

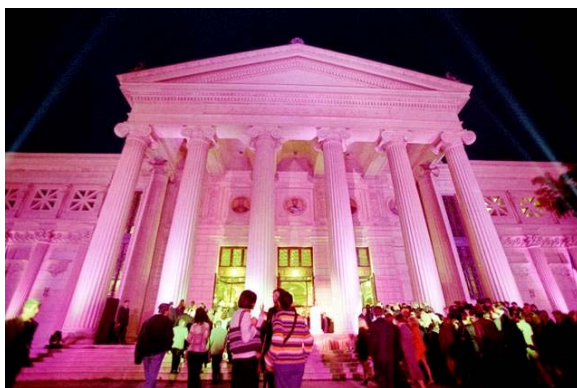
Bringing Public Attention to Breast Cancer: Social Diagnosis Center of Renasterea

On a global scale, for Romanian women breast cancer is the second highest cause of death due to cancers. In 2001, the *Renasterea* Foundation brought public attention in Romania to the problem of breast cancer. Its message was that with early detection and treatment, breast cancer is not a fatal disease. In the same year, the *Renasterea* Foundation joined the Global Landmark Illumination Initiative in which, on the first of October, representative buildings from around the world are illuminated in pink, as a symbol of the fight against breast cancer.

Besides the awareness campaigns about breast cancer, the *Renasterea* Foundation also developed media events, conferences, meetings, and initiated numerous projects including an Information Center within the Institute of Oncology “Alexandru Trestioreanu”. This was the first time such a center was developed in Romania. The Foundation, together with Avon, donated medical equipment to the Institute of Oncology, valued at 50,000 USD; opened a free telephone line for the public information, called the *PINK LINE* : 08008 300 300, printed brochures with information about cancer and created a web site dedicated to breast cancer: www.fundatiarenasterea.ro

Renasterea's Social Diagnosis Center is just one success story of the Romanian Family Health Initiative (RFHI), a bilateral USAID-funded project implemented by JSI Research & Training Institute, Inc. The RFHI is designed to increase the availability and utilization of high quality client-oriented services at the primary health care level and to assure sustainability of reproductive health services in Romania, including family planning, safe motherhood, early detection of breast and cervical cancer, and HIV/AIDS and STIs prevention.

The most recent and important project of the Foundation is the Diagnosis Center in Bucharest which opened in November 2003. The Center has a strong social dimension, dedicated to women with low income and/or without medical insurance.



Romanian Athenaeum – pink illumination

It is equipped with a mammography machine and new generation equipment donated by Sofmedica. Establishing the Center was made possible through the help of the following companies: Bog'art, Alumil, Mobexpert and contributions from Men at Work and Interface Heuga; their investment exceeded 150,000 USD. The Romanian Family Health Initiative also supports the Center.

The Center is led by the Medical Director, Conf. Dr. Alexandru Blidaru and staffed by a logistics coordinator, 12 doctors in oncology, 2 radiologists and 6 technicians. It also

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benefits from the collaboration of prestigious doctors in detection and treatment of breast related diseases. Brandusa Aldea, an oncologist reports that “Up to 25-30 women visit the Center every day. There is a different atmosphere than in normal hospitals, in a pleasant environment, women are offered information and medical exams as well as psychological assistance. Those who need further investigations or treatment are guided to the Institute of Oncology Bucharest.

In only three months, the Foundation’s efforts in education and awareness are impressive: over 1,100 women have been examined by the Center’s specialists; over 1,000 mammograms taken, and approximately 100 women referred to the Institute of Oncology “Alexandru Trestioreanu” for further investigations.