Herefordshire community unites to save county women!

On Tuesday 24th July the local community united, to celebrate the official launch of ‘Clear About Breast Cancer Herefordshire Appeal’. This appeal is coordinated by Cobalt - a medical charity, supporting people affected by life-limiting conditions in the three counties; working in partnership with Wye Valley NHS Trust.

The Appeal aims to raise £160,000 needed to fund state-of-the-art digital mammography equipment for The County Hospital in Hereford. Currently women requiring a second assessment or stereocore biopsy using digital mammography equipment must travel outside the county to receive this service, increasing journey time and heightening anxiety.

A launch party was held in the Post Graduate Centre at The County Hospital, Hereford; and was well attended by a number of organisations and supporters from across the county.

Guests were informed about this important new development in Herefordshire women’s health by a panel of speakers - Peter Sharpe, Cobalt Chief Executive; Peter Wilson, Medical Director at Wye Valley NHS Trust; and Catriona Murray, breast cancer survivor and Cobalt Supporter. The formalities were followed by refreshments and the cutting of a cake, kindly made and donated by Emily Rose Cakes of Hereford.

Peter Wilson, Medical Director at Wye Valley NHS Trust said: 'It is a great pleasure to work in partnership with Cobalt to launch the Clear About Cancer Herefordshire Appeal. We are very grateful to Cobalt for undertaking this vital appeal locally, which brings together common goals to provide the women of Herefordshire with first class facilities for the early detection of breast cancer.

Digital mammography provides many benefits over traditional mammography, including shorter exam times, increased comfort, lower radiation, and fewer repeat mammograms. This appeal will provide the women of Herefordshire with access to the latest digital mammography technology at the county hospital, and will end the long journeys to Bromsgrove and Cheltenham."

In January 2011, Catriona Murray, who lives in Cheltenham, attended a routine mammogram at her local breast screening centre. The digital scanning equipment found a tiny abnormality, which further testing found to be breast cancer. Her early diagnosis and the up-to-date, individually planned treatment meant she was able to feel confident about the future and is now healthy again.

Catriona said: “One in eight Herefordshire women will be affected by breast cancer at some point in their life, women like me - who are wives, sisters, mothers, daughters, loved ones. I feel strongly that all women should be able to have the very best screening available, close to home; and would therefore encourage the Herefordshire community to support this Appeal and help save the lives of women you love!”
The Appeal has already received support from Cargill Meats Europe, who donated £2000; The Ross-on-Wye Lions Club, who donated £1000; and The Breast Cancer Foundation, who provided a £5000 grant.

You can support the Appeal by making a donation with a credit or debit card by telephoning 01242 535922 or by texting the code CABC12, followed by the amount you wish to donate to 70070. Alternatively, please send a cheque payable to Cobalt (with ‘Herefordshire Appeal’ written on the reverse) to Cobalt ‘Clear About Breast Cancer Herefordshire Appeal’, C/O Debra Floyd, Wye Valley NHS Trust, The County Hospital, Union Walk, Hereford, HR1 2ER.

To find out about organising your own fundraising event in aid of the Appeal or volunteering opportunities locally please call Sian, Community Fundraiser for Cobalt in Herefordshire, on 07964 141026 or email: herefordbreastcancerappeal@cobalthealth.co.uk.

Notes for the Editor:

Photo of (left to right) Peter Wilson – Medical Director at Wye Valley NHS Trust; and Peter Sharpe – Chief Executive of Cobalt; cutting the Appeal cake made and donated by Emily Rose Cakes of Hereford attached. Please acknowledge photo by Lesley Hughes of Hereford.

The ‘Clear About Breast Cancer Herefordshire Appeal’ is Cobalt working together with the Wye Valley NHS Trust. The Appeal aims to raise £160,000 to fund state-of-the-art digital mammography equipment for The County Hospital in Hereford.

Every year 10,000 women in Herefordshire are screened for breast cancer. The test used for breast screening is called a mammogram - a type of x-ray requiring only a very low dose of radiation. The NHS routinely invites all women aged between 50 and 70 to attend breast screening appointments. Mammograms can detect abnormalities in breast tissue and help to diagnose half of all breast cancers in women within this age bracket.

New digital mammography equipment will not only assist the diagnosis of breast cancer, but will also mean that patients in Herefordshire - who currently need to travel outside of the county to receive a digital mammogram - can be seen at their local hospital; greatly reducing anxiety and journey time.

To find out how you can help please call Cobalt on 07964 141026, email sian.syddall@cobalthealth.co.uk or visit the Cobalt Website.

You can make a donation online at: http://www.herefordbreastcancerappeal.com

Call Cobalt on the appeal phone line: 01242 535922 with your debit or credit card donation

Text the code CABC12 followed by amount of your donation to 70070.

Or send a cheque payable to ‘Cobalt’ to ‘Cobalt Clear About Breast Cancer Herefordshire Appeal’, C/O Debra Floyd, The County Hospital, Union Walk, Hereford, HR1 2ER.

Charity information:

Cobalt is a medical charity supporting people with cancer and other life-limiting conditions across Gloucestershire, Worcestershire and Herefordshire. Our imaging centre
provides diagnosis and treatment planning not usually available in local hospitals. Our mobile MRI units travel throughout the region and beyond, taking the very best imaging technology to people in their own area. We offer free training and education courses to doctors, health-care professionals and the public, ensuring our experience, research and cancer prevention work is widely shared.

Our aim is to improve the quality of life for those affected by cancer and other life-limiting conditions; patients, their family and friends.

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