

First mobile breast health education unit set for launch in the Western Cape

The Breast Health Foundation in partnership with Avon Justine - iThemba Crusade of Hope - and Curves (Western Cape) will launch the very first Mobile Breast Health Education Unit in the Western Cape on Thursday, 27 May 2010.

The implementation of this project in the Western Cape aims to see a reduction in the number of breast cancer patients presenting with stage 4 advanced breast cancers. Education and awareness will empower women with the knowledge of early detection and therefore save lives.

The mobile breast cancer education unit is the brainchild of the Breast Health Foundation with co-sponsors Avon Justine iThemba Fund (the organisation's corporate social responsibility programme) and Curves Western Cape. The unit will work closely with the provincial government of the Western Cape's Health Department.

Breast cancer is one of the most prevalent women's cancers in South Africa, with 1 in 9 women being at risk of being diagnosed with the disease (according to the international statistics). The unit focuses on educating the community of the Western Cape about breast health and breast cancer, stressing that detection of the disease does not necessarily equate to a death sentence. The mobile unit and its team of breast cancer survivors aim to educate all women about the importance of breast self-examination and how early detection saves lives. With early detection 9 out of 10 women diagnosed can survive.

To date, more than 30 000 community members have been supported by the Avon Justine iThemba Breast Health Foundation Sedibeng Mobile Education Unit based in Gauteng. The educators are all breast cancer survivors who support, guide and encourage patients to face their fears and to make themselves available for further testing. More than 1000 women have already been referred for mammograms at either the Helen Joseph or Baragwanath Hospitals.

For more information on these mobile units, contact Louise Turner of the Breast Health Foundation.

The rotational schedule for the Western Cape for 2010 is available on request. For more information go to www.mybreast.org.za.