A Big Family of Taiwan Breast Cancer Patients

Taiwan Breast Cancer Alliance

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Founder / CEO
Breast Cancer in Taiwan

- Breast cancer incidence rate and mortality rate have increased. It has become the most common cancer among women.
- More than 10 percent were diagnosed under age 40.
- Higher recurrence risk at 1~3 years, 5~8 years, 12~15 years, and 20 or more years after treatment.

Up to 87%

Up to 10.3%
浴火鳳凰
Play the Video
R2R Group:
Taiwan Breast Cancer Alliance (TBCA)

Core value～love & sharing

- Patients lead patients.
- Volunteers train volunteers.

TBCA was formed in 2002. Currently, we have 36 patient groups, around 15,000 members and 700 volunteers. We are a group that lights up our lives with energy & passion.
Our Services

「hold your hands on the journey」
Target service: Patients, Patient volunteers, Patients’ family

「Self-sacrificed pain」
Target service: General public

「learning & sharing」
Target service: The global community
## Hold Your Hands on The Journey

<table>
<thead>
<tr>
<th>Objects</th>
<th>Goal</th>
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</thead>
<tbody>
<tr>
<td><strong>Patients</strong></td>
<td>• Enable patients to take the treatments without any worries and become wise patients.</td>
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<tr>
<td><strong>Patient volunteers</strong></td>
<td>• Patient volunteers create and develop new meanings for life.</td>
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<tr>
<td><strong>Patients’ family</strong></td>
<td>• Release the danger of breast cancer affected family and re-create the family values.</td>
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Patient Groups
- Enabling Health Literacy and improve doctor-patient relationship

Patient’s self-recognition

Community of practice group

Doctor-patient relations

Social relations

1. Empowered community of practice group can help patients feel peaceful during treatment.
2. Patients can participate in the treatment discussion. Develop abilities. Deal with the disease rationally. Be responsible for their own health.
3. Virtue to be grateful and to give back to the society

Improve the harmony between doctors and patients

Reduce medical treatments costs

Create a harmonic society
Informed Patient
- Offering breast cancer patients a variety of courses in patients’ perspective.
- Inviting professionals to give joint lectures.
- Being an informed and smart patient.

Volunteer Training
- Offering a series of courses to cultivate volunteers from breast cancer survivors.
- Helping them turn their life to be more meaningful and beautiful.

Love & Intimacy Workshop
- Designing a workshop to help breast cancer patients and their spouses work together to overcome the challenges accompanying breast cancer.
Women’s Leadership

- Providing survivors with an opportunity of joint study with TBCA core leaders for fostering their leadership and NPO management

Recurrence Coping & Support

- Providing patients with breast cancer recurrence psychological support.

Advocacy

- Selecting one of the issues that the breast cancer patients and survivors concerning about every year, and putting it into discussion or study for drawing the attention from the public and giving government a reference for setting up the policies.
Consultation Hotline Service
- Providing a hotline services for consulting any information over breast cancer.

Publications
- Publishing guidebooks on several different facets of confronting breast cancer challenges.
- Providing video about breast cancer care and survivors sharing experiences.

Joint Annual Conference
- Reunifying members once a year with a joint annual conference, sharing breast cancer experiences, and values and thoughts of life with each other to help mutually anyone joining the conference make life more splendid than ever.
### Self-sacrificed Pain

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| General public | • Promote public’s health awareness.  
                     • Increase public’s willingness for breast cancer check up for early detection. |
Health Awareness

Origins: From new patients ‘we found

Increase in members
Increase in size of tumors
Younger victims

Self-Sacrificed Pain - a group of breast cancer survivors campaign for advocacy
Activities

1. Sowing Seeds of Love – a national lecture campaign
2. An early detection project for hospital visitors
3. Loving Reminder - A preventive project for high risk women
4. Pink Ribbon Lighting
5. On-line education

2004

2005

2006

2007

2008
# Learning & Sharing

## Objects

<table>
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<tr>
<th>The global community</th>
<th>Goal</th>
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</table>
|                      | • Connecting the world - share experiences and learn their strength.  
|                      | • Improve the services for the patients and the qualities for breast cancer prevention.  
16th RRI Breast Cancer Support Conference

Date : Nov. 9-12 2011
Venue : Taipei, Taiwan

Welcome to Taipei
Best Wish

-A little red flower atop the rock

A lone little red flower, beautiful in the breeze
Silently unfolds brilliantly red.
It blooms atop a rock, a cold hard rock
Enduring downpour and gale, it holds fast to the body of the rock
Her unique beauty lies in her lonely shadow.
Chance has given occasion for her pride.
The red flower atop the rock blossoms so elegantly.
Though not born of the soil it glows red like fire.
The red flower atop the rock lives with splendid radiance.
It wants only to blossom, blooming atop the rock like a jewel.
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