



**POLA**

Pagalbos onkologiniams  
ligoniams asociacija

**Neringa Čiakienė,  
director of Lithuanian Cancer Patient Coalition**

**United against cancer –  
importance of cooperation in cancer screening, early detection, promotion of  
healthy lifestyle**

*Kartu sveikti lengviau*



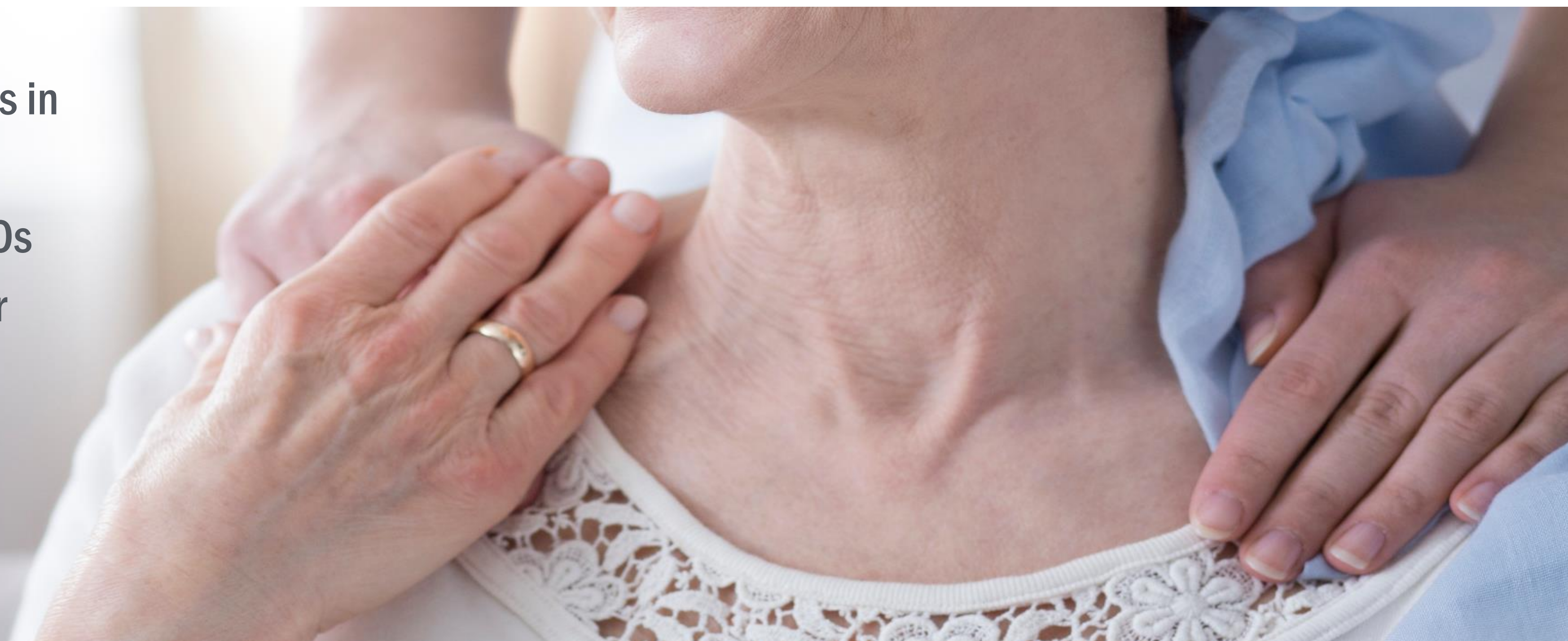


# POLA

Lithuanian Cancer  
Patient Coalition

**Mission – improve quality of life of cancer patients  
and their caregivers and grant them more joy of  
living**

- ✿ One of the largest umbrella NGOs in Lithuania.
- ✿ Uniting 30 oncology-related NGOs and community of 26000 cancer patients,
- ✿ Operational since 2012-01-03



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# Lithuania

Population – 2 795 000

Cancer survivors – 110 000

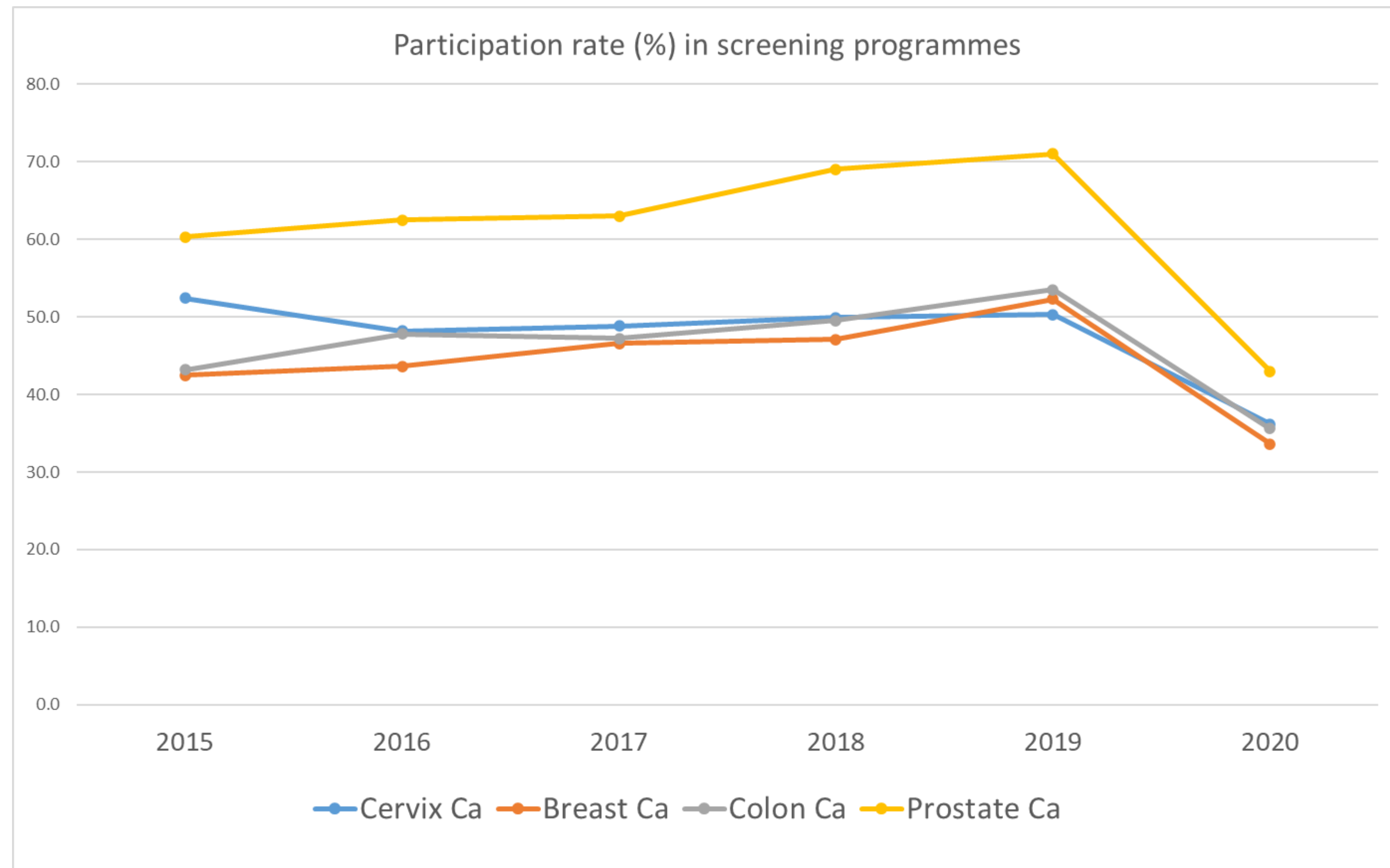
New cancer cases per year– 18 000

Deaths from cancer per year – 8 000

One of the worst five-year survival rates in the EU  
for lung, liver, pancreas, oesophagus, kidney,  
breast, ovarian and cervical cancers.

One of the lowest in the EU share of funds  
allocated for cancer treatment per capita

National Cancer Programme not updated since  
2014





# EDUCATION ON CANCER PREVENTION

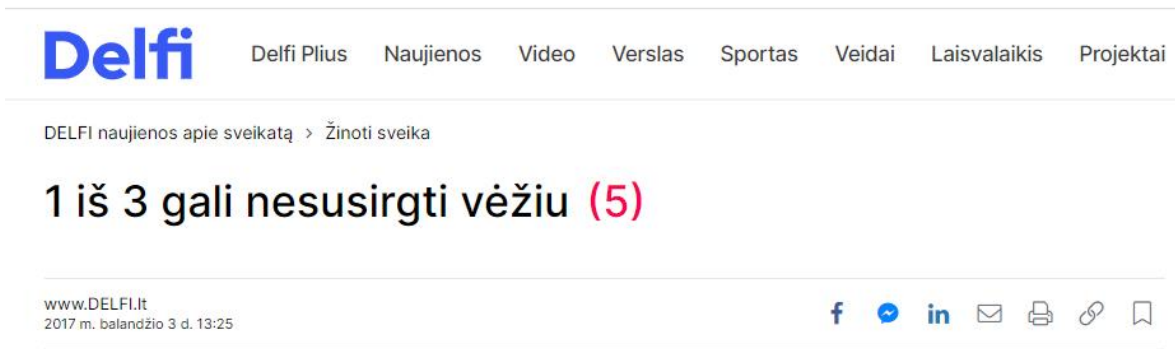
## Booklets and leaflets



## Seminars and webinars



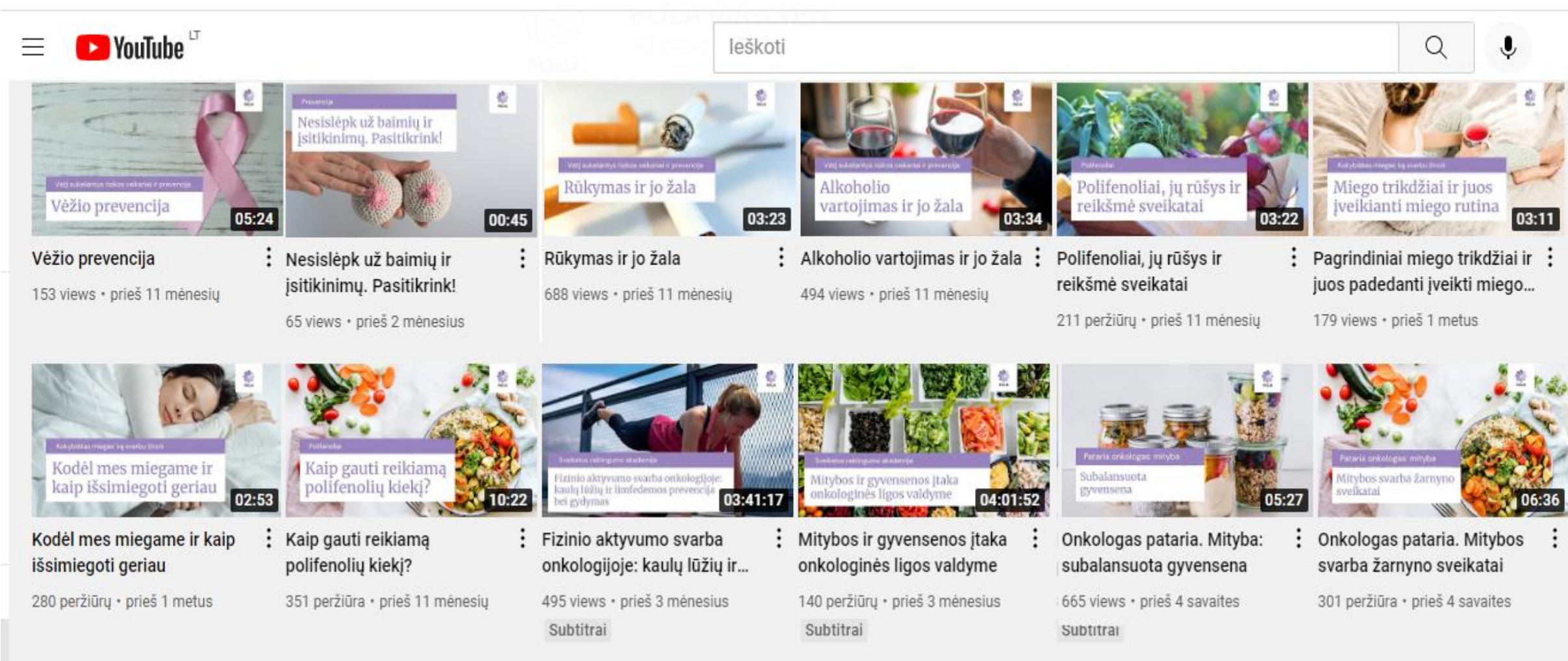
## Articles in media, posts in social media



„Pasirūpinkite savo **sveikata**. Pasitikrinkite pagal gimdos kaklelio, krūties, prostatos ir storosios žarnos vėžio prevencijos programas. Kreipkitės į savo šeimos gydytoją. Paraginkite pasitikrinti ir artimuosius.“

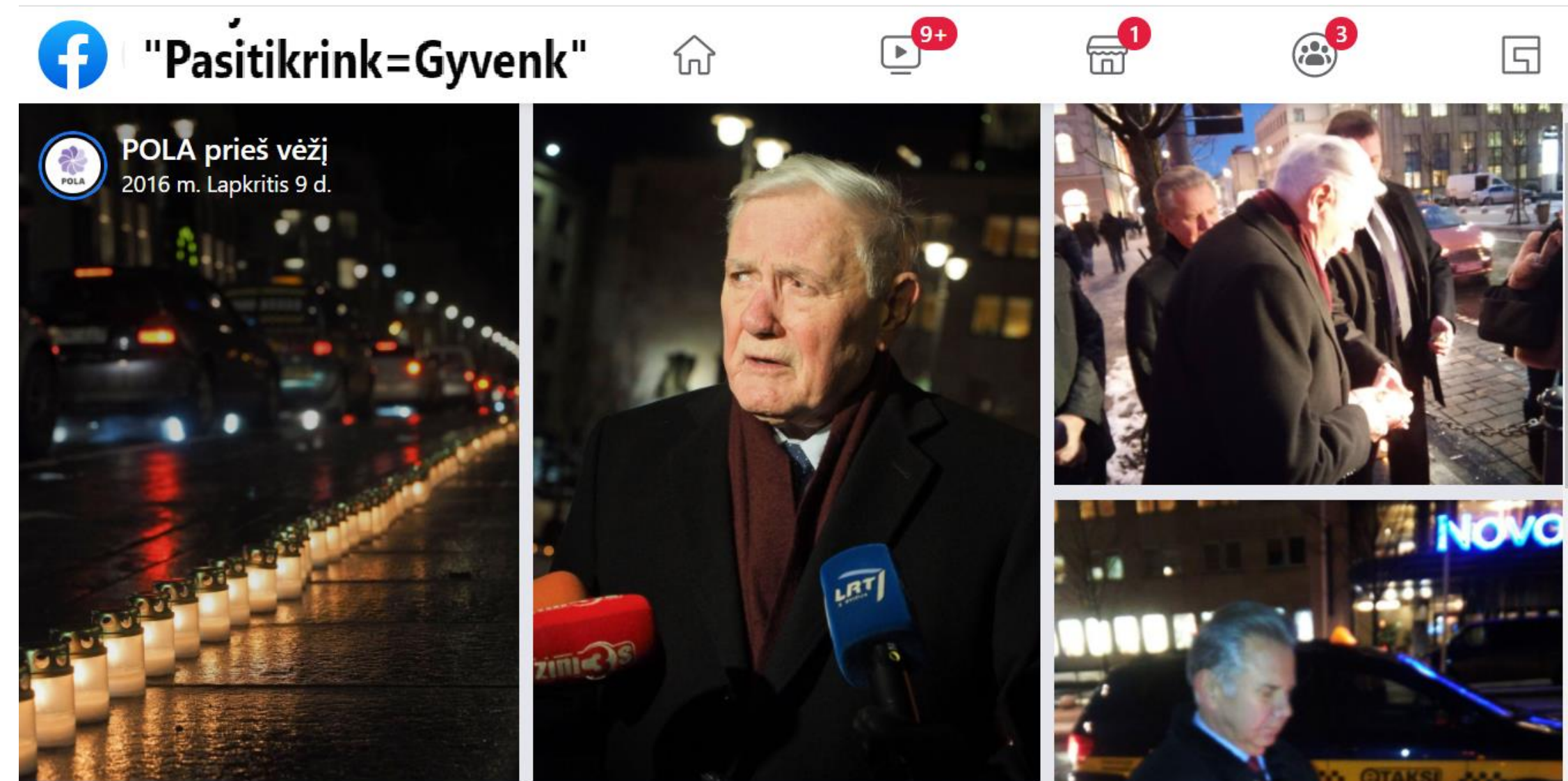


## Educational videos





# RAISING PUBLIC AWARENESS





# EMPOWERING PATIENTS TO PREVENT CANCER RECURRENCE

## FACEBOOK GROUP *Life after breast cancer*

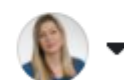
„POLA prieš vėžį“ grupė

**Gyvenimas sergant krūties vėžiu**

Privati grupė · Narių: 1,4 tūkst.



+ Pakviesti



## FACEBOOK GROUP *Life after prostate cancer*

„POLA prieš vėžį“ grupė

**Gyvenimas sergant prostatos vėžiu**

Privati grupė · Narių: 239



+ Pakviesti



## FACEBOOK GROUP *Life after melanoma*

„POLA prieš vėžį“ grupė

**Gyvenimas sergant melanoma**

Privati grupė · Narių: 176



+ Pakviesti



## FACEBOOK GROUP *Life after lung cancer*

„POLA prieš vėžį“ grupė

**Gyvenimas sergant plaučių vėžiu**

Privati grupė · Narių: 163



+ Pakviesti



## INDIVIDUAL AND GROUP TRAININGS, CONSULTATIONS

How to support patients physically and emotionally and reduce health-related problems during the treatment or recovery process ?

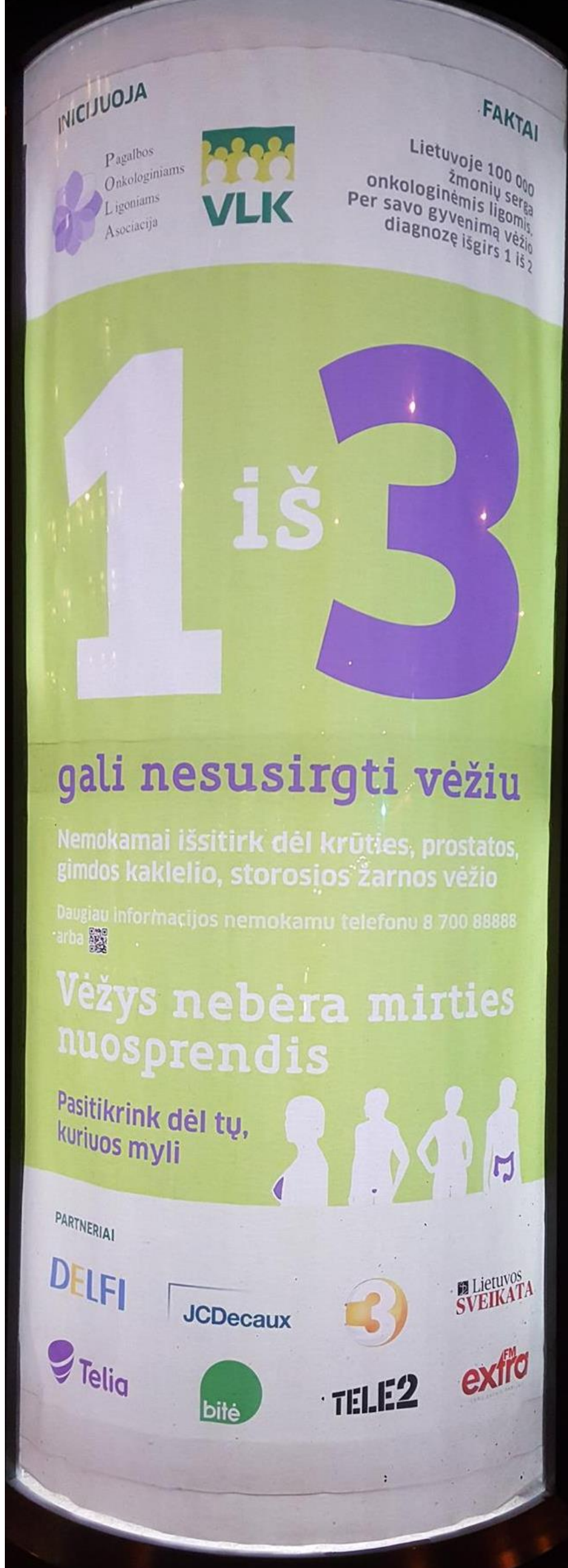
POLA invites patients and caregivers to learn how to help themselves recover.

Educational seminars, conferences, group therapy meetings, individual counselling.

## WIDE RANGE OF TOPICS

Symptom management after treatment, Pain management, Urinary incontinence, Skincare and bedsores prevention, Preparation for radiological, ultrasound, etc. examinations ; Prevention of lymphedema disorders; Oral care and hygiene, Diet for cancer patients; Physical activity, etc





a social initiative of 2017-2018

## „UNITED TO FIGHT CANCER”

an exceptional example of cooperation

Bringing together politicians, state institutions, business, media and NGO to remind people in the target age groups the importance of timely health screening according to cervical, breast, prostate and colon cancer prevention programs.

JCDecaux  
outdoor  
advertising  
boards across  
Lithuania

„1 out of 3 can  
avoid cancer“

Dozens of  
articles in the  
portal delfi.lt

Topics related  
to cancer  
prevention

Social  
video  
advertising on  
TV3

„Check your  
health for your  
loved ones”

1,7 million SMS reminding that it is time to take care of  
yourself and to register for cancer screening





## Call To Action

- ✿ Cancer screening programs for years lack efficiency;
- ✿ Due to Covid thousands of cases are still undiagnosed;
- ✿ Public authorities do not pay sufficient attention and resources to cancer prevention;
- ✿ The activities of NGOs are based on their own initiative and resources;
- ✿ Mechanism of cancer prevention programs is currently underway, but patient organizations are not involved;
- ✿ Implementation of the EU Cancer Plan is not among Government's priorities, National Cancer Programme is not updated since 2014.

**Hopefully this conference will bring the change and all stakeholders will be invited to develop an updated National Cancer Programme.**





# Thank you



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lengviau