



# Media Release

**EMBARGOED UNTIL 8AM, WEDNESDAY 29 OCTOBER**

**28 October 2003**

## **Information as Support for Breast Cancer Patients**

The Cancer Council Tasmania today launched a breast cancer information resource to help women with breast cancer and their families know what services are available to them and where to access those services.

An initiative of the *Strengthening Support for Women with Breast Cancer Project* (SSWBC), the information packet was launched at a Pink Ribbon Day breakfast in Launceston.

SSWBC project officer Melinda Minstrell said the packet was designed in response to Tasmanian women's recommendations of what information they needed.

"There was an extensive consultation process undertaken as part of the packet's development, driven by the community's identified need for women to know what information, support and practical services are available to them. This included the piloting and evaluation of a sample in 2002.

"The provision of consistent information regarding statewide services, combined with regionally specific lists of practical, support, and information service summaries is the strength of the resource. It also incorporates a nationally developed breast cancer booklet.

"We hope that women will be offered the resource a number of times through their breast cancer journey, in response to their changing needs at various stages of their experience.

"To assist that process, the packets are being distributed from health care sites across the state, including specialists offices, oncology wards, and community health centres and are also available through The Cancer Council Tasmania's Cancer Helpline".

In addition, The Cancer Council Tasmania has compiled breast cancer information kits for health care providers that include a sample of the breast cancer information packet as well as clinical practice guidelines. These are being distributed by The Cancer Council Tasmania's Support and Information Program.

To obtain a free breast cancer information packet, ring the **Cancer Helpline on 13 11 20**.

**ENDS**

### **PHOTO OPPORTUNITY**

**The information materials will be launched on Wednesday 29 October at the Australia's Breast Cancer Day Breakfast at Drysdale Institute of TAFE in Franklin St, Launceston. Photos and interviews available between 8:15 and 9am.**

### **For further information**

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