

ECIBC plenary meeting. ED advocacy summary:

Barriers to implementation of quality assured breast services still exist in many countries and we will need to work hard to overcome them. Country health budgets and lack of resources will be a key reason why some countries will not implement this project. It is also not mandated by the EU and therefore is not required that they do so. It is important to get input now from countries on the barriers to implementation so that they can be overcome. It would be important to explain to countries now why this will be good for their countries, that it will improve women's health so they can continue to be productive in society; explaining in terms of health economics, i.e. the cost effectiveness in economic terms is also a priority. Any help and specific information on this that the ECIBC can give us will help us in our advocating efforts.

ED at the European level will continue to train advocates and work through our conferences and other projects on advocating for the immediate implementation of these programs. ED is supporting this through ongoing education of our country advocates at all meetings, conferences etc. starting back with the Czech Republic Pan European in 2013, EBCC 9, Paris Pan European, EBCC 10, Advocacy leader, advocacy training etc. This will continue in sessions at our next Pan European in Slovenia in October 2017 and next EBCC -11 in Barcelona March 2018. ED is also publicising the web hub of the ECIBC at these meetings. ED should be closely involved in all aspects of the ECIBC's communication to women about the importance of population-based quality-assured screening, the importance of EU Guidelines and the importance of quality-assured breast cancer services. Specifically, ED could develop communication tools for women, including, e.g. a new "layman's" version of the EU Guidelines and, potentially, a similar guide to the Quality Assurance scheme.

We are also discussing this topic at all meetings where we are asked to present: general cancer patient advocate meetings, sponsor conducted meetings etc. as well as in articles for which we provide interviews. We also have our own information materials, electronic news and annual newsletter where we will continue to cover this important topic. ED publications will also highlight the launch of the pilots for ECIBC when they begin.

We are working with MEPs to ensure the ECIBC is covered in all breast cancer related Parliamentary activities including specific mention in the 2015 Written Declaration, and follow up meeting in October 2016. We will continue these efforts in 2017 and beyond at the European Parliament to ensure their ongoing support for the implementation.