



MARIA-JOAO CARDOSO

**MD, PHD
PRESIDENT
ASSOCIAÇÃO MAMA HELP
PORTO, PORTUGAL**

Application Title:
Mama Help Advanced

General Audience Summary:

Mama Help - Advanced (Mama Help - Cancro Avançado) Similarly to other countries in Europe, breast cancer is the most frequent women cancer in Portugal. Five thousand new breast cancers are expected each year. Overall survival has raised in the last ten years and global knowledge regarding diagnosis and treatment of early breast cancer, through public campaigning and support associations, has reached Portuguese women that are now much more aware of all aspects related to the disease. Portugal has several associations dedicated to breast cancer support, which have undertaken a meritorious job. However there is none dedicated specifically to advanced breast cancer. Additionally all the information regarding breast cancer, written in Portuguese conveyed by websites, leaflets and books is specifically for early breast cancer. Women with advanced breast cancer in Portugal, like in many other countries suffer the difference. They don't have a place to go that they know will understand their fears and needs and will give them the information and support they want regarding their specific situation. We aim at starting to fill this gap for women with metastatic breast cancer in the entire country that seek information in Portuguese through the internet.

Keywords:

Patient Navigation