



## **Challenging the status quo on the breast cancer agenda**

### **PINK RIBBON AFTERNOON FORUM**

Explore the medical and charity context of the pink ribbon agenda

Expert speakers give their views...

COME and join us at the luxurious Mayfair Westbury hotel, Conduit Street, between 2 and 5 on Thursday 25 September 2014, for an important afternoon discussion. (Mount Vernon room).

#### **WHAT IS IT?**

This is a unique breast cancer forum brought to you by Pink Ribbon, featuring insights into the political, policy, funding and media challenges facing the breast cancer prevention sector.

We are looking at various new approaches to breast cancer prevention, including taking a look at thermal imaging, diet, old drugs for new remedies and a special spotlight on fundraising challenges.

#### **WHY ATTEND?**

The forum will be of great help for those:

- at the cutting edge of researching
- carrying out services
- promoting the sector
- campaigning or raising the profile of the issue
- with a shared interest in making sure breast cancer is getting the attention it deserves
- those seeking to get involved with the strategic issues and shape the agenda

For more details on the programme, please see speaker line-up below.

#### **WHO ARE WE?**

Pink Ribbon is a network of people dedicated to tackling the big issues of breast cancer and making sure professionals in the industry are getting the support they deserve.

There are lots of people campaigning to eradicate different health problems in the country – how well is the breast cancer community faring in its individual challenge?

Let's take stock of how well we are doing, in dealing with our political, funding, medical, drug and PR challenges.

## HOW TO COME

Attendance is free but spaces are limited. To book now please reply to this mailer or email [gd@pinkribbon.co](mailto:gd@pinkribbon.co)

For any general queries about the event, please call Gerard Dugill, Pink Ribbon, on 07900 267988 or email.

### Further networking

- All those attending are invited to stay for a short drink at the Westbury.

### **Speaker lineup (times/details subject to slight change)**

- 2.30 to 2.50, Arrivals
- 2.50. Introduction, 5 minutes, Pink Ribbon
- 2.55 *The breast health agenda – why and how we must challenge the status quo.* Nyjon Eccles, member, royal college of physicians
- 3.15. *Breast cancer medicine: what's wrong with the current approach?* Farid Khan, researcher, PharmaKure & co-founder of Pink Ribbon foundation of hope.
- 3.35. *Changing the mindset on detection – how should professionals proceed?* Xandria Williams, author, biochemist, dietician
- 3.55. *The fundraising challenge behind breast cancer: where is the money coming from, where should it go?* Wendy Watson, founder, national breast cancer hereditary helpline.
- 4.15. Panel discussion
- 4.30. Networking + [launch of national hereditary breast cancer helpline calendar 2015.](#)
- 5. Close.

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