



“The Cimab Foundation is a non-governmental organization (NGO) with 11 years of experience fighting against breast cancer. An important example of the Foundation’s involvement in shaping public health policy took place in 2009, when the official Mexican standard regulating the prevention, monitoring and treatment of breast cancer in Mexico (NOM 041) was subjected to revision. In this revision process, however, health authorities decided to move the age of routine breast screening from 40 to 50 years of age. This measure worried NGOs committed to the fight against breast cancer, which is why we organized a joint effort against this policy change. The first step was to launch an aggressive campaign directed at the Ministry of Health through Twitter. This strategy moved the officer in charge of revising the NOM to call a meeting with some NGO representatives to discuss the issue. The second step was to create a coalition formed by 18 NGOs, known as COMESAMA. This coalition successfully lobbied to maintain the age of preventive breast screening at 40 years, as well as to include 14 other recommendations. Two years after the publication of the NOM 041, the Cimab Foundation proposed the creation of a Citizen Observatory to evaluate the degree of implementation of this new official standard. The Citizen Observatory will consist of surveys conducted among breast cancer patients in public hospitals and medical personnel (physicians, nurses, radiologists and directors of medical units). The collected information will be used to issue policy recommendations for improvement. The Cimab Foundation also belongs to a coalition of NGOs called Latin American Union Against Women’s Cancers (ULACCAM), which is represented in seven countries in Latin America. This year, ULACCAM launched the “Declaration of the Rights of Latin American Women on Cancer” simultaneously in these seven Latin American countries, and we intend to obtain 10,000 signatures to position this initiative as a regional “Call to Action” (see [www.ulaccam.org/declaratoria](http://www.ulaccam.org/declaratoria)).” From: <http://www.cancercontrol.info/iccc-5/session-2/>