



Assembly
of European
Regions

Winner 2009

Regional Innovation Award

Region: Heraklion (GR)

Project name: Mobile
Mammography Unit

Launch: July 2008

Budget: 222.470€

Award: Special recognition



Νομαρχιακή Αυτοδιοίκηση Ηρακλείου

Aim of the project

The aim of the action is to detect breast cancer at a very early stage, to reduce mortality in the female population and to raise awareness.



Key results

The mobile mammography unit has visited all the 26 Municipalities of Heraklion at least twice. It has done 60 visits in total (52 in the rural areas and 8 visits in the Heraklion area). The unit has done 2.000 mammograms; 300 women were referred to the hospital for further examination, 26 biopsies were carried out and 14 cases of breast cancer were diagnosed that were life-threatening for women. From the 1900 women analysed, 698 women were having this examination for the first time in their life.

About the Mobile Mammography Unit

REMOVING SOCIAL BARRIERS FOR IMPROVED QUALITY OF LIFE



The Mobile Mammography Unit was set up by the Prefecture of Heraklion in July 2008 in order to promote the early diagnosis of breast cancer and overcome economic, social and geographic obstacles that prevent women from undertaking a mammography test.

It can be very difficult for women, aged between 40 and 70, who come from poor families or women of old age to move, to travel from a provincial city or village to a central health unit in order to go through a breast cancer screening and diagnosis through the mammography test. At the same time the work load of hospitals is sufficiently high and as a result there is a

substantial delay in the assignment of the appointments.

The response from the public has been very high and the project has received significant publicity as it is the only mobile mammography unit operated by a regional local authority in Greece. The Prefecture of Heraklion is now discussing the broadening of the unit operation beyond the prefecture borders. Since March 2010, the Prefecture also set up a Mobile Preventive Dentistry Unit, on the same principles.

Impressions from our jury

"The underlying social impacts of this project, combined with its relative innovation for the region, caught our attention; we wanted to reward the initiative with this special prize to serve as an example for other regions."

Susanne JUSTESEN
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