

# Pink Power a major triumph

The INMO's Pink Power breast check campaign has received positive feedback from members from across the country

THE INMO's free breast health assessment programme, which was launched to thousands of its income protection scheme members in June, has received excellent feedback from those who have availed of the service. Education and early detection are at the forefront of this huge initiative, entitled 'Pink Power', which is being carried out in partnership with Cornmarket Group Financial Services Ltd, Irish Life and the Mater Private Hospital.

The Pink Power campaign is the first of its kind in the trade union movement. Its objective is to make real strides in the fight against breast cancer. It aims to promote awareness and early detection of the disease through a free education session and breast health assessment. It is exclusive to the thousands of members in the INMO's income protection scheme.

Since its launch, Pink Power appointments have taken place in Dublin, Cork, Bantry, Cavan, Drogheda, Galway and Castlebar, with approximately 1,700 nurses and midwives attending. The next appointments will take place in Tullamore, Kilkenny and Waterford. The interest shown from members in these areas has been impressive.

### Feedback from Dublin and Cork

The positive responses from participating INMO members have surpassed expectations. Feedback has been very encouraging and has included thank-you notes, emails and calls.

The following survey results are based on a sample of 344 women, who completed an online questionnaire at [www.surveymonkey.ie](http://www.surveymonkey.ie) in November and December 2012:

- 77% of those surveyed had not received a comprehensive breast health assessment before attending their Pink Power appointment
- 90% of Pink Power attendees felt that the appointment lived up to their expectations
- 41% of members did not self-check before Pink Power
- 64% rated the initiative as "excellent"
- 33% rated the initiative as "very good".

Comments from attendees, included:

- "Well done on being proactive and making women think about their health. It would be worth doing again in the future as it could save lives. It would be good to get stats on lumps and cancers found to highlight the importance of breast checks"
- "It even went beyond my expectations, they found a lump on my left breast although it was benign... The prompt

attention I received was exemplary! I will always be thankful to Pink Power"

- "I would consider myself as low-risk and this was sort of confirmed by the appointment, but it is still important to have had the assessment and it has heightened my awareness"
- "Was aware of a lump for years and had never been considered for screening. Pink Power was efficient and direct. They allayed my fears and thankfully all is well"
- "I'm 29 and for younger women it can be hard, apart from a GP, to get a breast check. It encourages younger women to check earlier for signs of breast cancer instead of waiting for a mammogram at the age of 60-65"
- "Prevention is better than cure, [breast cancer] occurs at every age and is very treatable when caught early"
- "I feel it is worthwhile as when I am doing my own checks, I may not be doing it right... Breast cancer is so common nowadays."

The INMO will publish the final results of the Pink Power campaign, when it ends

### Blue Power statistics

Invites sent	Risk assessment forms received	Appointments attended
435	41	17

### Pink Power statistics

Location	Invites sent	Risk assessment forms received	Appointments attended	Patients for follow up/scans
Dublin	2282	1139 (50%)	1008	185 (19%)
Cork/Bantry	819	416 (50%)	369	15 (4%)
Cavan/Drogheda	389	211 (54%)	208	13
Galway/Castlebar	633	283 (45%)	January	N/A
Fast track	-	56	56	34

in late April. If one life can be saved by this initiative, it will have been worthwhile.

**Coming to a location near you**

Pink Power is soon to be rolled out in Sligo and Letterkenny. INMO Income Protection Scheme members whose workplaces (according to Cornmarket records) are in counties Leitrim, Sligo and Donegal will receive an invite in February. The closing date to return risk assessment forms is February 28. Appointments will then be made in March, for assessments to take place in April.

Members of the INMO Income Protection Scheme, who are under 50 years, will receive an invitation when Pink Power is visiting their area. Those who do not want to wait, or missed the opportunity to attend Pink Power when it was in their area, can contact the Mater Private Hospital directly to arrange an appointment in Dublin, Tel: 01 885 8357. This is known as the 'fast track' option. This option will close on April 30.

Members over 50 will not automatically receive an invite as the national breast screening programme 'BreastCheck' is currently available to them. Nevertheless, those who qualify for 'BreastCheck' who



wish to attend a Pink Power appointment should email [info@cornmarket.ie](mailto:info@cornmarket.ie)

**Blue Power**

The aim of the INMO's Blue Power campaign is to make a prostate and testicular assessment available to all male INMO income protection scheme members. The rollout for Blue Power is quite different from Pink Power as appointments are only set if deemed necessary by the prostate

care nurse or physician after reviewing each individual risk assessment form.

Male members of the INMO Income Protection Scheme can avail of Blue Power until April 30. Tel: 01 885 8357 for more details.

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# Pink Power is coming to a location near you



6 per day is the number of Irish women who get breast cancer. We are campaigning to promote regular checking.

Free Breast Health Assessment Exclusive to members of the **INMO** Income Protection Scheme

Location*	Invitation sent to participate	Assessments take place
Waterford, Kilkenny & Tullamore	November	February
Limerick & Tralee	January	March
Sligo & Letterkenny	February	April

For more information on Pink Power & locations of centres around the country visit [www.inmo.ie](http://www.inmo.ie), call Cornmarket on (01) 408 4195 or email [info@cornmarket.ie](mailto:info@cornmarket.ie). If you do not want to wait until the assessment is in your area, you can, at any time, contact the Mater Private Hospital directly on (01) 885 8357 to arrange your own appointment in Dublin.

\*Locations & Dates set above are subject to demand. The assessment location to which members are invited is based on the location of their workplace according to Cornmarket records. Assessment clinics may be relocated or extra days added.



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