

From Sadness to Support



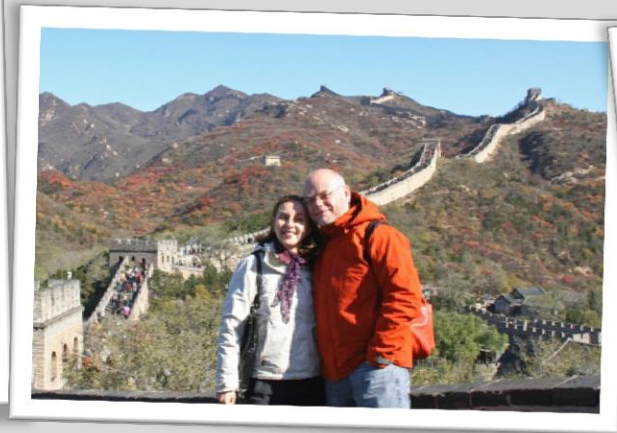
claudias
cancer
challenge

A Patient's Way to the Austrian Cancer Aid

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Happy Life



Breast Cancer: Facts & Figures

The diagnosis “cancer”
strikes like lightning

... no „warning“

... no symptoms

... no pain

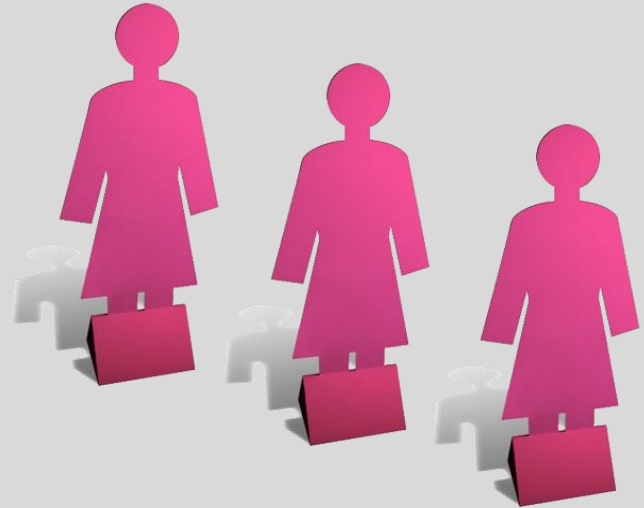


Breast Cancer: Facts & Figures

Claudia is one out of 5.500 women in Austria diagnosed with Breast Cancer every year

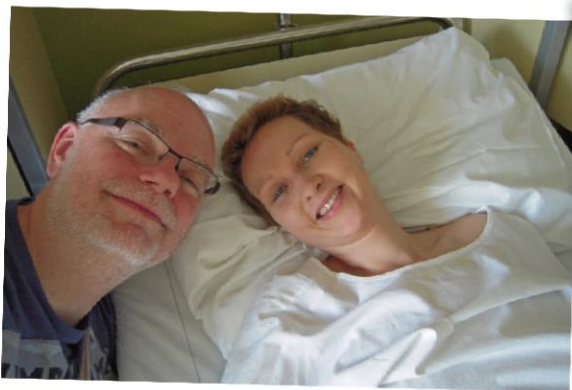
5.500 women and their families go through an emotional „roller coaster“

5.500 cases mean 5.500 personal stories





Cancer Reality

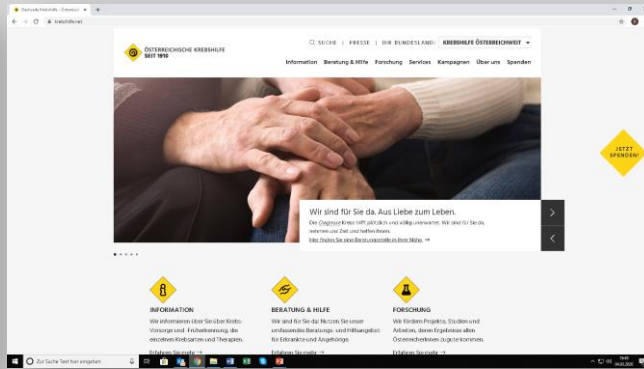
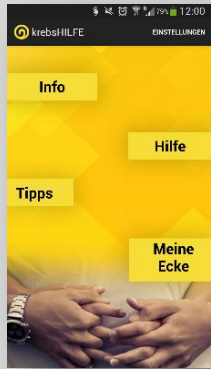


You are not alone!

- ◆ The Austrian Cancer Aid is one of the oldest cancer aids worldwide (founded in 1910)
- ◆ 63 Cancer Support Centers
- ◆ For 30.000 patients and relatives
- ◆ Professional personal counselling



- ⑤ Psycho-oncological support from the diagnosis to survival/end of life/mourning
- ⑤ Supporting children of Mom's and Dad's diagnosed with cancer
- ⑤ Counselling & professional help for all questions & problems related to cancer:
 - Labor
 - Nutrition
 - Social & legal aspects
 - Rehabilitation
 - Side effects
 - Fear/Dispair
 - „Translating“ medical procedures/therapy
 - Keeping patients away from alternative experiments
 - Financial support



- ◆ First german APP „krebs:HILFE“
- ◆ www.krebshilfe.net
- ◆ Member in different Facebook Patient Groups
- ◆ Administering own Facebook Patient Groups



45 Brochures for patients and relatives (500.000 p.a.)

- Publisher: Austrian Cancer Aid in cooperation with scientific associations, patient support groups, Facebook groups, etc.
- No Pharma-Sponsoring
- Authors on honorary capacity
- Update after one year
- Free of charge



Living with Metastatic Breast Cancer

Metastatic Breast Cancer Patients ...



... suffer from a chronic and incurable illness

... aren't able to work (full time) anymore



... aren't able to get back to their former lives

... have to accept financial cuts



... need constant treatment

... are forced to restrain (family) dreams



... have to cope with side effects and pain

... bring challenges to their families and friends



... bear an enormous psychological burden

... are suddenly faced with end of life



Metastatic Breast Cancer Patients

... get from the Austrian Cancer Aid ...



... long-term counselling
„Their journey with
cancer is not over.
It is ongoing“



... counselling for
families and friends
“The role models often
don't fit anymore”



... financial support
“A regular job is in most
cases not possible”



... special technics and
counselling to cope with
fears „next staging“,
„death of another patient“



... a reliable, always
reachable partner
to count on 24/7





Projects





PINK RIBBON

- Started in 2002
- Registered trademark in Austria
- Early detection, solidarity with patients and raising money for breast cancer patients
- Approximately 150 Partners





PINK RIBBON

Pink Ribbon Breakfasts
Pink Ribbon Nights
Pink Ribbon Sporting
(Golf, Tennis, Skiing,
Hockey, Runs, etc.)





PINK RIBBON





PINK RIBBON





PINK RIBBON

- 🎀 2002 – 2019 we could raise 7,780.394 Euro
- 🎀 86.000 breast cancer patients could be helped
- 🎀 1.500 women received financial support
- 🎀 Mammography screening could be implemented
- 🎀 New projects

Face it
with a
Smile

Make-up workshops to cover up the signs of disease and treatments

- e To empower the self-esteem and feel pretty again
- e To spend time with other patients
- e Psycho-oncologists of the Cancer Aid are present to answer any questions and offer support
- e Memory picture



Face it
with a
Smile

„The Encourager“

The Austrian Cancer Aid invited patients to submit a slogan to encourage other (newly diagnosed) patients

More than 500 patients participated in a social media campaign 2019



Blog: Claudias Cancer Challenge



Claudias Cancer
Challenge

@claudiascancerchallenge

Startseite

Beiträge

Videos



👍 Gefällt dir ▼

📡 Abonniert ▼

➦ Teilen

...

💬 Nachricht senden

Claudias Cancer Challenge

In my blog I ...



... portray life as an
MBC patient



... write about my
thoughts, fears and wishes



... inform about the
disease



... promote screening
programs



... organize events



... give private insights



... offer a platform for
patients and interested people



... want to raise awareness



Meta Maids Meetings

The aims are ...



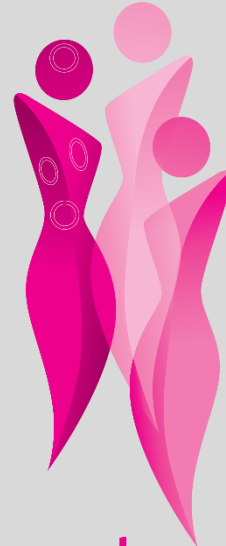
... getting to know each other



... valuable discussions



... sustainable networking



... medical advice



... joint experiences



... joy of life



metamädels

Meta Maids Meetings

- It is not a congress.
- It is not a regular counselling.
- It doesn't substitute necessary individual counselling.

We call it „medical slow dating“.

It allows patients with the same incurable situation a get-together in a cosy extraordinary setting, enjoying time, collecting memories, exchanging experiences, life situations, problems and: asking medical questions and having the possibility to get these questions answered by a breast cancer expert in a „private“ atmosphere.

All Meta Maids Meetings are financed by the Austrian Cancer Aid with the help of sponsors.





www.krebshilfe.net
oesterreichischekrebshilfe
pinkribbon.oesterreich



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