

CRC awareness in Lithuania from patients perspective

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Epidemiology of colorectal cancer in Lithuania

- More than 1600 new cases of colorectal cancer is diagnosed each year
- Morbidity is increasing by 3-6% each year
- It is the third most common tumour type worldwide and in Lithuania
- It is the second most common cause of death from cancer in Lithuania

Colorectal cancer is one of the most successfully treated GI cancer type but treatment outcome mostly depends on the stage at the diagnosis



Patient organization

- No CRC patient organization in Lithuania
- POLA (Pagalbos Onkologiniams Ligoniams Asociacija) – Support for Cancer Patients Association was founded in Jan 2012. This “umbrella” association consolidated 10 public organisations, which main task is support of patients with different cancer types
- POLA is working to support patients and their families through various support programs:
 - expand awareness that cancer can be prevented, treated and cured
 - education material and activities dedicated to cancer patients (patients book, leaflets, meetings and discussions)
 - increase access to the most effective cancer treatment and prevention



VUOI as a partner in CRC awareness

- Raising CRC awareness:
 - March CRC awareness month
- Newspaper „Pages of Oncologist“
- Cancer Information Center
 - Informational support
 - “Patient School”
 - Psychotherapy group

Cancer Information Center provides information :

- Cancer prevention and early detection
- Cancer, its treatment, side effects
- Possibilities to improve quality of life
- Social support (disability assesment, sick-leaf issues, nursing support, etc)
- Support for patients treated at home
- Psychological help for patients and their families

Vēžio
informācijas
centras



“Patient School”

- Since 2003 Patient School at VUOI once every two weeks gives lectures to patients.
- Additional weekly lecture “How to live with cancer?”



Psychotherapy support

- Psychological support is accessible to all cancer patients when needed
 - Psycho-oncologist
 - 2 Psychotherapists
 - 2 Social workers

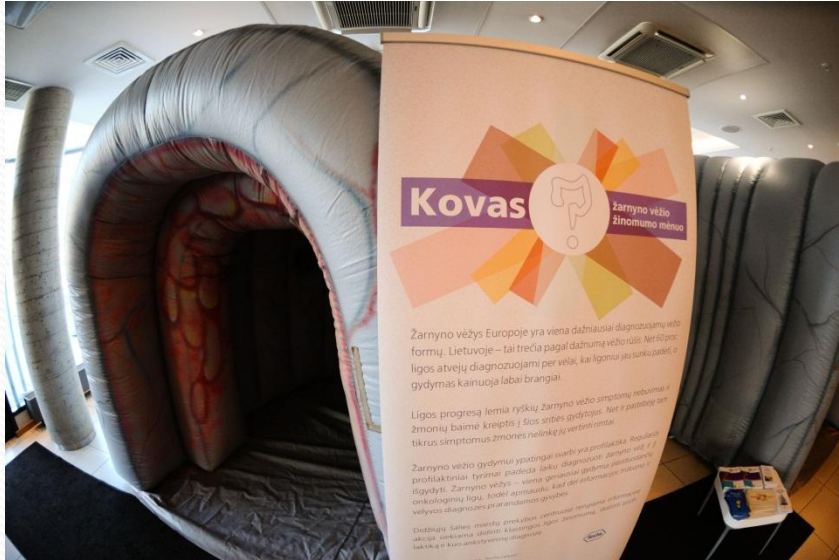


March - CRC awareness month – main activity for CRC communication

- In 2005 March was first mentioned CRC awareness month
- Since 2006 March edition of newspaper “Pages of Oncologist” is dedicated to CRC prevention, diagnostics, treatment
- In past 8 years CRC awareness month became one of most significant between cancer awareness communication



CRC awareness events



Successful CRC awareness campaign 2013 March-April

- Media release on 1st March about CRC situation in Lithuania
- Media coverage – 3 TV editions, 1 article
- Press conference in cinema theatre
 - Speakers:
 - CRC survivor patient
 - Doctors (Prof.N.E. Samalavičius, dr. E.Baltruškevičienė, dr G.Bulotienė)
- Media coverage – 33 articles

Press conference about CRC





Thank you !