



National Statistics tell us that...

- Around 10,300 women died from breast cancer in England in 2005, a rate of 28 deaths per 100,000 women.
- One in nine women will develop breast cancer at some point in their lives.
- It is the second most common cause of cancer death in women, after lung cancer...
- Breast cancer is the most common cancer in England. In 2005 there were around 38,200 new cases diagnosed in women. This represents an increase of 1,300 cases (3.4 per cent) compared with 2004. Breast cancer accounts for 32 per cent of all cancers in women. In 2005, there were 123 cases per 100,000 women, similar to the rate in 2004.

But there is real hope for the future...

Earlier detection through screening, raising awareness and improved treatment has meant that survival rates have risen. Five-year survival was 81 per cent for women diagnosed in 1999-2003 in England. Survival from breast cancer is higher than that for cervical cancer and much higher than that for the other major cancers in women - lung, colorectal and ovarian. For women diagnosed in 2001-03, 72 per cent are likely to survive for at least ten years.

Lady McAdden can help...

In addition to the charity's screening facilities, a lack of provision has been identified for women who are concerned about benign breast conditions. The charity offers a warm and friendly service to women of all ages and over the years has developed its role in Breast Health promotion, providing an educational resource.



Lady McAdden Breast Screening Unit

in association with South-East Essex Federation of Townswomen's Guilds
(formed in 1974 for the benefit of well women)

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Registered Charity Number 10622360/0

Designed and Printed by Olympus KeyMed in Support of the Community

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'GO FOR BUST'®



DIGITAL IMAGING APPEAL

Make one donation...



...touch thousands of lives

This much needed new equipment will be a major step for constant improvements in breast cancer diagnosis and treatment that we are all striving for.

Linda Harrison
General Manager

Lady McAdden Breast Screening Unit

There has been much development surrounding breast cancer screening, awareness and improved treatments, which is why more women survive for longer. Enormous progress has been made by the charity over the years, and we have made great strides in providing a comprehensive screening and educational service, which is in great demand. We are especially proud of our achievements in introducing routine breast cancer screening by mammography for women in the 40 – 49 age group, and at yearly intervals. Alongside this, our specially trained nursing staff perform a clinical examination in support of the mammogram, this greatly helps our doctors in their assessment of the appearance of each x-ray film.

We are at the forefront of early diagnosis and the unit's services are geared towards doing just that.

What we offer

Routine annual screening between 40 to 49 Including a clinical examination by specialist nursing staff

Routine 2 yearly screening from age 50 Including a clinical examination by specialist nursing staff

Family history screening from age 35

Breast awareness advice and support from specially trained nursing staff. Available to women of any age and at anytime

Specialist consultation with the unit's Consultant Radiologists for women who are worried about a change in their breasts

Our clinic has always been equipped with the latest technology, and we want it to stay that way for your benefit. With no financial help from the NHS, managing and developing the unit's activity is a constant battle and balancing act. We are totally reliant on the generous support of the public as well as our local community groups and our corporate supporters both locally and nationally.

£500,000 per annum is needed to operate on a day to day basis, without investment in medical and technological advances.

Why go Digital?

Early detection is the key to fighting breast cancer.

Increased image quality contributes significantly to earlier detection with more accurate diagnosis, therefore, giving better overall patient care and improved outcomes for treatment and survival.

DIGITAL MAMMOGRAPHY with its improved workflow provides a streamlined, more patient focussed examination. It has improved image quality compared to traditional x-ray film, enabling the reader to "see" more detail in the breast tissue. An additional benefit is the reduction in radiation dose required to achieve the images.

If we are to stay at the forefront of breast cancer diagnosis, we desperately need your support in helping us to introduce a digital mammography system to help benefit those who seek our help and support in the future.

It is a huge challenge, but with your support we are hoping that we can achieve this.

A gift from you will

- Help our quest for the perfect image, ensuring we get even closer to the goal.
- Support our efforts to streamline the workflow for faster more accurate first time images, yet maintaining essential patient comfort.
- Give us the best possible platform for current and future applications. In other words, provide an excellent long-term investment in breast cancer diagnosis.

The target is to RAISE £250,000 over the next 2 years.

Remember – it's your BUST, support it!



Images supplied by GE Healthcare

Donation Form

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**Linda Harrison, General Manager
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