



BREAST CANCER HAVEN AT HOME:

A NEW OUTREACH DVD AND CD AVAILABLE FREE OF CHARGE TO ANYONE AFFECTED BY BREAST CANCER



Our new outreach DVD Breast Cancer Haven at Home is a very significant development for the charity as we can now extend the reach of our unique programme of care to the thousands of women and men affected by breast cancer across the UK, who can't get to one of our three Havens. The DVD, sponsored by Bupa and available **free of charge** to anyone affected by breast cancer, gives advice and tools to help with the physical and emotional side-effects of breast cancer and its treatment.

For further information or to RSVP please contact Rachel Balfour, Media Manager,
Breast Cancer Haven on: Tel: 0207 384 0048 E-Mail: rlb@breastcancerhaven.org.uk

Preview Copies and Case Studies Available on Request



PRESS RELEASE

Breast Cancer Haven Launches New DVD with Introduction from Amanda Mealing

In its drive to reach more women affected by breast cancer, Breast Cancer Haven is delighted to announce a unique new outreach DVD called **Breast Cancer Haven at Home**, which will be launched to the medical community and general public on January 29, 2009.

The DVD, available **free of charge** to anyone affected by breast cancer, gives advice and tools to help with the physical and emotional side-effects of breast cancer and its treatment. The DVD also features a personal and inspiring introduction from Amanda Mealing who was diagnosed with breast cancer at the age of 35.

Amanda Mealing said; "I am delighted to be supporting the Breast Cancer Haven DVD. It is a wonderful resource that will be available free of charge to anyone affected by breast cancer. I wish I had known about the support that Breast Cancer Haven offers when I was diagnosed with cancer. This new DVD will ensure that everyone has access to the emotional and practical support that the charity provides."

Dr Andrew Vallance-Owen, Bupa's Group Medical Director, said;

"Bupa is proud to have contributed to Breast Cancer Haven's new project that will bring the outstanding support, advice and services provided at the Haven centres into the homes of many people who truly need that emotional support and guidance through what can be an extremely difficult and stressful time. We are delighted to have been able help make this happen and hope to work closely with Breast Cancer Haven to lend our support in any way we can."

To view a show reel of the DVD please visit: http://www.breastcancerhaven.org.uk/bch_at_home

Presented by qualified therapists and nurses, it begins with a self-assessment to identify areas of concern, then continues with information, advice and exercises on a range of helpful subjects such as:

- Nutrition and creating a healthier environment
- Simple yoga and tai chi exercises, to relieve pain, and make you feel better
- Advice on looking and feeling good when coping with symptoms like hair loss and lethargy
- Discussion around a range of commonly experienced emotional concerns
- Breathing, relaxation, visualisation and meditation exercises

In addition, trained breast care and palliative care nurses answer frequently asked questions and women talk about their experiences of breast cancer.

Professor Dudley Sinnett, Consultant Breast Surgeon, also features in the DVD. He said; "Breast Cancer Haven treats the whole individual and not just one small part. It also helps a patient to develop a positive attitude by helping them to start talking and to find strength, which is incredibly important when facing breast cancer."

Availability and price:

The programme will be on general release from 29 January 2009.

Copies can be ordered from:

our website www.breastcancerhaven.org.uk

emailing: havenathome@breastcancerhaven.org.uk

or contact the London Haven on 020 7384 0026

The programme is free of charge to anyone affected by breast cancer who can't access a Haven.

For further information please visit www.breastcancerhaven.org.uk.

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Notes to Editors:

Breast Cancer Haven supports the physical and emotional needs of anyone affected by breast cancer and its associated treatment through the provision of support, information and complementary therapies at its Havens before, during and after conventional medical care.

Working alongside the NHS and other healthcare professionals Havens promote integrated breast cancer care where conventional and complementary medicine work together to heal the body and mind.

The charity was founded in 1997 and we currently have Havens in London and Hereford. They both work almost at capacity and help over 300 women, men and their families each week. The next Haven will open in Leeds in autumn 2008

Breast Cancer Haven at Home – Further Information

Breast Cancer Haven offers free support, information and complementary therapies to anyone affected by breast cancer. People can access our unique programme of holistic, integrated care through our Havens in London, Hereford and Leeds; our website and by phoning or emailing our specialist therapists.

What is Breast Cancer Haven at Home?

Although anyone is welcome to come to our Havens wherever they live, we are aware that many people are not able or don't feel well enough to travel far to us. So we have developed a new service so that those people can benefit from our unique programme of care in the comfort of their own home.

The cost of producing Breast Cancer Haven at Home has been generously funded by Bupa Giving - the charitable arm of BUPA.

The programme, filmed and recorded in our 3 Havens has been devised by, and features Breast Cancer Haven's therapists and nurses and some of our service users (Visitors) to ensure it is as helpful as possible to all people with breast cancer. It includes a DVD, audio CD and web based information.

The holistic programme gives practical help on tackling emotional and physical issues that people with breast cancer may experience. It is divided into Mind, Body and Life sections.

The programme begins with a welcome from the actor Amanda Mealing, a familiar face from Holby City, who talks about her own experience of breast cancer; followed by an endorsement from Dudley Sinnott - Professor of Breast Surgery at Imperial College London and Consultant Surgeon at Charing Cross Hospital.

With a running time of approximately 2.5 hours the programme is not designed to be watched in one sitting. An overview of the programme helps the viewer determine what parts will be of most help to their particular needs and they can then choose what they want to view or listen to from a menu and 'dip' in and out of the programme depending on how they feel. They may also watch certain sessions like the Tai Chi movement, repeatedly.