

# NORDIC MEETING

September 2022

## 2 MAJOR MEDIA CAMPAIGNS IN 2022

- Faster access to and public funding of new medicine - Enhertu
- Raise awareness of metastatic breast cancer

# ADVOCACY FOR ENHERTU MEDICINE

## Kronikk

We wrote a newspaper article regarding the refusal of public funding of Enhertu. It was published both in printed media and online.

## Politisk

Member of Helse- og omsorgskomiteen, Olaug Bollestad, raised the question in the Parliament - Stortinget til Helse- og omsorgsministeren. She agreed with our of view and stated her opinion in the same newspaper.

## Case

We contacted the largest tv-channel [nrk.no](https://www.nrk.no) and connected them with one of our members, living with metastases and for whom the medicine would have been effectful.



# PATIENT SUMMONS

## Signature campaign

Digital campaign to ensure faster access to medicines in Norway, initiated by the Norwegian Cancer Society. 46 patient organisations joined in.

## Social media

Patient stories were shared in social media. We shared the story of a lady who does not get access to Enhertu in Norway. The post gained 4800 likes and 4600 comments and 1000 shares on our Facebook profile.

## Media

The case was discussed in the tv-program [Debatten](#), – attended by patients, representatives from the initiative/organisation and representatives from Beslutningsforum and the pharmaceutical industry.

## Underskrifter

102 000 signatures were handed over to the Minister of Health and Care, Ingvild Kjerkol.



4.8K

4.6K Comments 1K Shares



# STATUE OF WOMAN WITH MBC

## Why:

Support people with metastatic breast cancer and make them visible

## Success:

Engagement within the organisation and professional project management by Ad agency.

Funded by well reputed investor.

One of Norway's most well known sculptors.

Prominent politicians attended and spoke at the unveiling.

## Media

Press coverage resulted in 17 news features.

The international press release was sent to 4134 receivers and opened by 1028.

NRK was given exclusive interview on Dagsrevyen



# Kreftrammede Cecilie (44): – Jeg håper en statue kan synliggjøre oss

Da Cecilie Flatval (44) fikk brystkreft, bestemte hun seg for å bidra i et spesielt og nært prosjekt. I dag avdukes en statue av henne som skal stå like ved Stortinget.



En statue av Cecilie Flatval blir satt opp på Eidsvoll's plass like ved Stortinget. FOTO: TORSTEIN BØE / NRK



Ingvild Edvardsen  
Journalist



Heather Ørbeck Eliass  
Journalist

Publisert 20. juni kl. 14:41

## Sunnmørsposten

### Cecilie blir symbol for alle med brystkreft som ikkje lèt seg kurere

Menneske med brystkreft som ikkje lèt seg kurere hamnar ofte i skuggen av at mange overlever kreftforma. Statuen «Cecilie» skal auke merksemda på og omsorga for ei gruppe som det blir snakka for lite om.



NRK antall lesere: daglig snitt 1 452 300

Sunnmørsposten antall lesere: daglig snitt 75 600

Nøkkel tall Dagsrevyen: antall seere: 650 000



Internasjonal e medier

### Statue of a Woman with Incurable Breast Cancer Unveiled in Front of the Norwegian Parliament

By International Team - June 20, 2022



Athene antall abonnenter: 15 000



Brystkreftforeningen

Published by Vivian Joan Skumsrud · June 20 ·

I dag avdukes verdens første statue av en kvinne med uheldelig brystkreft. Vel møtt! Se filmen om hvordan statuen ble til her 📺

Rekkevide  
e  
Facebook:  
45 000  
Klikk:  
1550

People who shared this



Brystkreftforeningen Gjøvik og omegn

June 20 ·



Brystkreftforeningen

Published by Vivian Joan Skumsrud · June 20 ·

I dag avdukes verdens første statue av en kvinne med uheldelig brystkreft kl. 12. Vel møtt! Se filmen om hvordan statuen ble til her 📺

BRYSKREFTFORENINGEN.NO

Statue av en kvinne med uheldelig brystkreft - Brystkreftforeningen

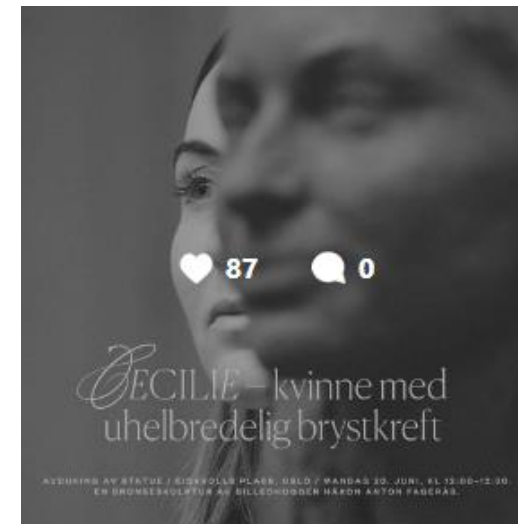
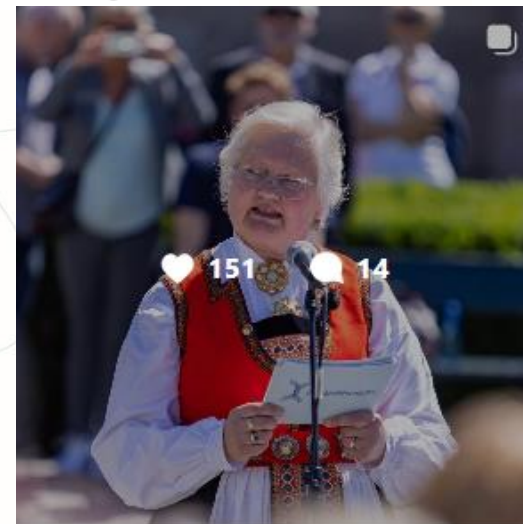


### Sosiale medier:

Brystkreftforeningen delte eventet i egne kanaler, brystkreftforeningen.no, Facebook, Instagram og LinkedIn. Lokalforeningene delte videre i sine kanaler.

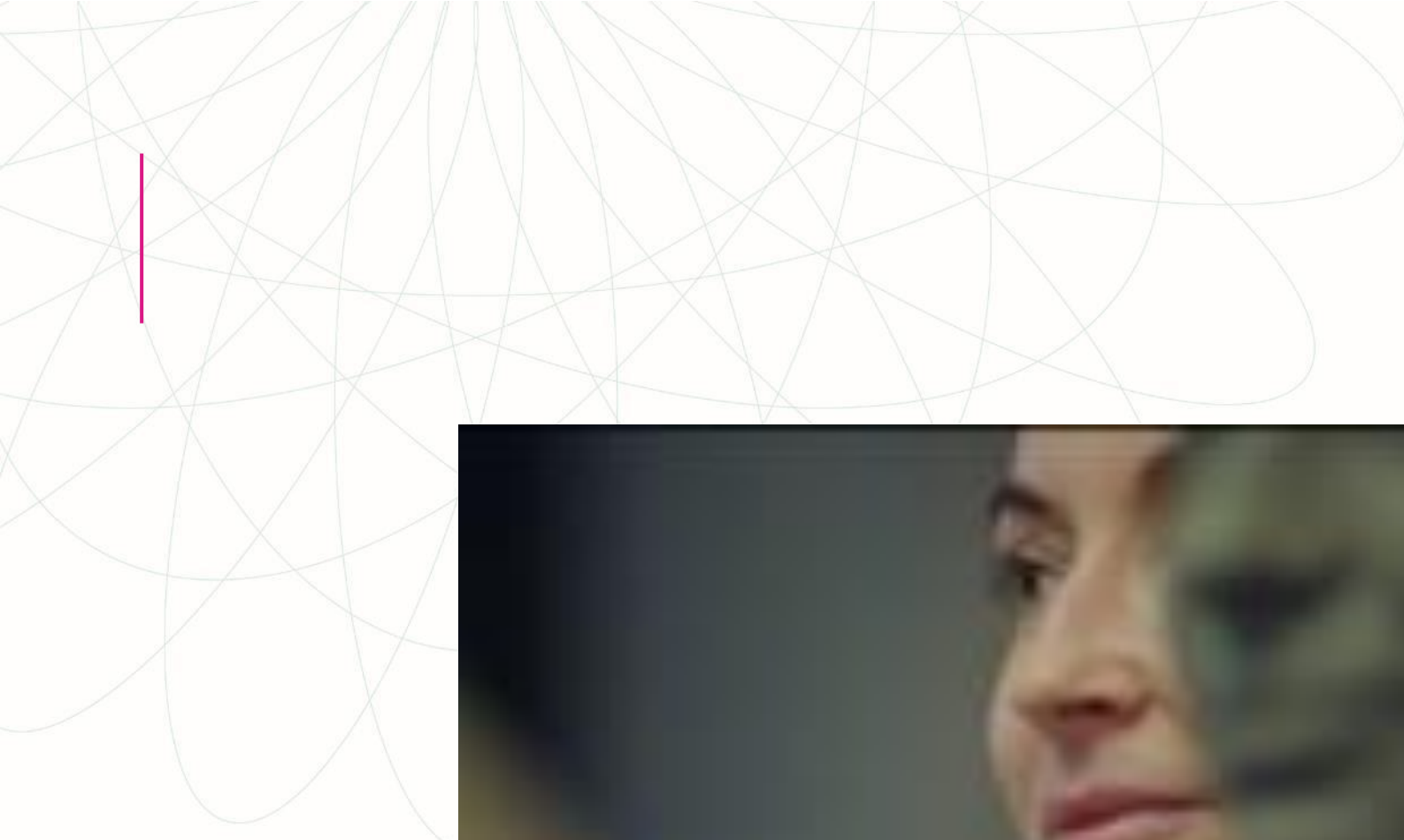
Alle talerne/ politikerne delte budskap på sine sider, som ga veldig god spredning. (Totalt 48 000 følgere)

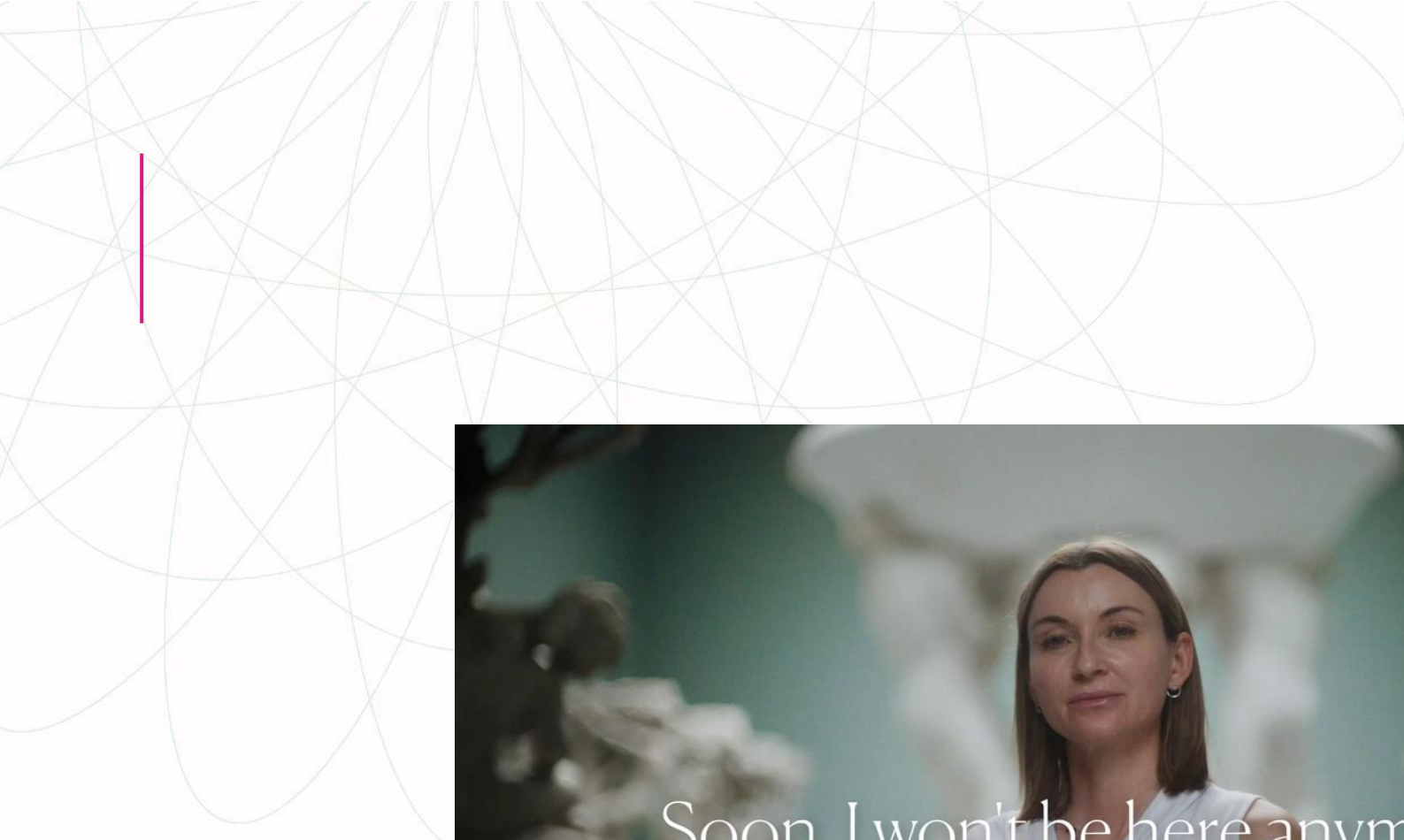
Instagram



- 
- <https://www.brystkraftstatue.no/en/home-en>







Soon, I won't be here anymore,  
but you will.