



# The Breast Health Global Initiative *Bulletin*



## Global Summit on International Breast Health:

### Optimizing Healthcare Delivery (NEW LOCATION, following ASCO)

June 9 – 11, 2010, Chicago, Illinois  
Sheraton Chicago Hotel & Towers

**OPEN REGISTRATION**

[www.bhgi.info](http://www.bhgi.info)

## Your Experience, Expertise and Cultural Perspective Respectfully Requested

Mark your calendar now for the Breast Health Global Initiative's (BHGI) 4<sup>th</sup> biennial "Global Summit on International Breast Health" on June 9 – 11, 2010 in Chicago, Illinois, to be convened in association with the Latin American & Caribbean Society of Medical Oncology (SLACOM). Previously planned for Washington, DC, the Global Summit, endorsed by the American Society of Clinical Oncology (ASCO), location shifted to Chicago immediately following the 2010 ASCO Annual Meeting to allow for greater participation by ASCO attendees.

### Be part of the consensus process

The BHGI Global Summit will provide a unique event for the international health community to enhance knowledge and understanding of optimal breast healthcare delivery in low-resource scenarios, middle-resource scenarios, as well as address problem-solving in healthcare delivery, going beyond the identification of financial or human resource constraints. The 2010 Global Summit will bring together collaborating national and international organizations to address key issues regarding the *optimization of breast healthcare delivery in limited resource countries*.

While in the past, the Summit was an invitation-only meeting; in 2010 the Chicago Global Summit will offer OPEN REGISTRATION for all who share interest in international breast healthcare and cancer control. Summit attendees will include breast health provider experts, healthcare policy makers, oncology nurses, reproductive healthcare providers, health educators and community organizers, palliative care experts, breast cancer advocates and professionals from government, NGO, for-profit, non-profit and other health-related organizations.

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The Breast Health Global Initiative

## Communications and Informatics

### LAUNCH of the Global "BREAST HEALTH—COMMON INTEREST GROUP" and WEB Portal

#### Membership is Free! Visit [www.bhgi.info](http://www.bhgi.info) and Join Now

In collaboration with the National Cancer Institute (NCI), the Breast Health Global Initiative (BHGI) launched the first "Breast Health-Common Interest Group" (BH-CIG), of the International Union Against Cancer (UICC).

As a Common Interest Group, the initiative has been given special membership status within the UICC. Common Interest Group membership is awarded by UICC to a select group of organizations that demonstrate that they can effectively collaborate and develop activities to substantially impact cancer control.

The Primary Focus of the Common Interest Group is to develop the specialized web-based portal developed through a generous grant from the NCI to support the global breast health community and facilitate

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## Global Summit on International Breast Health *(continued)*

The Global Summit will provide a forum to report on the effectiveness of breast healthcare delivery in diverse socioeconomic settings. Sessions and discussions will address how existing healthcare resources can most effectively be reorganized to improve breast health outcomes by integrating new functions within existing healthcare infrastructure. Your experience, expertise and cultural perspective can be an important part of the Summit.

Special issues in Latin American countries and middle-resource scenarios will be highlighted, framed by the special needs survey performed by SLACOM and co-published with BHGI in the journal *Cancer* (*Cancer*, 113(8 suppl):2359-65, 2008). Model approaches to breast healthcare improvement will be developed during the three-day Summit.

In its first three Global Summits held in 2002 (Seattle), 2005 (Bethesda) and 2007 (Budapest), BHGI developed and published comprehensive, resource-stratified guidelines for breast healthcare delivery and cancer control in low- and middle- income countries (LMCs). In its next phase of innovation, BHGI is pioneering the creation of **collaborative learning laboratories** that focus on the strategic establishment or expansion of breast cancer care programs in LMCs.

Visit [www.bhgi.info](http://www.bhgi.info) often for updates on the Summit program, registration and hotel information, abstract submission and corporate partnership. The city of Chicago, the designated site of the ASCO annual meeting for the next 10 years, is easily accessible for most domestic international attendees, with major hotels within the central downtown location. ▲

## Communications and Informatics *(continued)*

collaboration on breast healthcare and cancer control in Low- and Middle-Income Countries (LMCs). The portal aims to become an international 'go-to' source for information and collaboration.

Now, anyone from around the world can utilize this user-friendly resource by visiting [www.bhgi.info](http://www.bhgi.info) and signing into the **Common Interest Group**. People having an interest in breast cancer in low- and middle-income countries will have access to resources on this topic and interact with others from around the world with similar interests.

The secure user-friendly, interactive web-based portal can be used for international collaborative writing, pilot projects, and dialoguing. The portal also includes special features, such as:

- **member directory**
- **searchable literature library**
- **secure member discussion**
- **focus groups**
- **information sharing areas**
- **links** to other global health care organizations and events.

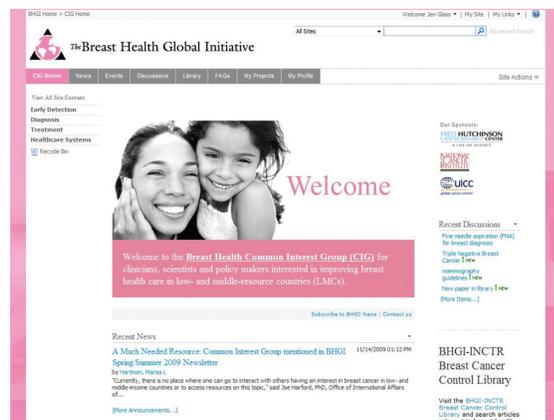
These features will help accelerate the development of trust and community essential to a successful collaboration, thus accelerating the science.

*"We are excited about the launch of the Breast Health Common Interest Group—the first of its kind for UICC—and welcome the contributions that the BHGI website portal will provide to increase knowledge, interaction and awareness among breast cancer specialists and advocates worldwide. We encourage everyone with an interest in breast cancer control, advocacy and research to join the portal and take advantage of this excellent web-based resource."*

~ Cary Adams, CEO of UICC



Cary Adams



Website home page for BHGI Common Interest Group

## BHGI-INCTR Breast Cancer Control Library—An “Open Source” for LMCs

The BHGI and INCTR—the International Network for Cancer Treatment and Research—have collaborated to create a unique on-line breast cancer literature library. The BHGI-INCTR Breast Cancer Control Library includes a searchable catalogue listing over 1,000 published references relevant to breast health care and cancer control in LMCs.

The original database of references was assembled by the U.S. Centers for Disease Control & Prevention (CDC) through a generous grant provided by Komen for the Cure. In addition to the searchable catalogue, the on-line BHGI-INCTR Breast Cancer Control Library provides downloadable documents such as the 2008 BHGI Consensus Guidelines (published in *Cancer*), other publications & resources, as well as a community resources section where CIG members can post articles and documents to share among the international community.

The BHGI and Office of International Affairs of the U.S. National Cancer Institute (NCI) will jointly coordinate the use of the portal and Breast Health-Common Interest Group (BH-CIG) to optimally support the international community addressing global breast cancer control. ▲



Benjamin O. Anderson, MD

Courtesy of Elsevier/Asian Oncology Summit 2009

## THE LANCET Oncology

### BHGI Guideline Model Used to Develop New Cancer Treatment Guidelines for Diverse Asian Economies

In its November 2009 issue, the prestigious British medical journal *The Lancet Oncology* published six cancer treatment guideline papers aimed at the resource-diverse nations of Asia, using as its model the economic template developed by the Breast Health

Global Initiative (BHGI). It was an important affirmation that the BHGI's unique resource-stratification approach to cancer treatment guidelines for low- and moderate-income countries is a viable model.

“Asia represents a tremendous clinical challenge: Cancer incidence is increasing rapidly; lifestyles are becoming more westernized causing changes in disease etiology; and resources for infrastructure and disease management vary widely from country to country,” *The Lancet Oncology* editors said in their introduction to the papers. “For any clinical guidance to be universally applicable these differences need to be taken into account. The Breast Health Global Initiative provides an excellent economic template on how to achieve this goal.”

The evidence-based, economically feasible and culturally appropriate BHGI guidelines are intended to assist ministers of health, policy makers, administrators and institutions in prioritizing resource allocation as breast cancer treatment programs are implemented and developed in their resource-constrained countries. The guidelines are defined by levels of resources and offer evidence-based pathways for coordinated, step-by-step quality improvements. This systematic approach applies a tiered system of resource allotment: basic, limited, enhanced and maximal, and is based on the contribution of each resource toward improving clinical outcomes.

The papers published in the November 2009 issue of *The Lancet Oncology* covered management of a variety of malignancies: HER-2 positive breast cancer, neck cancer, T-cell and natural-killer-cell neoplasms, advanced non-small-cell lung cancer, liver cancer and endometrial cancer. The guidelines published in the same issue represent consensus statements from the 2009 Asian Oncology Summit held last April in Singapore. The journal co-hosted the event.

More information about The Lancet Oncology cancer papers can be found on the journal's website: [http://www.thelancet.com/journals/lanonc/article/PIIS1470-2045\(09\)70324-9/fulltext](http://www.thelancet.com/journals/lanonc/article/PIIS1470-2045(09)70324-9/fulltext).

More information about the BHGI and the free downloadable *Guidelines for International Breast Health and Cancer Control* for breast healthcare delivery and cancer control in low-and middle-resource countries can be found on the BHGI website: [www.bhgi.info](http://www.bhgi.info). ▲



From left, 2009 GSK Ethnic Research Initiative (ERI) Grant Recipients:

Dr. Sudeep Gupta, Dr. Shona Nag (India), Dr. Patricia Ashton-Prolla (Brazil), Dr. Virote Sriuranapong (Thailand), with GSK ERI International Steering Committee co-Chairs Dr. Antonio Carlos Buzaid, Oncology Center, Hospital Sirio-Libanés, San Pablo, Brazil, Dr. Peggy Porter, Fred Hutchinson Cancer Research Center, Seattle, Washington and Dr. Jorge Otero, GlaxoSmithKline, Collegeville, Pennsylvania.

## GlaxoSmithKline Oncology Announces a New Round of International Ethnic Research Award Recipients

GlaxoSmithKline Oncology (GSK) announced the most recent recipients of the International Ethnic Research Initiative (ERI) awards at the San Antonio Breast Cancer Symposium (SABCS) held December 9 – 13, 2009. GSK ERI is an international research program established in 2008 to support investigator-led basic and related research to improve the understanding of ethnic factors in breast cancer, with the ultimate goal of helping to reduce breast cancer incidence, morbidity and mortality in ethnically diverse populations of the world.

In 2008, GSK ERI received 24 Letters of Intent (LOIs). In the most recent round of awards, 80 LOI's were received, resulting in 43 full applications, 28 applications proceeding to final scientific review, and three applications awarded funding. The grant program specifically excludes the United States and Western European countries. Research funding was awarded to investigators in Thailand, India and Brazil.

The scientific review was conducted by the Breast Health Global Initiative (BHGI). The 14-member review committee met at the Fred Hutchinson Cancer Research Center in Seattle, November 15 – 16, 2009, for the review of the **28 international final applications**.

Peggy Porter, MD, co-chaired the November scientific review with BHGI chair and director, Dr. Ben Anderson. Dr. Porter is Full Member in the Divisions of Human Biology and Public Health Sciences, and Head of Breast Cancer Research Program at the Fred Hutchinson Cancer Research Center and Professor of the Department of Pathology, University of Washington.

It is part of the BHGI mission to be part of the scientific process that encourages funding of international research. ▲

## Russian Translation of GUIDELINES: A Successful Collaboration

In the ongoing effort to globally disseminate the *Guidelines for International Breast Health and Cancer Control*, BHGI works with key collaborators to provide translations of the BHGI Guidelines, a much needed and important clinical tool.

One such collaboration resulted in the Russian translation of the clinical BHGI Guidelines Overview Article (2006). The translation was developed through the efforts of Dr. Tanya Soldak, Director of Programs, Resource & Policy Exchange, Inc., a U.S. nonprofit organization dedicated to equalizing standards of health care, information access, and participation in government around the world, and The Blokchin Institute in Moscow; funding was provided by a grant from Novartis. The Russian translation is available for free and can be downloaded at [www.bhgi.info](http://www.bhgi.info).

BHGI wants to gratefully acknowledge Dr. Soldak, The Blokchin Institute, Moscow and Novartis for making this translation possible. ▲



Tanya F. Soldak MD  
Director of Programs  
Resource & Policy Exchange, Inc.

## Breast Health Global Initiative GLOBAL PORTFOLIO of Projects and Programs

### AFRICA

LEARNING LABORATORY: Ghana Breast Cancer Alliance & BHGI Medical Training Course—  
GHANA BREAST CANCER SPECIALTY  
TRAINING COURSE

Kumasi, Ghana, January 2010;  
Accra, Ghana, Summer 2010

### ASIA

Early Breast Cancer Detection through Clinical  
Breast Examination Training for Midwives

Rural Jakarta, Indonesia *in process*

Shanghai Center for Disease Control (CDC):  
Translation the BHGI clinical guidelines Overview

(CANCER Vol 113/Issue 8 Oct 15-08) *in process*

### EASTERN EUROPE

Survey on a Pilot Mammographic  
Screening Program

in Bahcesehir Istanbul, Turkey

Study led by Vahit Ozmen, MD, Istanbul Faculty of  
Medicine, Istanbul University *completed*

### LATIN AMERICA

Pilot Introduction of Breast Cancer  
Early Detection Programs

Bogotá

Pilot Project lead by Raul Murillo, MD, MPH, National  
Cancer Institute of Colombia *in process*

Pan American Health Organization & BHGI  
collaborative Spanish and Portuguese  
two-fold Translation of BHGI clinical guidelines  
Overview article

(CANCER Vol 113/Issue 8 Oct 15-08) *in process*

### LATIN AMERICA (continued)

Readiness Assessment for Implementation of  
Breast Cancer Treatment Guidelines

Bogotá

Pilot Project lead by Raul Murillo, MD, MPH, National  
Cancer Institute of Colombia *in process*

American Society of Clinical Oncology (ASCO) &  
BHGI Professional education:

Breast Cancer Curriculum Development for Middle-  
Income Countries in Latin America

*Physician Educational Curricula in development*

LAEDI BRACA – Latin American Early Detection  
Initiative for Breast Cancer *in development*

First pilot project in development in conjunction  
with the Instituto Nacional  
de Cancerología (INCAN) in México

### GLOBAL OVERARCHING PROGRAMS

The GLOBAL SUMMIT on INTERNATIONAL BREAST  
HEALTH: Optimizing Healthcare Delivery

June 9-11, 2010, Chicago, IL  
(following ASCO)

REGISTER now at [www.bhgi.info](http://www.bhgi.info)

### BHGI INFORMATICS PORTAL

[www.bhgi.info](http://www.bhgi.info)

### BREAST HEALTH—COMMON INTEREST GROUP

New interactive global resource established by  
BHGI, NCI and UICC



## BHGI—Advancing the International Fight Against Breast Cancer

Co-sponsored by the Fred Hutchinson Cancer Research Center and Susan G. Komen for the Cure, the Breast Health Global Initiative (BHGI) strives to **develop, implement** and **study** evidence-based, economically feasible, and culturally appropriate *“Guidelines for International Breast Health and Cancer Control”* for low- and middle-income countries to improve breast health outcomes. Organized as a global health alliance, BHGI is dedicated to advance the international fight against breast cancer and disseminate a message about breast health and breast cancer to a global audience.

The BHGI alliance is comprised of government agencies, healthcare organizations, non-governmental organizations, for-profit and non-profit organizations, doctors, scientists, policy makers and advocates involved in breast healthcare and cancer control around the world. It serves as a **hub for linkages**, operating as catalyst for international pilot research, as well as demonstration and education projects, with global partners and other associates.

The BHGI alliance produces tangible outcomes through the collaborative efforts of an extensive international network. In the first three Global Summits, BHGI developed and published comprehensive, resource-stratified guidelines for breast healthcare delivery and cancer control in low- and middle- income countries (LMCs). In the next phase of innovation, BHGI is pioneering the creation of **collaborative learning laboratories** that focus on the strategic establishment or expansion of breast cancer care programs in LMCs.



### JOIN the Breast Health Global Initiative ALLIANCE

If your organization would like to join in the Breast Health Global Initiative alliance for the next biennial phase of innovation (2010/2011) and the 2010 *Global Summit on International Breast Health: Optimizing Healthcare Delivery*, CONTACT Leslie Sullivan, Senior Program Manager, Email: [lsulliva@fhcrc.org](mailto:lsulliva@fhcrc.org).



*The* Breast Health Global Initiative

## BENEFACTOR ORGANIZATIONS

### Founding Organizations



## Global Summit on International Breast Health: Optimizing Healthcare Delivery

June 9 – 11, 2010 • Chicago, Illinois, USA (following ASCO)

Global Summit in Association with  
Latin American & Caribbean Society of Medical Oncology



Sociedad Latinoamericana y del Caribe de Oncología Médica  
Latin American and Caribbean Society of Medical Oncology

### Sustaining Scientific Partner



Office of International Affairs, National Cancer Institute

### Scientific Partners



### Corporate Partner

GE Healthcare



## PARTICIPATING ORGANIZATIONS

American Society of Breast Disease • World Health Organization • Breast Surgery International • International Union Against Cancer • International Network for Cancer Treatment and Research • International Atomic Energy Agency of the United Nations • Oncology Nursing Society • International Society of Nurses in Cancer Care • Middle East Cancer Consortium • Woman's Cancer Foundation