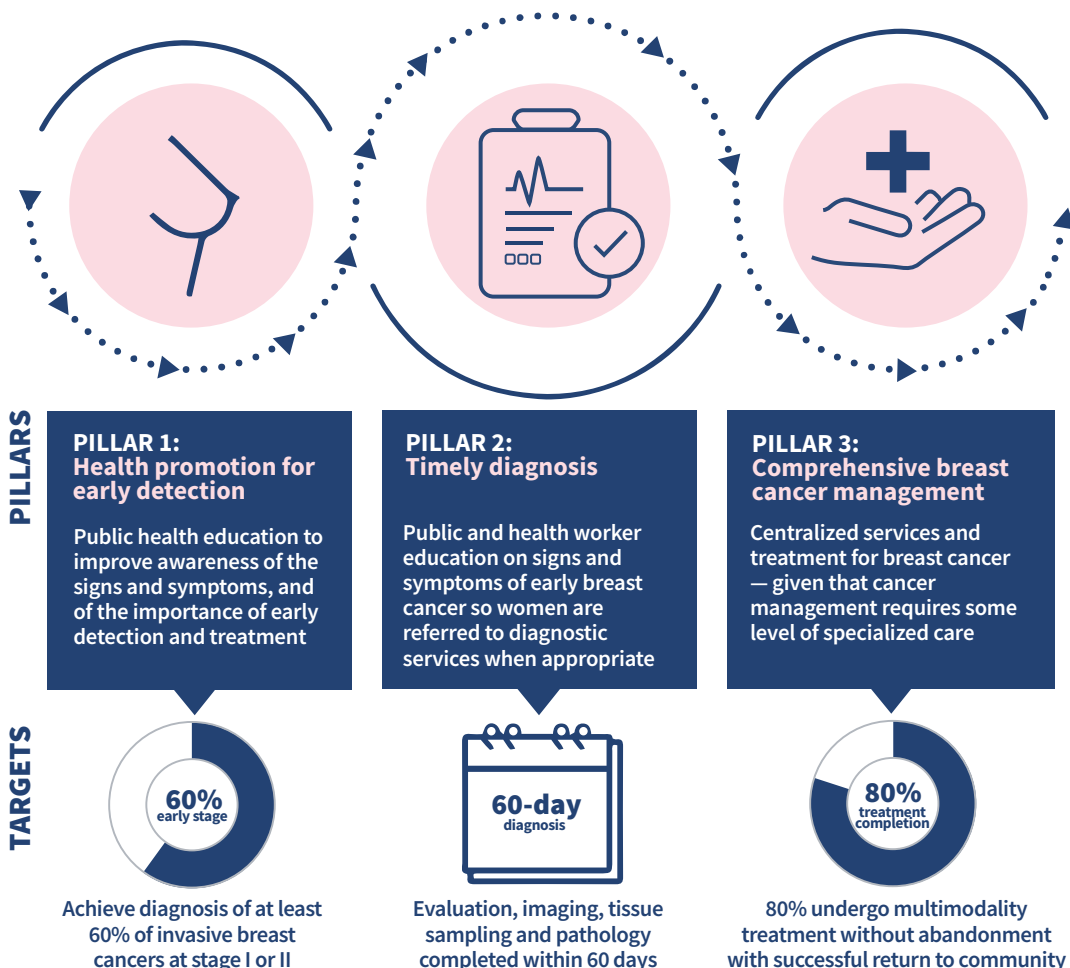
Every hour in the WHO European Region, 66 women are diagnosed with breast cancer and 18 die from it.

If current trends remain unchecked, **new breast cancer cases in the Region are projected to increase by 12.8% and deaths by 25.5% between 2020 and 2040.**

In too many countries, the majority of women are diagnosed too late, multidisciplinary treatment and follow-up care are suboptimal, and supportive and palliative care remain critically underdeveloped. Vulnerable groups and women with lower education and income are more likely to be diagnosed late and have lower survival rates. These inequities can be bridged, but it will require systematic improvements.

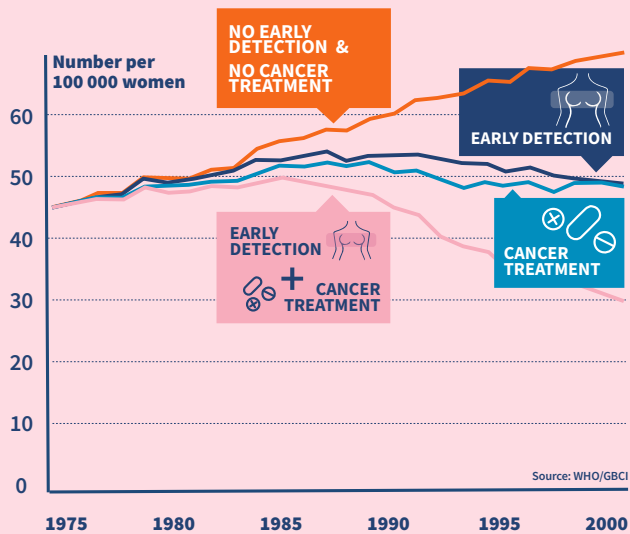
Global Breast Cancer Initiative

These strategies are not alternatives. It is necessary to administer all three to achieve meaningful mortality reductions.



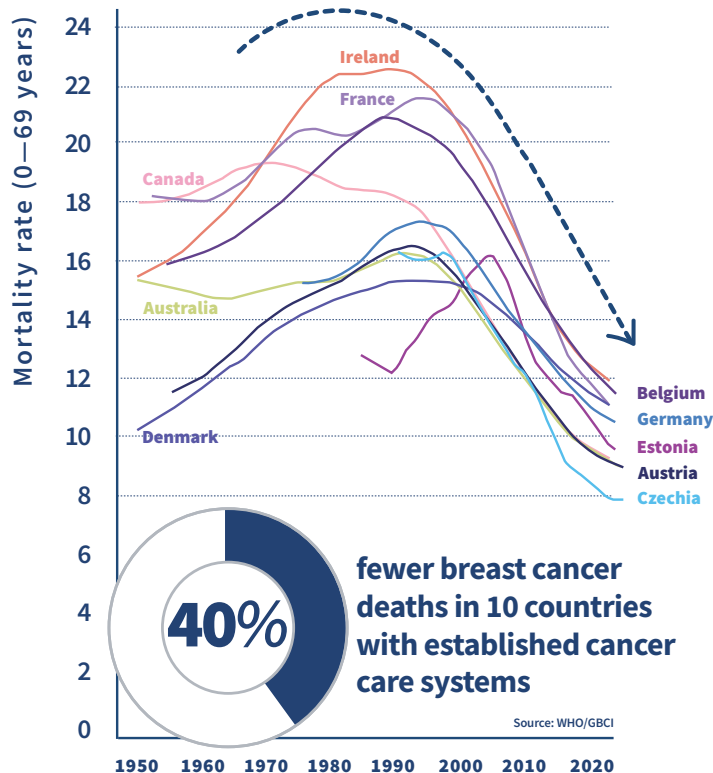
Source: WHO/GBCI

Strategies to reduce breast cancer death rates



Countries that have successfully reduced breast cancer mortality rates are characterized by higher degrees of

- ✓ **universal health coverage** (financial protection)
- ✓ **higher numbers of public cancer centres** (availability and quality of care).



Between 1990 and 2020, each of these 10 countries demonstrated a **2% yearly reduction** in breast cancer deaths for at least three consecutive years, resulting in a **40% overall reduction** in breast cancer mortality.

Uniting our voices and taking action

Under the United Action Against Cancer, we can take targeted, strategic action to apply the GBCI framework and save lives in the WHO European Region. This demands multisectoral partnerships, sustainable capacity-building, innovation and the use of data for monitoring and decision-making. Successful implementation requires:

- ✓ **policy-makers** to assess policies related to health-system strengthening and determine any gaps, based on clinical targets and goals and clinical target setting and monitoring against these targets and measurable milestones;
- ✓ **health-care administrators** to recognize system gaps for which they need resources and personnel to perform required tasks within appropriate time frames;
- ✓ **clinicians** to define and explain the services they need to diagnose and manage breast cancer in their settings;
- ✓ **community-based organizations and patient and advocacy groups** to define the services they require to improve outcomes at patient, family and community levels, and to frame advocacy messages.

United Action Against Cancer (UAAC)

a pan-European cancer movement from grassroots to government to eliminate cancer as a life-threatening disease in Europe

Global Breast Cancer Initiative (GBCI)

a WHO global initiative to reduce breast cancer mortality by 2.5% per year by 2040 and prevent 2.5 million global cancer deaths