



The Breast Health Global Initiative *Bulletin*

The Global Summit on International Breast Health: Guidelines for International Breast Health and Cancer Control – *Supportive Care and Quality of Life*

To be convened by the BHGI Alliance in cooperation with the United Nations
International Atomic Energy Agency (IAEA)
Programme of Action for Cancer Therapy (PACT)

Vienna, Austria – October 3-5, 2012

Call for Expert Experience and Cultural Perspective

At the point of breast cancer diagnosis, *Supportive Care and Quality of Life* issues should be considered as essential elements of a multidisciplinary approach to breast cancer treatment. However, for women suffering from breast cancer in low- and middle-resource countries (LMCs) and other medically underserved areas around the world, this fundamental area of patient care generally is neglected and misunderstood.

Globally recognized for leading the international breast cancer clinical improvement and best practices movement, the **Breast Health Global Initiative** (BHGI) is uniquely positioned to address this critical area of supportive care and quality of life for breast cancer patients in underserved world regions. Over the last decade, the BHGI has produced model approaches for comprehensive, resource-stratified, evidence-based consensus Guidelines to effectively detect, diagnose and treat breast cancer in LMCs. These guidelines have been developed as the tangible outcomes of previous *Global Summit(s) on International Breast Health* held in 2002, 2005, 2007 and 2010, through international collaboration.

Join the BHGI and International Breast Health and Supportive Care Experts, October 3-5, 2012

In 2012, the BHGI 5th biennial "Global Summit on International Breast Health: Guidelines for International Breast Health and Cancer Control—*Supportive Care and Quality of Life*" will be convened October 3-5, 2012 in Vienna, Austria, in association with the **United Nations (UN) International Atomic Energy Agency (IAEA) Programme of Action for Cancer Therapy (PACT)**, immediately following the European School of Medical Oncology (ESMO) congress. The Summit will join together leading clinical and social science experts, researchers, policymakers, rehabilitation specialists, educators and representatives of international agencies, civil societies and the private sector. The Summit will address this



Dr. Julie Galow and Dr. Eduardo Rosenblatt

often ignored area of patient care by applying a mixed method (quantitative and qualitative) research approach to determine what helps people live better with cancer and its treatments.

Dr. Julie Gralow and Dr. Eduardo Rosenblatt, scientific co-chairs of the program, will lead the Summit in 2012. Dr. Gralow is a renowned oncologist; Professor of Medical Oncology at the University of Washington School of Medicine, Clinical Research Division, Fred Hutchinson Cancer Research Center; Director, Breast Medical Oncology, Seattle Cancer Care Alliance; and member of the Harvard Global Task Force for Expanded Access to Cancer Care and Control in Developing Countries.

Dr. Rosenblatt is a highly distinguished radiation oncologist at the United Nations International Atomic Energy Agency (IAEA) Programme of Action for Cancer Therapy (PACT) Head of the Applied Radiation Biology and Radiotherapy Section, Division of Human Health and Nuclear Sciences and Applications, in Vienna, Austria.

“Supportive care and quality of life have gradually become an essential component of the knowledge and skills necessary for the practice of clinical and radiation oncologists,” said Dr. Rosenblatt. “Research on these components—medical, rehabilitative, psychosocial, spiritual and nursing—has to follow the same strict scientific methodology as has been the norm in the basic cancer treatment disciplines. Only this will ensure the utilization of interventions supported by evidence,” he added.

“The BHGI has offered unique contributions to breast cancer treatment around the world through its development of resource-stratified guidelines that have become a blueprint for policymakers in LMCs,” said **Dr. Gralow**. “Cancer control is an attainable goal for these countries. The 2012 Summit will help make this goal a reality with new guidelines for acute treatment-related symptom control and supportive care, long-term survivorship care, and end of life/palliative care, including pain management,” she added.

Held for the first time under the auspices of the UN and endorsed by the American Society of Clinical Oncology (ASCO), this pivotal Summit will mark the 10-year anniversary of the founding of the BHGI, which is co-sponsored by the Fred Hutchinson Cancer Research Center and Susan G. Komen for the Cure®. The Summit will provide a unique event for the international health community to enhance knowledge and understanding of supportive care and quality of life issues in medically underserved world regions. The Summit is an open-registration event, encouraging maximum participation worldwide and across all disciplines.

“Addressing the areas of supportive care and quality of life and palliation in patient care is critical, especially in limited resource scenarios where comprehensive treatment is not fully available,” said **Dr. Massoud Samiei**, Director of the PACT. “In jointly holding the 2012 Global Summit on International Breast Health, the PACT and BHGI seek to fill this void by joining together experts in the field from around the world in Vienna, to analyze and ultimately develop the first guidelines for Supportive Care and Quality of Life for LMCs. The Guidelines created through the international collaboration of many will serve as a basic and most fundamental medical tool for medically underserved nations to provide complete multi-disciplinary and supportive cancer care to women throughout the world.”



Dr. Eduardo Cazap

“From the first Global Summit in 2002, supportive care, quality of life and morphine access have been on the BHGI radar,” said **Dr. Eduardo Cazap**, Chairman of the Executive Committee, Breast Health Global Initiative, First President and Founder, Latin American & Caribbean Society of Medical Oncology (SLACOM), President, Union for International Cancer Control (UICC). “We have an opportunity now to focus on these issues during the 2012 Summit. I encourage experts and advocates, individuals and organizations to join the BHGI global alliance to help address the critical, often overlooked areas of supportive care and quality of life for breast cancer patients. By joining us, you will become part of the development of the first clinical Guidelines for International Breast Health and Cancer Control - Supportive Care and Quality of Life (QOL), oriented to medically underserved world regions.”



Dr. Massoud Samiei

The Global Summit Agenda

The 2012 Global Summit will provide an opportunity for BHGI collaborators to focus exclusively on Supportive Care and QOL issues. International presentations, consensus dialogue and debate, workshops and professional networking will fuel the analysis of these critical issues for breast cancer patients in LMCs scenarios.

“We have not only a need, but an obligation to address this critical care issue. Looking at both early stage disease and late stage disease will provide a comprehensive approach to developing evidence-based resource stratified guidelines for breast cancer Supportive Care and Quality of Life for low and middle resource settings,” said **Dr. Ben Anderson**, Founder, Chair and Director of the Breast Health Global Initiative. “We are honored to be holding the Summit in conjunction with IAEA PACT under the auspices of the UN and particularly pleased that it coincides with the BHGI’s 10th anniversary.”

International presentations, discussions, workshops and professional networking will connect national and international organizations and experts from around the world to analyze Supportive Care and Quality of Life issues for breast cancer patients in LMCs.

Three Consensus Working Groups will focus on key issues of how existing healthcare resources can most effectively be organized to improve palliative outcomes and integrate new supportive care and quality of life services within existing medical infrastructures.



Dr. Ben Anderson

Wednesday, October 3rd

Consensus Working Group

Day 1: Survivorship and follow-up care

Thursday, October 4th

Consensus Working Group

Day 2: Treatment-related supportive care

Friday, October 5th

Consensus Working Group

Day 3: End-of-Life & Palliative Care, including pain management with morphine

MORNING SESSIONS begin with a breast cancer advocacy presentation followed by scientific presentations to highlight key issues in breast health care delivery for breast cancer QOL.

AFTERNOON SESSIONS begin with a keynote presentation, followed by open panel discussion of key topics, focused on learning points deemed most relevant to program execution in LMCs.

LAST HOUR will have concurrent sessions, with workshops to highlight programs in medically underserved world regions, relevant to the Global Summit theme. .

Who Should Attend?

The Global Summit will offer OPEN REGISTRATION for all who share interest in international **Supportive Care and Quality of Life** for breast cancer patients. Registration for the Summit will begin in March. Summit attendees will include breast health providers and leading researchers, palliative care experts, healthcare policymakers, oncology nurses, reproductive healthcare providers, health educators and community organizers, breast cancer advocates and professionals from government, international agencies, civil society and the private sector.

“BHGI’s commitment to evidence-based medicine within the framework of real world settings makes them exceptionally well qualified to tackle the difficult topics of supportive care and quality of life. I look forward to participating in this much needed collaborative and international event,” said **Dorothy Keefe**, MBBS, MD, FRACP FRCP, Cancer Council SA Professor of Cancer Medicine, University of Adelaide, Chair, SA Cancer Clinical Network, Director, Cancer Stream, President, **MASCC -Multinational Association of Supportive Care in Cancer**, Adelaide Australia.

What You Can Bring to the Table

The Global Summit provides a forum to report on the effectiveness of Supportive Care and Quality of Life in diverse socioeconomic settings. Your expertise, experience and cultural perspective will enhance the sessions and

discussions by addressing key issues such as how existing healthcare resources can most effectively be reorganized to improve palliative outcomes and how to integrate new supportive care and quality of life services within existing healthcare infrastructure.

What the BHGI Alliance Brings to the Table

BHGI's goal is to provide evidence-based guidance for real world settings through international collaboration. No area of medicine is more important than supportive care and quality of life, where it is paramount to consider psychosocial, emotional and spiritual needs of patient care, components of care that are culturally sensitive and difficult to quantify. Supportive Care and Quality of Life best practices and outcomes are difficult to measure and require both quantitative and qualitative (mixed method) research and implementation strategies. BHGI is well positioned to tackle this difficult and often ill-defined and poorly financed area of medicine. In limited resource settings where comprehensive treatment is not fully available, Supportive Care and Quality of Life needs to have a prominent place in resource allocation decisions.

Each day of the Summit will include carefully selected presentations and panel discussions that highlight key issues in Supportive Care and Quality of Life for breast cancer control programs in LMCs. An important part of the process will be reviewing best available evidence, including past BHGI publications, systematic reviews, key research and current guidelines available on aspects of supportive care and quality of life.

Anticipated 2013 Publications from the Summit

Review of existing guidelines will inform the development of the resource-stratified international *Guidelines for International Breast Health and Cancer Control—Supportive Care and Quality of Life*, a key deliverable of the Summit, to be published as a peer reviewed supplement in a leading medical journal.

Additional Information

For updates on the 2012 Summit program, registration and hotel information, and corporate partnership, visit www.bhgi.info. The city of Vienna is easily accessible for most domestic and international attendees, with major hotels within the central downtown.

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Partner with BHGI in coming biennial phase of firsts

Guidelines for International Breast Health and Cancer Control— Supportive Care and Quality of Life

Organizations can partner in the next BHGI biennial phase of achievement (2012, 2013, beginning July 1st), which will produce the 2012 "GLOBAL SUMMIT on INTERNATIONAL BREAST HEALTH: *Guidelines for International Breast Health and Cancer Control—Supportive Care and Quality of Life*" (October 3-5, 2012, Vienna, Austria) and resource-stratified *Guidelines* that will serve as fundamental "medical tools," for medically underserved nations to provide complete multi-disciplinary and supportive cancer care to women.

For information on BHGI PARTNERSHIP, **contact: Leslie Sullivan**, Managing Director, Breast Health Global Initiative, Tel: 206-667-2545 C: 206-465-4217 E: lsulliva@fhcrc.org. ▲



Partner News

King Abdulaziz University in Jeddah launches Chair of Women's Health Empowerment

New position will be held by BHGI Scientific Partner, Dr. Samia Al-Amoudi, head of the Sheikh Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer, a BHGI global alliance partner

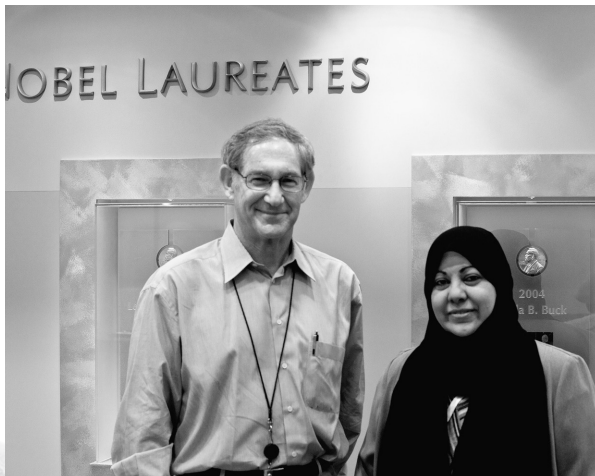
A new initiative supporting women's health rights in the Middle East, a Chair of **Women's Health Empowerment**, has been announced by King Abdulaziz University (KAU) in Jeddah, Saudi Arabia. The program, the first of its kind in the region, has been funded for three years by Saudi businessman Sheikh Mohammed Hussien Al-Amoudi and will be chaired by **Dr. Samia Al-Amoudi**, head of the Sheikh

The SMHA-CEBC, the first multi-disciplinary Breast Cancer Center of Excellence in the Middle East, as well as the first BHGI organizational scientific partner from the region, aims to address critical social and cultural obstacles for women in accessing breast health medical services in Saudi Arabia and the Middle East through methodology based upon a scientific "mixed method" approach. This will include both qualitative and quantitative research science for outcomes.

With a stated mission "to empower women with knowledge of their health rights," the focus of the chair will include cancer patients' rights, particularly breast cancer patients; reproductive health and safe motherhood; adolescent sexual and psychological health; and underserved women's health, including women with physical limitations.

"We envision partnerships with governmental bodies locally and internationally with this step toward world-class women's health care," said Dr. Al-Amoudi. "We are grateful for the vision of Professor Osama Bin Sadeq Tayeb, president of the University supporting this important new program," she added.

Over the last summer, Dr. Al-Amoudi joined the scientific ranks of the Fred Hutchinson Cancer



Dr. Larry Corey, Hutchinson Center President and Dr. Samia Al-Amoudi, Seattle

Mohammed Hussein Al-Amoudi Center of Excellence in Breast Cancer (SMHA-CEBC), a scientific partner in the Breast Health Global Initiative's (BHGI) global alliance of international organizations.

Dr. Al-Amoudi also is associate professor and scientific chair for breast cancer at KAU and a consulting obstetrician gynecologist.

"As basic and fundamental human rights, health rights are a priority for women worldwide," said **Al-Amoudi**, founder of the chair. "Without their health, women are unable to carry out their tasks as mothers and wives, unable to meet the requirements of work and unable to claim other rights," she added.



Dr. Engelberta (Beti) Thompson and Dr. Al-Amoudi, Hutchinson Center, Seattle

Research Center (“Hutchinson Center”) in Seattle as the Center’s first **Visiting Scientist** under the auspices of the BHGI for concentrated study in the area of qualitative research theory and data analysis.

“It’s through international collaborations such as these that we are able to advance global understanding of research that will improve breast cancer outcomes everywhere,” said **Ben Anderson**, MD, BHGI chair and director.

Dr. Al-Amoudi studied with **Engelberta (Beti) Thompson**, Ph.D., Hutchinson Center researcher in the emergent field of health disparities within Public Health Sciences in the Cancer Prevention Research Program.

“Dr. Al-Amoudi is an international leader in breast cancer among women, and her efforts will go far in reducing the breast cancer burden in Saudi Arabia,” said **Dr. Thompson**. “The new endowed chair is an outstanding step to help make Saudi women aware of the help available in preventing and treating breast cancer,” she added.

To learn more about the unique U.S.-Saudi Arabia scientific partnership that began last year and see her video interview from Seattle between the SMHA-CEBC and BHGI at the Hutchinson Center, go to:

<http://portal.bhgi.org/GlobalPortfolio/middleeast/Pages/QualitativeResearch.aspx>.



BHGI selected as a Siemens “Turn your city pink—Raise breast cancer awareness” beneficiary

The Breast Health Global Initiative (BHGI) was selected for inclusion in a global campaign, “Turn your city pink—Raise breast cancer awareness” from Siemens, a global healthcare technology company. Begun in the fall, the promotion invites people around the world to upload to www.siemens.com/pink photos and videos of breast cancer action initiatives in their own communities.



Siemens will donate \$5 for each entry to one of four designated breast cancer organizations. The submitter will be able to choose to donate to the Breast Health Global Initiative, Susan G. Komen for the Cure®, International Breast Cancer Research Foundation or American Cancer Society. In addition, the person submitting the most popular entry every month has the chance to win a pink iPad.

Siemens has pledged to donate a total of up to \$200,000 during the campaign. “Breast cancer action and awareness isn’t just for Breast Cancer Awareness Month,” said **Leslie Sullivan**, BHGI managing director. “You can help BHGI in its’ global initiatives to reduce breast cancer mortality by

submitting photos or videos of any breast cancer event in your area, large or small. Together with your help we will raise breast cancer awareness and funds for life-saving programs around the world.” ▲



BHGI Global Resource

Global searchable breast health library open source for information

BHGI – INCTR Library Catalogue for Breast Cancer Control freely available via www.bhgi.info

Researchers and others with interests in breast cancer in low- and middle-income countries (LMCs) and other medically underserved regions have a convenient, clinically supported resource to gather, organize and store information—and it's free.

The **Breast Health Global Initiative (BHGI)** and **International Network for Cancer Treatment and Research (INCTR) Library Catalogue for Breast Cancer Control** is loaded with electronic citations of key publications, reports and documents relevant to breast cancer. This global breast health library identifies publications of relevance to breast cancer in LMCs, specifically targeting literature not generally referenced in the standard databases such as PubMed.

To gain access to the thousands of pages of information in the library relevant to breast cancer in LMCs, **sign up for free membership** via the Breast Health—Common Interest Group (BH-CIG) at www.bhgi.info.

"It took just a few seconds to join the BH-CIG. The Literature Library is a wonderful resource for scientific literature for my work," said **Ling Cui**, MS and PhD candidate, University of Washington.

The BH-CIG was established through the International Union Against Cancer (UICC), the U.S. National Cancer Institute and the BHGI as a global resource for information. The Literature Library was developed through the BHGI and INCTR as an open source for information dissemination for LMCs and as an online reference management system. Links are available, allowing the user to connect to open access versions of the paper and/or to a HINARI participating publisher's copy of the paper.

The library includes thousands of journal articles, conference proceedings and translations of the BHGI clinical *Guidelines for International Breast Health and Cancer Control*:

CITATIONS: More than 4500 journal articles and 700 conference proceedings

TRANSLATIONS: *Guidelines for Breast Health and Cancer Control* Overview article (CANCER Vol 113/Issue 8 Oct 15-08) and Chinese, Spanish, Portuguese, Russian translations:

Spanish and Portuguese Translations of *Guidelines* Overview article, through 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 IAEA-International Atomic Energy Agency Applied Radiation Biology and Radiotherapy division.

Chinese Translation of *Guidelines* Overview article, through collaboration with Shanghai Municipal Center for Disease Control and Prevention

Russian Translation of *Guidelines* Overview article, developed by **Dr. Tanya Soldak**, Director of Programs, Resource and Policy Exchange, Inc. with The Blokchin Institute in Moscow and BHGI, with funding provided by Novartis.

The library is available using **RefShare**, utilizing the partner freeware tool of RefWorks. Researchers have free access to search the RefWorks library by author, keyword, title or topic and to create bibliographies that can be electronically downloaded at no cost to the user.

To access the searchable library, just sign into the Breast Health-Common Interest Group for FREE, via www.bhgi.info. For more information, or any questions, email: bhgi@fhcrc.org.



About the BHGI

Evidence-based Approach for Translating Theory into Practice *through Implementation Science*

Over the last decade, the Breast Health Global Initiative (BHGI) has become internationally recognized for leading the international breast cancer clinical improvement and “best practices” movement through an innovative internationally collaborative alliance of organizations and individuals.

Co-sponsored by **Fred Hutchinson Cancer Research Center** and **Susan G. Komen for the Cure®**, the BHGI led the development of comprehensive resource-sensitive, evidence based clinical *Guidelines for International Breast Health and Cancer Control* to improve breast cancer outcomes in low- and middle-resource countries (LMCs) and other medically underserved regions, as the tangible outcomes of a series of biennial *Global Summit(s) on International Breast Health*.

The global BHGI network 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.

Learning Laboratories

With an implementation science strategy, BHGI endeavors to create collaborative Learning Laboratories that focus on the strategic establishment or expansion of breast cancer care programs in LMCs. The [Shanghai Municipal Center for Disease Control and Prevention](#) in China and the BHGI are working to jointly establish the Shanghai Breast Health Resource Center as BHGI's first Learning Laboratory. Read more at: <http://portal.bhgi.org/GlobalPortfolio/Asia/default.aspx>.

BHGI Learning Labs will serve as a foundation for shared information exchange about early detection, diagnosis and treatment of breast cancer, providing opportunities to develop and test curriculum and assessment tools appropriate for use in LMCs. ▲



Wu Fan, Ying Zheng Caption: Zheng Ying, Vice Deputy of the Department of Tumor, and Fan Wu, Director General, Shanghai Municipal Center for Disease Control and Prevention

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BENEFACTOR ORGANIZATIONS

Founding Organizations



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Guidelines for International Breast Health and Cancer Control—Supportive Care and Quality of Life
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Programme of
Action for
Cancer
Therapy
PACT

Sustaining Scientific Partners

THE LANCET **Oncology**



Scientific Partners



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

Corporate Partner



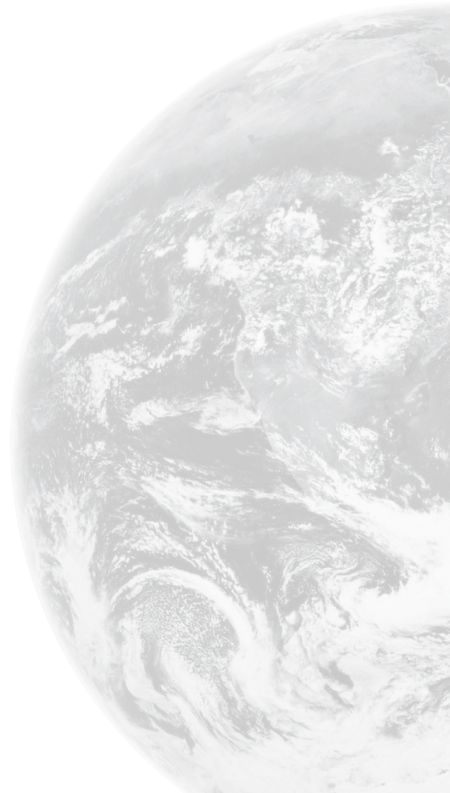
Collaborating Organizations



PARTICIPATING ORGANIZATIONS

- Union for International Cancer Control
- Multinational Association of Supportive Care in Cancer
- World Health Organization
- Global Task Force on Expanded Access to Cancer Care and Control in Developing Countries
- Pan American Health Organization
- SLACOM-Latinamerican & Caribbean Society of Medical Oncology

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