



CANCER ALLIANCE

Collective Voices for Cancer in South Africa

BREAST CANCER CONTROL POLICY

TOOLKIT FOR ADVOCACY AND ENGAGEMENT

South Africa's new Breast Cancer Control Policy is a vital document aimed at prioritising breast cancer awareness, prevention, treatment and care in South Africa. Once fully implemented, it will secure access to a network of dedicated regional breast units that will not only improve early detection rates, but also establish guidelines for optimal treatment and palliative care to help drive down death rates from this cancer, which has become a leading cause of death of South African women.

The policy is just the beginning. We, the involved breast cancer organisations in South Africa, believe that in order to assure effective implementation of the policy, we must speak with a collective voice. This is the third part of a four-part Toolkit. It includes information on the Cancer Alliance website, a series of memes designed for social media sharing, a document which explains the policy and easily downloadable voice files in a number of official South African languages. We invite you to use and share! #LetsTalkAboutCancer

🔗 FAQ for using this toolkit

Where can I get the memes?

The memes are included in the Social Media Package which can be downloaded from this page: <https://www.canceralliance.co.za/toolkit-breast-cancer-policy/>

If you have any difficulties then please contact Peter at webmaster@canceralliance.co.za.

When should I post the memes on my social media?

The dates are next to each meme. Coordinating our release of the memes will ensure maximum impact! Please share on your personal social media platforms as well as those of your organisation.

What words should I use with the memes on my social media?

The words are below each meme - please copy. The short links will take your followers directly to the appropriate part of the website.

What should I do with the voice clips?

Please share the links with as many people as possible, so that the policy toolkit is accessible to as many people as possible.

What is a QR code and how does it work?

The voice clips are on our website and also available through QR codes. Some phones will allow you to scan the QR code directly with your camera. If that doesn't work, download a free QR code reader from your app store. It is free. We recommend Lightning QR. When you scan the code, the sound clip will open.

How much data will I need for the voice clips?

Each one should cost less than R5 to download, but we recommend that you download and save to your phone when you are in an area with wifi.



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The Memes, release dates and wording

1
7 Jan

THE BREAST CANCER CONTROL POLICY

Means that it is your right to access dedicated breast units.

This means that cancer will be found earlier, and survival rates will be higher

Your rights: <http://bit.ly/2PF2P8m>

#LetsTalkAboutCancer #BreastPolicy

For more information go to <http://bit.ly/BreastM3-1> #LetsTalkAboutCancer

2
9 Jan

WHAT ARE SPECIALIST BREAST UNITS (SBUs)?

They are the third link in the referral chain

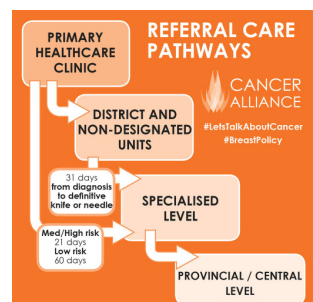
They create a network of care

They ensure the best use of resources

#LetsTalkAboutCancer #BreastPolicy

For more information go to <http://bit.ly/BreastM3-2> #LetsTalkAboutCancer

3
11 Jan



For more information go to <http://bit.ly/BreastM3-3> #LetsTalkAboutCancer

4
13 Jan

SPECIALIST BREAST UNITS (SBUs) WILL:

- Help you get a quick diagnosis
- Ensure that you get the right treatment
- Coordinate Care
- Provide Palliative Care where necessary

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For more information go to <http://bit.ly/BreastM3-4> #LetsTalkAboutCancer

5
15 Jan

WHAT CAN YOU EXPECT AT A SBU?

- Counselling.
- Biopsy where necessary.
- Relevant breast surgery.
- Access to an oncologist.
- Access to relevant radiation treatment.
- Access to relevant chemotherapy.

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For more information go to <http://bit.ly/BreastM5-5> #LetsTalkAboutCancer

6
17 Jan

WHAT IS THE DIFFERENCE BETWEEN REGIONAL BREAST UNITS (RBUS) AND SPECIALIST BREAST UNITS (SBUS)?

- RBUs must accurately diagnose breast disease – cancer or not
- RBUs refer you to SBUs for treatment
- You must be referred within 1 to 62 days to a specialist breast unit (SBU) for Specialist Breast Assessment (SBA) if applicable.

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For more information go to <http://bit.ly/BreastM6-6> #LetsTalkAboutCancer

7
19 Jan

WHERE ARE THE PROPOSED RBUs BY PROVINCE?

Province	Proposed Regional Breast Units pending accreditation
Eastern Cape	Nelson Mandela Academic Hospital Cecilia Makiwane Hospital
Free State	Baitumelo Regional Hospital Dhlabeng Provincial Hospital Bongani Regional Hospital Bathababela District Hospital Malumahadi Manapo Mopeli Regional Hospital
Gauteng	Phalolong Hospital Tambo Memorial Hospital Sebokeng Hospital Kalafong Hospital
KwaZulu-Natal	Addington Hospital Port Shepstone Regional Hospital R.K. Khan Hospital Ngwalezana Hospital

For more information go to <http://bit.ly/BreastM3-7> #LetsTalkAboutCancer

8
19 Jan

Proposed Regional Breast Units pending accreditation

Province	Proposed Regional Breast Units pending accreditation
Limpopo	Mankweng Hospital
Mpumalanga	Emalahleni Hospital
Northern Cape	Kimberley Hospital Upington Hospital
North West	Klerksdorp Shepong Complex Patchesstroom Hospital
Western Cape	Karl Bremer Hospital Khayelitsha Hospital Mitchell's Plain District Hospital Paarl Provincial Hospital Somerset Hospital Victoria Hospital Worcester Hospital

#LetsTalkAboutCancer #BreastPolicy

For more information go to <http://bit.ly/BreastM3-8> #LetsTalkAboutCancer

Please post Meme 8 and 9 together

Please re-share the soundfiles summarising the Policy



<http://bit.ly/2Q0Ntvb>



<http://bit.ly/2qeQaxR>



<http://bit.ly/2z7b5af>