

The Mamma HELP Centers record over 6,000 visits annually

Cured patients work as therapists in them.

They provide clients needful information, but above all great empathy and emotional support, as well as a suitable space for individual conversation.

However, the biggest bonus is the offered personal experience with the disease.

The Mamma HELP Centers employ more than 50 therapists trained in oncological patient communication.

Cancer survivors face a range of physical, psychological and social problems.

Therefore, Mamma HELP Centers also provide their clients with consulting in: physiotherapy, lymphotherapy, kinesiology, return-to-work assistance, new medical and social online services.



The afternoon community programs in Mamma HELP Centers offer:

physical activities (rehabilitation exercises, yoga classes, tap dance, collective walks, etc.) educational activities, art and ergo therapies.

Recondition stays

are a proven method to obtain mental and physical health, return buoyant self-confidence, as well as to gain useful education.

Mamma HELP organizes them mainly for the women soon after their completed cancer treatment.

Annually over hundred women participate in several weekly stays. For 17 years 1,243 participants have taken part in them.



Mamma HELP, its projects, activities and experience in the fight against breast cancer

Every year in the Czech Republic

with breast cancer.

about 7,000 women are diagnosed

Mamma HELP is the largest female patient organization

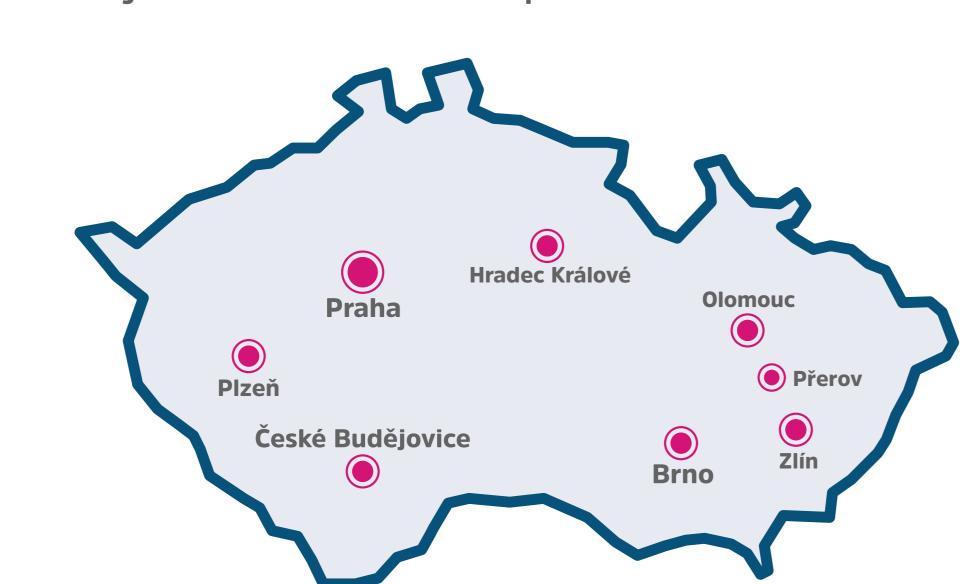
in the Czech Republic, currently it comprises of 8 Centers in the major cities.

Since 1999 Mamma HELP has already been providing:

- Free consulting services
- Psychosocial care and support
- Empathic background for treated women and their families

The Centers are open daily except for weekends.

The professional guarantee over the Centers is by eminent medical specialists.



Mamma HELP organizes motivational campaigns, events and exhibitions for BC patients.

Their goal is to add hope, support self-confidence, activity and re-integration of women after their disease into normal life.

"We know, how to live life to the fullest." "Don't stay alone (It is good to have someone to whom you can open your heart)." "Girls, I got back my appetite! (Not only for food, but also for life!!)."

We are introducing a new campaign. "How Do I Tell the Kids about My Breast Cancer?"

- Target group young female patients with children
- Special psychological service Brochure for patients Book for their pre-school children





Comprehensive free assistance for women with breast cancer and their loved ones, for everyone who searches our help, irrespective of whether she

engages actively in our organization or does not.

Mamma HELP Goals



Public education and support of access to information in the field of prevention and treatment of breast cancer as widely as possible.



www.MAMMAHELP.cz

Around 10,000 visitors monthly.

Newsletter for partners, 800 addresses on mail list.

Publishing activities:

- Mamma HELP monthly magazine - Special brochures (Neutropenia)
- Practical guide to treatment (Hedwig, could I see you?) I, II, III
- Diaries edition of Mamma HELP members or "Gift for you in order to stop being so scared" (personal women confessions) - three titles

Statistical data illustrate the importance of prevention:

Patients who have become ill with breast cancer, have more than 90% chance of successful treatment - in early detection. In this case mastectomy or chemotherapy needs not take place.

However, almost 40% of women come to a doctor's office late with advanced cancer.

Therefore, Mamma HELP has been working on raising awareness of healthy female population for more than ten years.

Mamma HELP has at its disposal 56 certified educators among the cured patients.

AVON Helpline against breast cancer

Since 2004 Mamma HELP has been realizing Avon Cosmetics firm project both personally and organizationally:

Helpline 800 180 880 operates year - round on working days from 9 a.m. to 7 p.m.

Operators on Helpline are cured patients trained in communication.

On Wednesday afternoon there is an oncologist and on Friday a psychologist on Helpline duty.

6,305 women contacted Helpline in 2016, about 25 daily.

Toll free AVON line is particularly important for women from smaller towns and villages.

Within "Women for Women" project framework a total of 6,607 vouchers together with the check for the examination in the value of CZK 200 each, have been sent from the Avon Helpline in 2016.

Mamma HELP

offers public lectures aimed at prevention of breast cancer in the project "Take advantage of your right to preventive examination".

Trained educators are ready to come upon request to schools, companies, offices and NGOs.



Mamma HELP

A part of the lectures is the practical training - self-examination on a plastic model.

In 2016, the educators organized 174 lectures and trained 3,375 women including 900 schoolchildren.

Mamma HELP publishes repeatedly "Breast self-examination guide".

In the year 2016 the brochure for men "I AM A BREASTMAN ...and my hands are prevention" (instructions on how to examine your partner by palpation) was published.



Prevention includes campaigns for the public

Mamma HELP joins the Global October Campaign "Breast Cancer Awareness Month" by number of educational, social and fundraising events with great media support.

Mamma HELP Pink Ribbon Walk (public event)

Pink for October in shopping Centers (education) We Swim Breaststroke (public event)

Today Wear It Pink (charity theatre performances)

Pinktober in Hard Rock Cafe (concerts)

Michael for Mamma HELP "Woman and Breast Cancer" (traveling photo exhibition of students of Michael, Higher College of Advertising Art and Artistic Production) Motivational campaign in October 2016

"Make a knot"

- Aimed at Breast Cancer Prevention Targeted at young generation
- Using social networks
- Related videospot intended for movies, exhibitions, Pinktober events, website



