



# Advocacy, how and what

Danish Breast Cancer Organisation

Anja Skjoldborg Hansen, President

**Regional  
National**



## Our advocacy work in general

- Raise awareness on the patients perspectives in the health care system
- Improve awareness in general on screening and genetic risks
- Promote improved screening, treatment and support

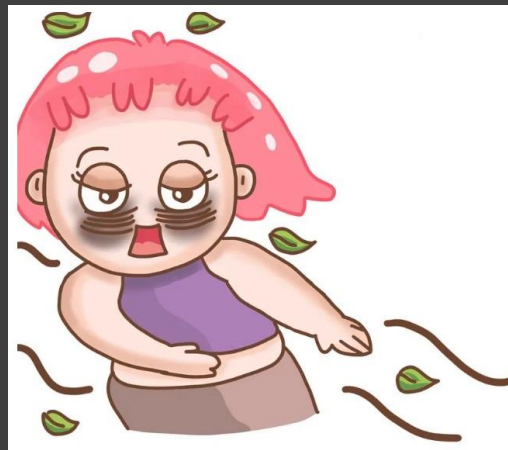
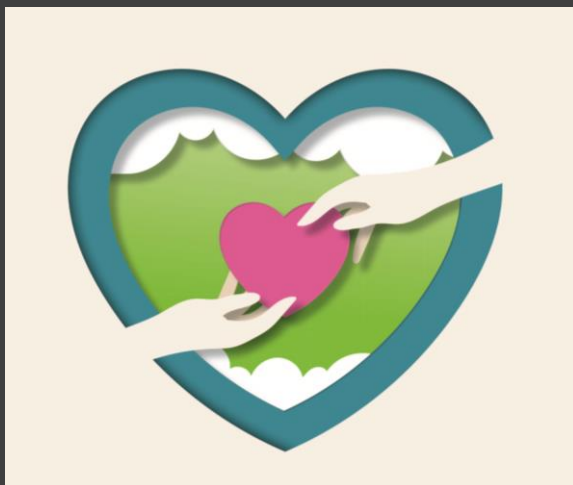




# Regional advocates

9 regional groups:  
Talks – meetings – yoga and more





# National groups

## Metastatic Breast Cancer group

- Raise awareness on MBC
- Provide information on MBC
- Provide patient support



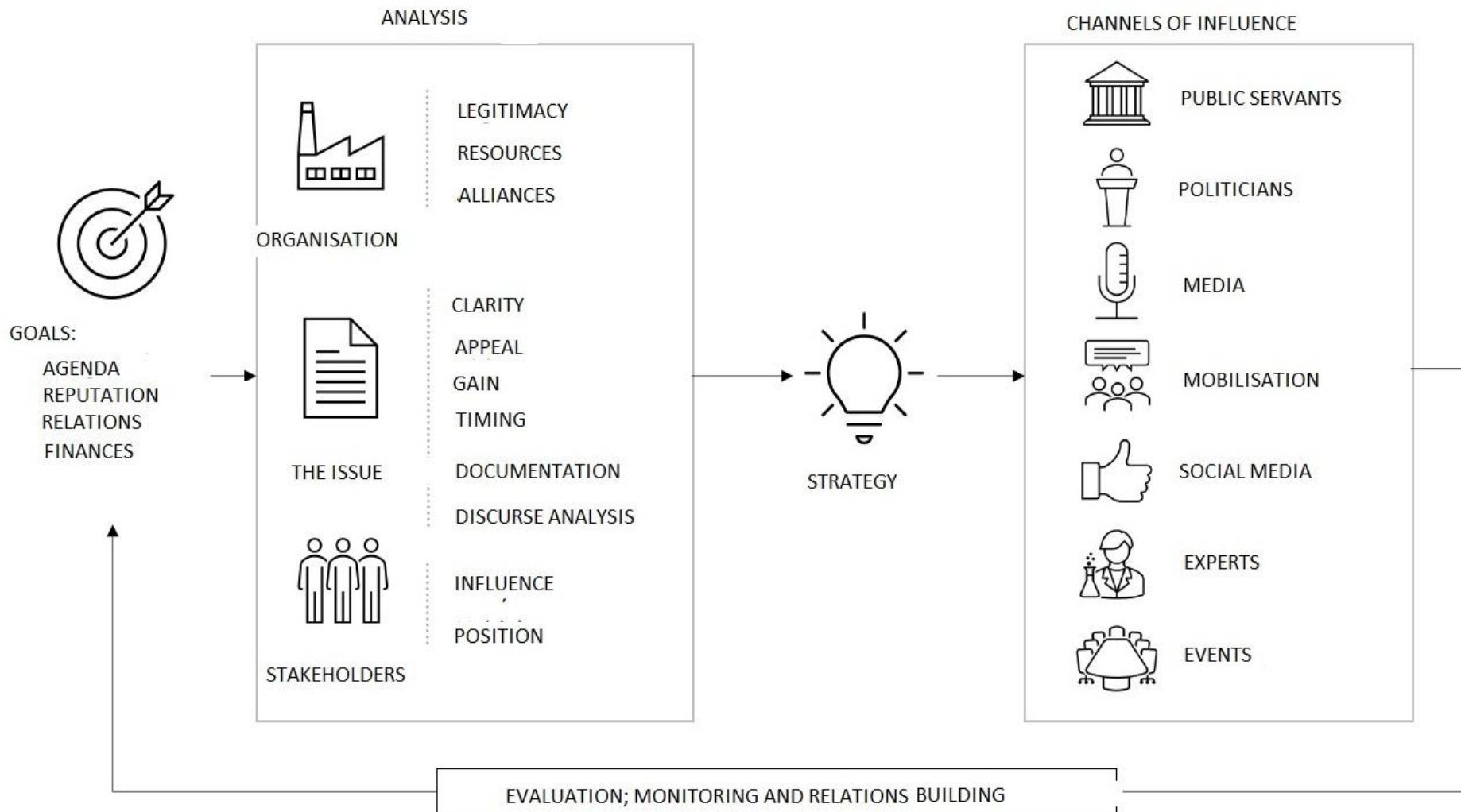
# ADVOCACY WORK STRATEGY



# A strategic view on advocacy work

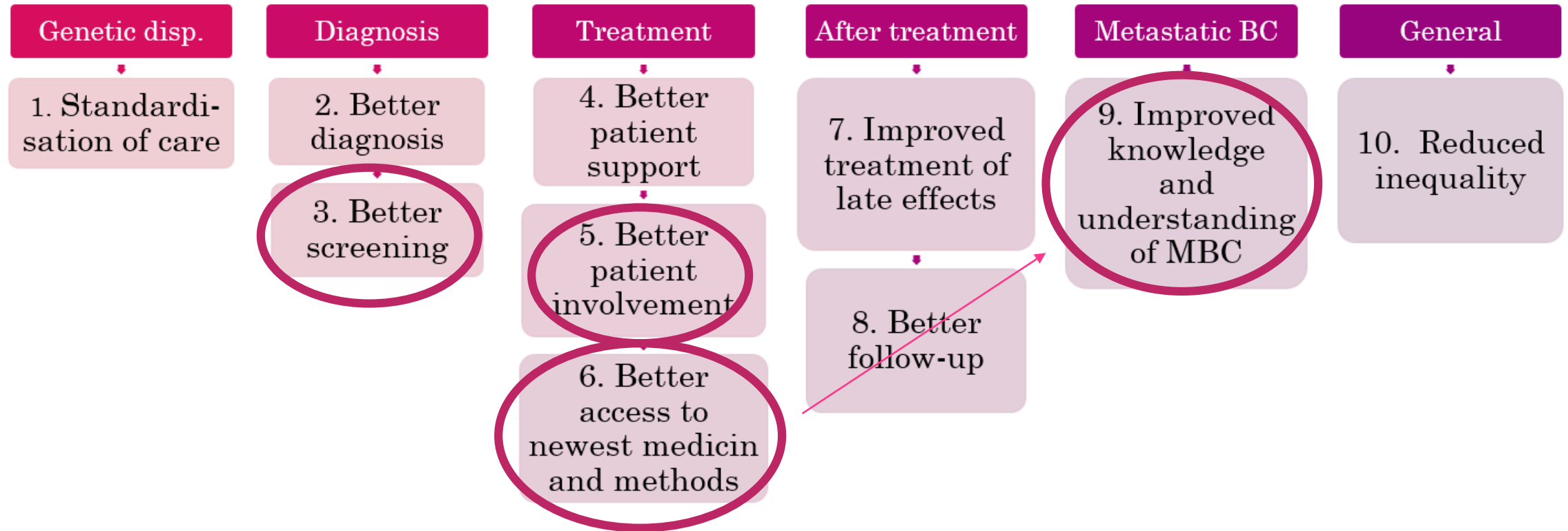
- Advocating an issue is a long haul – there are no quick fixes
- We need a focused approach – max 1-2 KEY issues at a time
- We need a targeted approach
  - How do we frame the issues?
  - Who will make the future decisions, and how do we reach them?
  - What are the key messages?
  - What evidence do we have?
- Who will support us? We need partners!





# STRATEGY FOR ADVOCACY





Strategy work: Identified 10 issues







## CHANNELS OF INFLUENCE

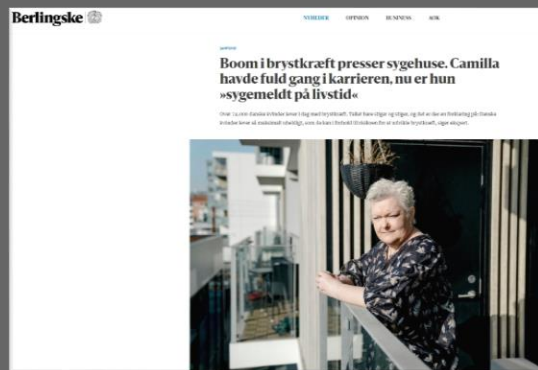




# Meeting health care professionals

- Active at congresses and events
- Represented in working groups and panels





# Media presence

- We respond to daily news on BC
- We actively work with the media



The screenshot shows the DBO website homepage. At the top, there is a navigation bar with icons for 'FORSIDEN', 'KALENDER', 'DBOBLADET', 'MEDLEMMER', 'STØT DBO', 'KONTAKT', and 'NYTTIGE LINKS'. Below this is a search bar and a 'STØT BLIV MEDLEM' button. The main content area features a large image of a woman in a white top with her hand on her chest, and a blue box with the text 'VELKOMMEN TIL DBO' and 'Vi er en medlemsorganisation for dig, som enten har brystkræft eller forhøjet risiko for at få det'. Below this is a 'LÆS OM OS HER' button. To the right, there is a purple box titled 'VIL DU GIVE ET BIDRAG TIL DANSK BRYSTKRÆFT ORGANISATION I 2022 - SÅ UDFYLD FORMULAREN HER' with a sub-headline 'Hvem kan være bidragsyder (tidligere hed det støttemedlem)?'. Below the main content, there are three 'NYHED' (News) sections with small images and text. At the bottom, there are three boxes: 'ANSØGNINGER TIL CDU FERTS LEGAT', 'DBO DELTOG PÅ DANSKE KRÆFTFORSKNINGS', and 'KUN HVER 5 BLIVER BEHANDLET FOR BRYSTKRÆFT INDEN...'.

The image shows two covers of the 'DBObladet' magazine. The left cover features a portrait of Christina Seldan and the headline '“Jeg er nødt til at omfavne det, jeg ikke kan lave om.”'. The right cover features a woman in a red shirt and the headline '“Om det hjælper på kræften, ved jeg ikke. Men jeg ved, det virker på mit velvære.”'. Both covers include the DBO logo and the text 'DBOblad for Dansk Brystkræft Organisation 2022'.

The image shows two pages from the 'DBOblad' magazine. The left page is titled '“Mit hjerne bryst skal ikke få lov at slå mig ihjel. Det skal væk!”' and features a woman in a black top. The right page is titled '“Om det hjælper på kræften, ved jeg ikke. Men jeg ved, det virker på mit velvære.”' and features a woman in a red shirt. Both pages contain text and small images.

# Our own channels

- Webpage
- Newsletter
- Our magazine 'DBObladet'
- Special issues



# WORKING WITH KEY ISSUES 2022



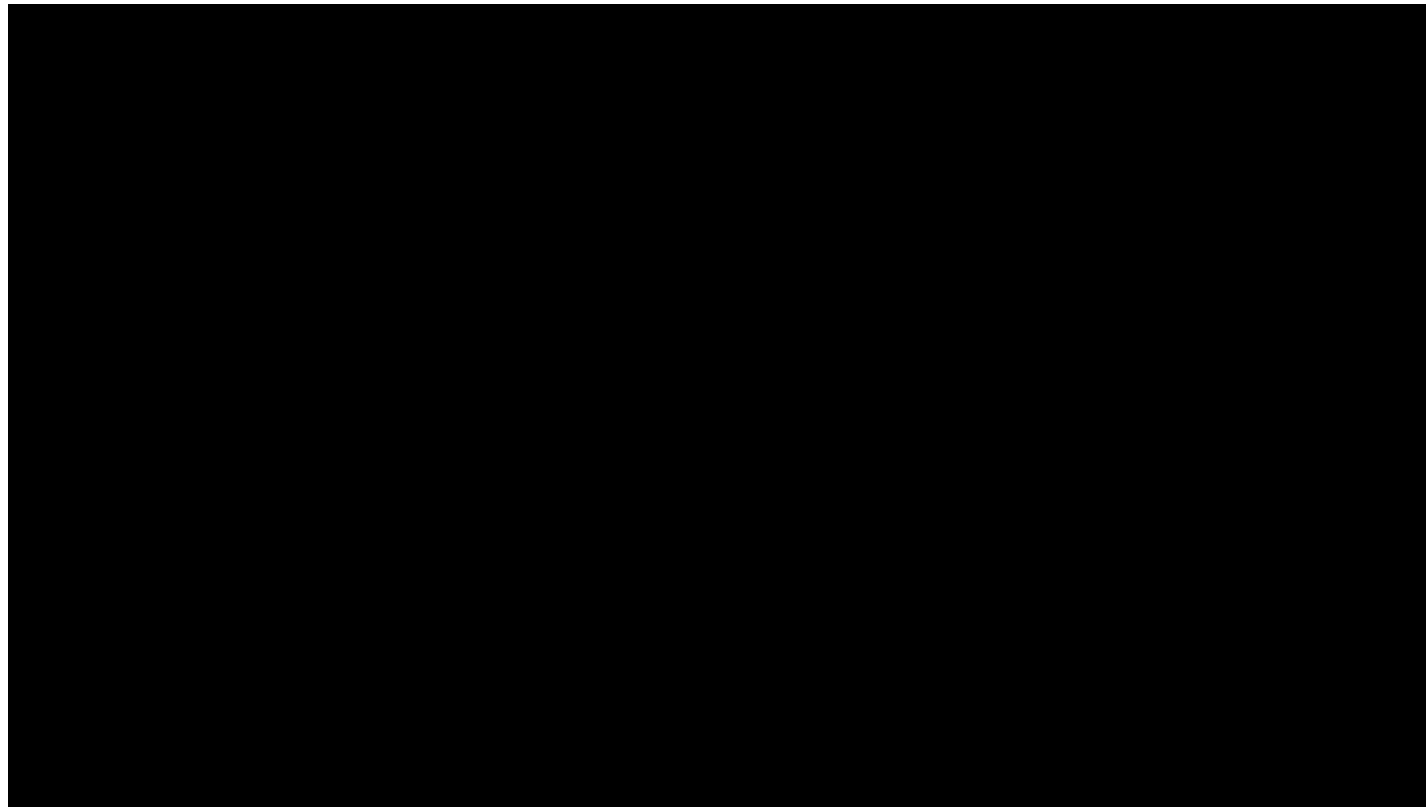


## Events: Debates June 2022 at Danish Democratic Festival (Folkemødet)

1) Better  
screening

2) Better access to new  
treatments (with KIU -  
Women with repro-  
ductive cancers)





[Folkemøde Dansk Brystkræft Organisation 17.6.22 - De skal jo dø alligevel.mov on Vimeo](#)

# Debate on faster access to treatment



And now...



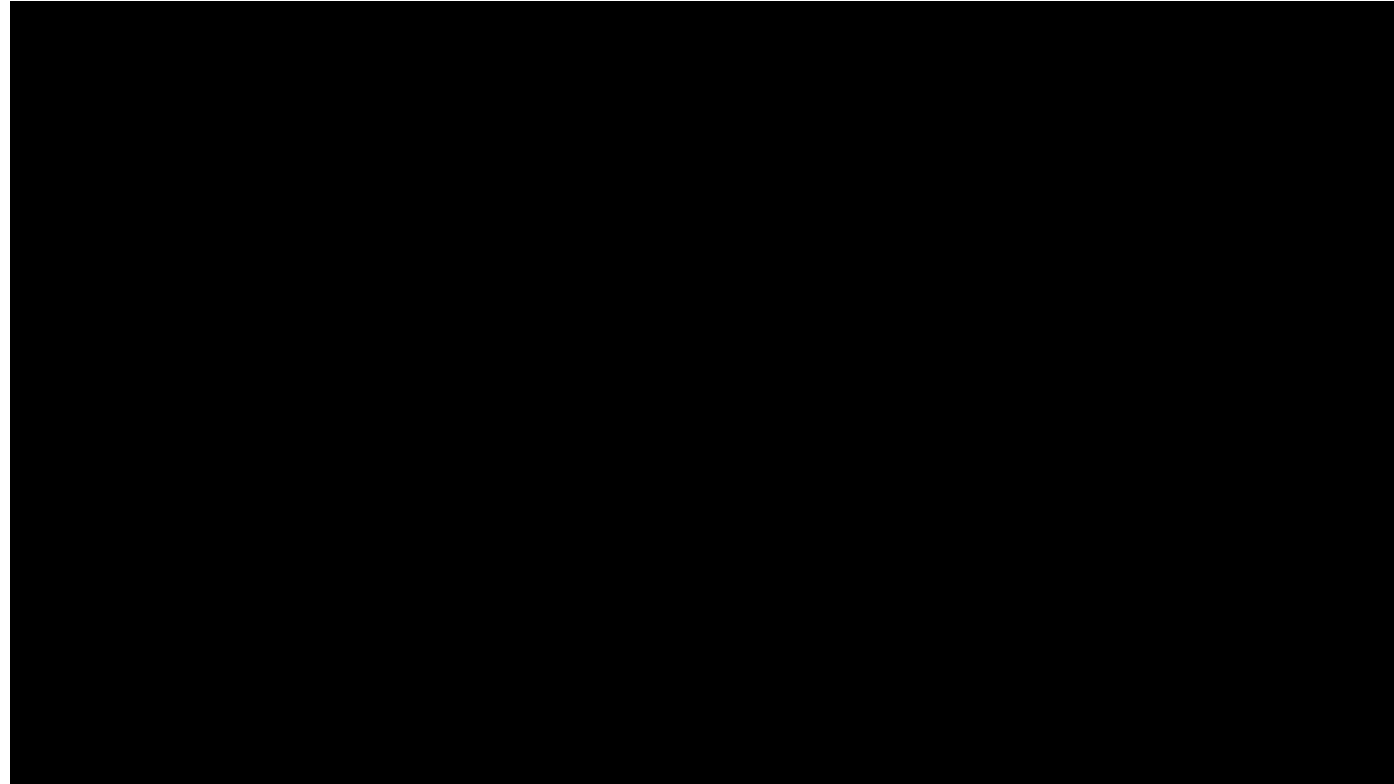


scandic

# We look forward to seeing you all in Copenhagen!

20-22 September 2024 at Scandic Sydhavnen!





Hope to  
see you  
there!

