



# The Breast Health Global Initiative *Bulletin*

## 2010 Global Summit on International Breast Health to produce important clinical medical tools for LMCs

*Medical leaders from 43 countries met in Chicago June 9-11 for better health for women; IAEA-PACT announcement opens new vistas for breast cancer control in low-resource countries*

It was a meeting of “firsts” for the Breast Health Global Initiative’s (BHGI) fourth biennial Global Summit on International Breast Health, 2010, which could be called the Year of Delivery for worldwide breast cancer control. The Summit will result in peer-reviewed publication of important consensus statements to address different healthcare scenarios in low-resource and middle-resource countries (LMCs) and problem-solving in real-world applications. A separate supplement publication also will be released as a compendium of individual scientific and healthcare articles with recommendations for optimizing breast healthcare delivery with limited resources to serve as medical tools for LMCs. *Continued page 2*



Photo by Susan Hill

Dr. Luiz Antonio Santini, Director General of INCA, the National Cancer Institute of Brazil, right, engages in a discussion with Dr. Eduardo Cazap, president of SLACOM and UICC, left, at the 2010 Global Summit on International Breast Health

## IAEA-PACT announcement opens new vistas for breast cancer control in low-resource countries

One of the most significant new developments in providing improved care was announced at the Summit: a new partnership between the Breast Health Global Initiative (BHGI) and the **Programme of Action for Cancer Therapy (PACT)**, an arm of the **International Atomic Energy Association (IAEA)** devoted to reducing cancer deaths through providing education, screening and radiation therapy in low-resource settings.

“At PACT, we need to bring in the right partners to implement complete cancer programs,” said **Dr. Massoud Samiei**, head of the IAEA-PACT Programme Office. “BHGI is an important example of a partner that can deliver – providing concrete guidelines for planning and then delivering breast cancer control,” he added.

PACT now is involved in eight pilot projects in Albania, Ghana, Nicaragua, Tanzania, Sri Lanka, Mongolia, Vietnam and Yemen. PACT provides equipment and other resources, including distance learning through their VUCCnet, a virtual university that trains clinical providers. BHGI has developed curriculum and extensive training content through its Learning Laboratory in Ghana as well as its online library. The organizations say their capabilities are ideally meshed to collaborate with countries of all resource levels to create sustainable programs that achieve results.

“We could have trainings for breast cancer treatment and diagnosis that BHGI could provide for Ghana, and then other countries could adopt them for their trainings,” said Dr. Samiei. ▲



Dr. Massoud Samiei,  
Head of IAEA-PACT



Dr. Ritu Biyani, Founder and Director of the HIGHWAYS Infinite advocacy project in India at right, discussing her poster with Dr. Gabrielle Kane, Radiologist from the University of Washington in Seattle

Oncology. Also for the first time, open registration was offered to all interested parties, attracting more than **150 participants** from **43 countries**. A large poster session showcased **32 posters** from **22 countries**, providing opportunities to share special initiatives, research, programs and results from around the world. *"The Summit was the most incredible event I have been to relating to health delivery in developing countries,"* said **Mary Nicosia**, Director of Ministry of Mercy, Nicaragua, poster presenter at the meeting. *"I cannot thank BHGI and all who put it together enough for letting us attend. I learned so much and our delegation from Nicaragua gleaned much from this summit. We have now a better strategy to bring about a change in this country for breast cancer awareness, treatment and follow up,"* she added.

*"The outstanding expertise in breast cancer available through the BHGI network and its guidelines are helping to improve capacity in Latin America and other low- and middle-resourced countries,"* said **Silvana Luciani**, advisor for chronic disease prevention and control for the Pan American Health Organization (PAHO). *"The recent Global Summit showcased successful models in which the BHGI guidelines have been applied in such settings. PAHO is proud to be a partner in this network and contribute to the application of the BHGI guidelines to improve health outcomes for women throughout Latin America and the Caribbean,"* she added.

The Summit's evidence-based, economically sensitive consensus statements on approaches to optimizing breast healthcare delivery will be submitted in late 2010 to *The Lancet Oncology* for publication based upon peer-review, in late 2010. A separate peer-reviewed publication comprised of specific individual evidence-based written opinion articles will be developed as a supplement of *The Breast*, an Elsevier medical journal, to offer medical tools for low- and middle-resource countries. Release is planned in early 2011.

*"The resource level available for optimizing health care delivery within a country or community has not been directly addressed by other health care guidelines,"* said Anderson. *"The BHGI alliance of organizational partners and individual collaborators throughout the world are making it possible to address this critical component of implementation."*

Worldwide dissemination of the scientific publications will ensue through the BHGI global alliance of organizations and publishing journals, and development of medical educational curricula will be based upon the published findings for optimizing healthcare delivery to build medical capacity in middle-resource and low-resource countries. ▲



Silvana Luciani,  
Pan American Health  
Organization



Dr. Samia Al-Amoudi (center), CEO of the Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer, the first scientific partner in the BHGI alliance of organizations from the Middle East with Leslie Sullivan, BHGI managing director (left), and Dr. Ben Anderson, BHGI chair and director (right), at the 2010 Global Summit on International Breast Health

## Founding collaborators recognized for long-standing support for BHGI and Summit series

Founded on the principle that collaboration and partnership will lead to tangible results through international alliances, BHGI since its beginnings has brought new research, guidelines, programs, and most importantly, hope for breast cancer patients throughout the far reaches of the globe. The 2010 Global Summit included recognition of partners who helped launch the BHGI and Global Summit series in 2002.

Four visionary individuals who have exemplified these principles received a special BHGI **Founding Collaborator Award** at the Summit: **Dr. Riccardo Masetti**, professor of surgery and director of the breast center at Catholic University of Rome and medical director of the Hope Xchange Ghana Health Project; **Dr. Robert W. Carlson**, professor of medicine at Stanford University and chair of the breast cancer guidelines committee for the National Comprehensive Cancer Network; and **Dr. Alexandru Eniu**, medical oncologist at the Breast Cancer Center of the National Cancer Institute Ion Chiricuta, Cluj-Napoca, Romania, and vital collaborator in developing Romania's national guidelines for breast cancer patient treatment. Dr. Carlson and Dr. Eniu were key originators of the guidelines and the economic stratification approach. **Dr. Shahla Masood**, editor of *The Breast Journal* and Professor and Chair of the Department of Pathology at the University of Florida College of Medicine at Jacksonville, Florida, also received the award. *The Breast Journal* published BHGI's first iterations of the clinical guidelines for developing countries.

"We owe each of these exceptional individuals a debt of gratitude for their shared vision and tireless work," said Dr. Anderson, BHGI Chair and Director, in honoring the founding collaborators. "Each contributed in no small way to BHGI's tackling of the enormous issue of where to begin to address breast healthcare and cancer treatment for medically underserved women in an overarching fashion," he added. ▲



Photo by Susan Hill

Dr. Riccardo Masetti, medical director of the Hope Xchange Ghana Health Project and Susan G. Komen for the Cure® Global Ambassador, and Elizabeth Thompson, senior vice-president, medical and scientific affairs, Komen for the Cure, presenters at the 2010 Global Summit on International Breast Health

## The Breast Journal Award

At the Chicago meeting, Dr. Shahla Masood, editor of *The Breast Journal*, presented *The Breast Journal Award* to the top three award winners for best abstracts selected from over 50 abstracts submitted for presentation to encourage optimizing healthcare delivery in LMCs and problem-solving in healthcare delivery in breast cancer in LMCs.

**1st Place: Sherif Omar, MD, FACS; Egypt**, "Down staging of the Breast Cancer in a low resources setting, rural (Fakous Cancer Centre) and urban (Port Said) – Egypt"

**2nd Place: Leanid Putyrski, MD, PhD; Belarus**, "A comprehensive nationwide breast cancer early detection program (breast self-examination and clinical breast examination with reliable referrals) to downstage advanced breast cancer in the Republic of Belarus"

**3rd Place: Klaus Puschel, MD, MPH; Chile**, "Strategies for increasing mammography screening in primary care in Chile: Results of a randomized clinical trial"

Visit our Global Summit blog at [www.bhgi.info](http://www.bhgi.info) for fascinating interviews from Chicago with leaders in global health:

**Massoud Samiei**, Head of IAEA's PACT Program Office; **Luiz Antonio Santini**, Director General of INCA, the National Cancer Institute of Brazil; **Eduardo Cazap**, president of SLACOM and UICC; **Riccardo Masetti**, medical director of the Hope Xchange Ghana Health Project; **Ying Zheng**, head of the Department of Cancer Prevention and Control at the Shanghai, China Municipal Center for Disease Prevention and Control; **Samia Al-Amoudi**, Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer

## “Breast Health – Common Interest Group”

A collaboration with the UICC, NCI Office of International Affairs, and BHGI

**Join this growing global community**

**Sign up for Free Membership**

**International Go-to Source!**

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

The first “Breast Health-Common Interest Group” (BH-CIG) of the International UICC aims to bring together people from around the world with an interest in breast cancer in low-and middle-income countries. Through the BH-CIG, these individuals can interact with others sharing similar interests and gain access to resources on this important topic.

“The BH-CIG is a great resource for health care workers interested in communicating with other researchers and clinicians around the world about global breast health,” said **Morlie Wang, MD, MPH**, a diagnostic radiology resident attending the recent Global Summit on International Breast Health in Chicago.

### Key Features

- **Member Directory**
- **Important Global Links**
- **Secure Member Discussion**
- **Focus Groups**
- **Opinion Posting**
- **Information Sharing Areas**
- **Searchable Literature Library** – The BHGI-INCTR Breast Cancer Control Library has:
  - **CITATIONS** – 500 new literature citations added every month!
  - **TRANSLATIONS** of Guidelines for Breast Health and Cancer Control Overview article (CANCER Vol 113/ Issue 8 Oct 15-08):
    - **Chinese translation**, a collaboration with Shanghai Municipal Center for Disease Control and Prevention
    - **Russian translation**, developed by Dr. Tanya Soldak, Director of Programs, Resource and Policy Exchange, Inc. with The Blokchin Institute, Moscow and BHGI; funding provided by Novartis.
    - **Spanish and Portuguese translation**, a collaboration with PAHO-Pan American Health Organization
    - **Spanish translation** of *Guidelines Breast radiation therapy guideline implementation in low- and middle-income countries* article (CANCER Vol 113/Issue 8 Oct 15-08) developed by International Atomic Energy Agency’s Applied Radiation Biology and Radiotherapy division.



## **BHGI Global Portfolio** *current, on-going* **Projects and Programs** **Global and by Region**

### **AFRICA**

**BHGI LEARNING LABORATORY: HOPEXCHANGE  
GHANA HEALTH PROJECT** Ghana Breast Cancer  
Specialty Training Course

*Next course: Accra, August 23-27, 2010*

Organizational Sponsors: Programme of Action for  
Cancer Therapy/PACT of the International Atomic  
Energy Agency, Susan G. Komen for the Cure®

Course Coordination: BHGI, Korle-Bu Teaching  
Hospital, Komen for the Cure, Oncology  
Nursing Society

In-Country Partnership: HopeXchange/  
Ghana Breast Cancer Alliance

### **ASIA**

**EARLY BREAST CANCER DETECTION THROUGH  
CLINICAL BREAST EXAM TRAINING  
FOR MIDWIVES**

Rural Jakarta, Indonesia *in process*

**CHINESE TRANSLATION OF THE BHGI CLINICAL  
GUIDELINES OVERVIEW**

Shanghai Center for Disease Control (CDC):  
(CANCER Vol 113/Issue 8 Oct 15-08)  
Translation at [www.bhgi.info](http://www.bhgi.info)

### **LATIN AMERICA**

- **PILOT INTRODUCTION OF BREAST CANCER  
EARLY DETECTION PROGRAMS**
- **READINESS ASSESSMENT FOR IMPLEMENTATION  
OF BREAST CANCER TREATMENT GUIDELINES**

Both Pilot Projects led by Raul Murillo  
National Cancer Institute of Colombia *in process*

### **LATIN AMERICA** *(continued)*

**SPANISH AND PORTUGUESE TRANSLATION  
OF BHGI CLINICAL GUIDELINES OVERVIEW ARTICLE**

Pan American Health Organization and BHGI  
(CANCER Vol 113/Issue 8 Oct 15-08)  
Translation at [www.bhgi.info](http://www.bhgi.info)

**BREAST CANCER CURRICULUM DEVELOPMENT FOR  
MIDDLE-INCOME COUNTRIES IN LATIN AMERICA**

American Society of Clinical Oncology and BHGI  
Professional Education:  
*Physician Educational Curricula to be developed*

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

First implementation science pilot project in  
conjunction with the Instituto Nacional de  
Cancerologia in Mexico *in development*

### **GLOBAL PROGRAMS**

**SCIENTIFIC GRANT REVIEW**

GlaxoSmithKline/Ethnic Research Initiative

BHGI organized, managed scientific review of  
international grant applications.  
*Review: Oct. 8-9, 2010 upcoming*

**BHGI INFORMATICS PORTAL**

**BREAST HEALTH – COMMON INTEREST GROUP**

New interactive global resource established by  
BHGI, NCI and UICC *on-going development*  
[www.bhgi.info](http://www.bhgi.info)

### About the Breast Health Global Initiative

The Breast Health Global Initiative (BHGI), co-sponsored by Susan G. Komen for the Cure® and Fred Hutchinson Cancer Research Center, is a global health alliance and international network of organizations, doctors, scientists, policy makers and advocates devoted to addressing the needs of medically underserved women. MISSION: 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 and access to breast cancer screening, detection and treatment for women. [www.bhgi.info](http://www.bhgi.info)

#### BHGI Steering Committee 2010, 2011

- **Clement Adebamowo**, Chair, Professor of Surgery, Director, Institute for Advanced Medical Research and Training, Director, West African Center for Bioethics, University of Ibadan, Nigeria
- **Samia Al-Amoudi**, Chief Executive Officer, Sheikh Mohammed Hussien Al-Amoudi Center of Excellence in Breast Cancer, Chairwoman of Scientific breast cancer chair, Associate Professor and Consultant Obstetrician Gynecologist, King Abdulaziz University, Jeddah, Saudi Arabia, Breast Cancer Survivor, Global Advocate for Susan G. Komen for the Cure®
- **Benjamin O. Anderson**, Chair and Director, Breast Health Global Initiative, Full Member, Epidemiology Program of the Public Health Sciences Division, Fred Hutchinson Cancer Research Center; Professor of Surgery and Joint Professor, Department of Global Health, University of Washington, Director of the Breast Health Clinic, Seattle Cancer Care Alliance
- **Frances E. Ashe-Goins**, Office on Women's Health, U.S. Department of Health and Human Services, Maryland
- **Rajendra Badwe**, Professor and Head, Department of Surgical Oncology, Chief, Breast Unit, Tata Memorial Hospital, Chief of Clinical Research Secretariat, Tata Memorial Hospital, India
- **Fatima Cardoso**, European School of Oncology, Breast Cancer Program Coordinator, Assistant Professor Medical Oncology, Jules Bordet Institute, Brussels
- **Robert W. Carlson**, Professor of Medicine, Div. of Oncology and Stanford Medical Informatics, Chair, California; National Comprehensive Cancer Network, Breast Cancer Guidelines Committee
- **Eduardo Cazap**, BHGI Executive Committee Chairman; Founder and President, SLACOM-Latin American and Caribbean Society of Medical Oncology, Argentina; President, UICC-International Union Against Cancer, 2010-2012, Switzerland
- **David Collingridge**, Deputy Editor, The Lancet Oncology, Elsevier Publishing, United Kingdom
- **Nagi El Saghir**, Clinical Professor of Medicine, Division of Hematology-Oncology, Department of Internal Medicine, American University of Beirut Medical center, Lebanon
- **Joe Harford**, BHGI Executive Committee member, Director, U.S. Office of International Affairs, National Cancer Institute
- **Jay Harness**, President, Breast Surgery International, Past-President, American Society of Breast Surgeons, California
- **Wendy Harris**, Women's Health and Pediatrics Executive, Global Marketing, GE Healthcare Technologies, Wisconsin
- **Hussein Khaled**, Associate Secretary General, Arab Medical Association Against Cancer, Dean, NCI, Cairo University, Egypt
- **Cameron H. Leach**, Director Oncology Franchise, Africa, Latin America, Middle East and Central Asia, Sanofi Aventis, France
- **Silvana Luciani**, Advisor, cancer prevention and control, Pan American Health Organization of the WHO, Washington, DC
- **Joanne Manrique**, BHGI Executive Committee, Director of Global Affairs, Susan G. Komen for the Cure®, Washington, DC
- **Paula Trahan Rieger**, Chief Executive Officer, Oncology Nursing Society, Pennsylvania
- **Massoud Samiei**, Head, PACT Programme Office (PPO), Programme of Action for Cancer Therapy (PACT), PACT Programme Office, Department of Nuclear Sciences and Applications, International Atomic Energy Agency, Austria
- **Mona Saraiya**, Medical Officer and International Activities Lead, Division of Cancer Prevention and Control, National Center for Chronic Disease Prevention and Health Promotion, U.S. Centers for Disease Control and Prevention, Georgia
- **Lillie D. Shockney**, Administrative Director, University Distinguished Service Assoc. Professor of Breast Cancer, Associate Professor, Depts. of Surgery, Gynecology, Obstetrics, and School of Nursing, Johns Hopkins Avon Breast Center, Maryland
- **Lawrence N. Shulman**, Chief Medical Officer, Senior Vice President for Medical Affairs, Chief, Division of General Oncology, Department of Medical Oncology, Associate Professor of Medicine, Harvard Medical School, Massachusetts
- **Cheng Har Yip**, Professor of Surgery, Head of the Breast Unit, University Malaya Medical Centre, Kuala Lumpur, Senior Vice President, College of Surgeons of Malaysia, Chairman, National Clinical Practice Guidelines for the Management of Breast Cancer Malaysia

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The Breast Health Global Initiative

## The BHGI Alliance

We work as a global health alliance to advance the international fight against breast cancer and disseminate a message about breast health and breast cancer in a crowded public consciousness of the global health world. We are grateful to our partners and collaborators throughout the world who share this vision.

## BENEFACTOR ORGANIZATIONS

### Founding Organizations



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

June 9 – 11, 2010 • Chicago, IL

Held in association with:



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



Sheikh Mohammed Hussien Al-Amoudi  
Center of Excellence in Breast Cancer

THE LANCET Oncology



### Corporate Partners

GE Healthcare



### Collaborating Organizations

LIVESTRONG • Office on Women's Health, U.S. DHHS • U.S. Centers for Disease Control and Prevention • U.S. National Cancer Institute, Office of Science Planning and Assessment • U.S. National Institutes of Health, Office of Research on Women's Health

## 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

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