

## Bosom Pals Appeal Donation Form

Please use this form to make a donation to the Bosom Pals Appeal. Thank you.

Name \_\_\_\_\_ Mr/Mrs/Miss/Other  
(please circle)

Home Address \_\_\_\_\_

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I would like to donate £ \_\_\_\_\_

If your donation is in memory of a loved one, please give details \_\_\_\_\_

I enclose a  cheque  CAF voucher

postal order made payable to 'Bosom Pals Appeal' or

Please debit £ \_\_\_\_\_ from my Visa/  
Mastercard/Switch/CAF card (delete as appropriate)

Card No:

Expiry     Iss. No.   Sec. Code

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Please Gift Aid your donation

'Please treat the enclosed donation and all donations I make from this date as Gift Aid Donations. I am a UK taxpayer and will notify you if I no longer pay an amount of income tax and/or capital gains tax equal to the tax reclaimed on my donation'.

Please send me further information about the following:

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Involving my company

If you do not wish to receive further information about fundraising at Southend University Hospital, please tick this box

Please detach and return to:  
Bosom Pals Appeal, Department of Fundraising,  
The Lodge, Southend University Hospital, Prittlewell  
Chase, Westcliff-on-Sea, Essex SSO ORY

To donate online please visit:  
[www.justgiving.com/shf](http://www.justgiving.com/shf)

Registered Charity No. 1073031

## Remember the breast awareness five-point code:

1. Know what is normal for you
2. Look and feel
3. Know what changes to look for
4. Report any changes to your GP without delay
5. Attend routine breast screening if you are aged 50 and over



## Bosom Pals Patient Support Group

Bosom Pals Patient Support Group was established in 1990 as a social self-help group for people diagnosed with breast cancer. They meet at 7.30pm every third Wednesday in the month at the Stables in Leigh-on-Sea.

New members very welcome.

For further information please call the Breast Care Unit On 01702 385025

## Southend Hospital Charitable Foundation

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## Southend Hospital Charitable Foundation



Southend University Hospital   
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## Bosom Pals Appeal

Southend Hospital Charitable Foundation

The Lodge, Prittlewell Chase

Westcliff-on-Sea

Essex SSO ORY

T: 01702 385337

E: [fundraising@southend.nhs.uk](mailto:fundraising@southend.nhs.uk)

W: [www.southendhospital-fundraising.org](http://www.southendhospital-fundraising.org)

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# Supporting Southend Hospital Breast Care Unit



## Southend Hospital Charitable Foundation



fighting breast cancer together



## Highlighting the need

Unfortunately, breast cancer is now the most common cancer in women in the UK. One in nine women will develop breast cancer at some point in their lifetime. Men can get breast cancer too: around 300 men in the UK are diagnosed every year.

But there is hope for the future. Treatment for breast cancer has seen great improvements in recent years, with more patients living longer. Much of this success is due to earlier diagnosis and improved screening.

The very busy team at Southend University Hospital Breast Care Unit routinely screen around 22,000 women each year and a further 2,700 patients are referred by their GP. Of this total, approximately 450 will be diagnosed with breast cancer.

## About Southend Hospital Breast Care Unit

The Breast Care Unit provides the base for the South East Essex Screening Service and houses a symptomatic service which accepts referrals from GPs. All suspected cancers are seen within two weeks in the one-stop clinic. Investigations are performed at the same visit, allowing rapid reassurance for women with benign conditions.

Fortunately, most patients need no further treatment. Those with a strong family history can be monitored with regular mammograms according to

national guidelines. Access to specialist genetic advice and gene testing is also available.

For those patients who require treatment, the Breast Care Unit and the hospital's Oncology Department provides the full spectrum of treatment types, including surgery, chemotherapy, radiotherapy, hormone and biological therapies.

Individual care is co-ordinated by a team of specialists which include: breast surgeons, radiologists, radiographers, pathologists, oncologists, breast care nurses and a full support team.

## Bosom Pals Appeal – the vision

We want to give patients the best possible chance of surviving breast cancer. That's why Southend Hospital Charitable Foundation has joined forces with Bosom Pals patient support group to improve screening services at the hospital.

And we need your support to raise £750,000 towards this ambitious project. You can help wives, mothers, sisters, daughters, nieces and friends by making a donation today.

"The new digital mammography equipment uses improved technology which provides shorter examination times, better technique and image quality. Having this at Southend will help us improve the detection of early and small cancers and provide local people with one of the best breast care services in the UK."

Mr Neil Rothnie  
Consultant Breast Surgeon  
and Director of Screening



## What the Appeal will help to provide:

### Two Digital Mammography Machines

There are various tests used to detect breast cancer, the most common being the mammogram. This uses x-rays to image the breast tissue and demonstrate areas of abnormality. Any areas of concern are then examined with ultrasound and abnormal areas are sampled using a needle biopsy.

The current mammography machines will need replacing within the next few years with state-of-the-art digital units, which use lower dose radiation x-rays to give the mammogram picture.

The digital mammography machine helps the radiologists to see even more detailed images of breast tissue which can be manipulated in 3-D to focus on specific areas. This improved image quality will mean better screening for all women, but, particularly those with denser breasts such as younger women.

The NHS Breast Screening Programme will extend the age range of women eligible for breast screening (currently 50-70 years) to ages 47 to 73 by 2012. The Unit currently serves a screening population of 84,000 women each year – this will rise to 116,000 women with the introduction of the new age range.

To meet the increasing demands for more mammograms, the planned age range extension, and to maintain the state-of-the-art facilities at the Breast Care Unit, we need two new digital mammography machines and associated IT equipment.

The Appeal will also fund improvements to the Breast Care Unit, including enhancements to the patient environment and new screening and treatment technology:

### Digital Faxitron

A digital faxitron is a state-of-the-art x-ray machine that is a small stand-alone unit and allows us to x-ray small pieces of breast tissue, independent of the mammography procedure.

### Digital Biopsy Machine

The digital biopsy machine is an attachment to the mammography machine. It plays an essential part in the further assessment of very small lesions or areas of calcification, allowing exact localisation of these areas for biopsy or for insertion of guidewires prior to operation.

### MRI Breast Coil

MRI scanners need additional equipment called coils to visualise more specialised areas of the body. The hospital currently has only one MRI breast coil. Purchasing an additional coil will allow radiographers to perform more breast MRI scans and reduce waiting times.

### Breast Care Unit Enhancements

The environment is an important part of a patient's sense of well-being. To minimise stress and anxiety we would like to refurbish the breast care counselling rooms and main waiting area. To achieve a comforting and reassuring environment, art, lighting and soft music will be introduced.

