

<p></p> <p class="MsoNormalCxSpFirst" style="margin-bottom: .0001pt; mso-add-space: auto; text-align: center; line-height: normal;" align="center"><strong style="mso-bidi-font-weight: normal;"><span style="font-size: 20.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">CANCERUL</span></strong></p> <p class="MsoNormalCxSpMiddle" style="margin-bottom: .0001pt; mso-add-space: auto; text-align: center; line-height: normal;" align="center"><span style="font-size: 14.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">1-31 mai 2020</span><span style="font-size: 8.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> </span></p> <p class="MsoNormal" style="text-align: center;" align="center"><span style="font-size: 14.0pt; line-height: 107%; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">Comunicat de pres?</span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: center; line-height: normal;" align="center"><strong><em style="mso-bidi-font-style: normal;"><span style="font-size: 14.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: RO;">?i un deces prin cancer e prea mult!</span></em></strong><em style="mso-bidi-font-style: normal;"><span style="font-size: 14.0pt; font-family: "Times New Roman","serif";" lang="EN-US"> </span></em></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: center; line-height: normal;" align="center"><strong><em style="mso-bidi-font-style: normal;"><span style="font-size: 14.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: RO;">Protejeaz?-?i s?n?tatea ta ?i a celor din jur!</span></em></strong><em style="mso-bidi-font-style: normal;"></em></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: center; line-height: normal;" align="center"><span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> </span></p> <p style="margin: 0in; margin-bottom: .0001pt; mso-add-space: auto; text-align: justify; text-indent: 13.5pt; background: white;"><span lang="EN-US">Cancerul reprezint? de departe una din principalele cauze de deces <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> Rom<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">ia. Diagnosticat cel mai adesea la v<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">ste medii ?i <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">aintate, num?rul persoanelor care sufer? de aceast? boal? este tot mai ridicat. </span></p> <p class="yiv5342201752msonormal" style="margin: 0in; margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; background: white;"><span style="mso-ansi-language: FR;" lang="FR">Astfel, </span><span lang="EN-US">num?rul cazurilor noi de cancer depistate <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> cabinetele de oncologie <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> perioada 2009-2018 a crescut de la 60693 (2009) la 61780 (2018), inciden?a cazurilor <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> aceea?i perioad?, variind <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">tre 298,0<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">oo locuitori ?i 317,3<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">oo locuitori. Prognoza privind inciden?a p<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">? <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> anul 2025 arat? tendin?a de cre?tere continu? a cazurilor noi de cancer, ajung<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">d <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR"> anul 2025 la valoarea de 337,0<span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">oo locuitori, ceea ce impune o mai mare aten?ie acordat? preven?iei acestei boli prin screening-uri, pentru a determina o reducere a costurilor ?i a mortalit??ii prin aceast? boal?.</span></p> <p class="yiv5342201752msonormal" style="margin: 0in; margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; background: white;"><span lang="EN-US"></span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt;"><span style="font-size: 12.0pt; line-height: 107%; font-family: "Times New Roman","serif"; color: #1d2228; mso-ansi-language: FR;" lang="FR">Desf??urat? sub <strong style="mso-bidi-font-weight: normal;">sloganul</strong> <span style="font-size: 12.0pt; font-family: "Times New Roman","serif"; mso-ansi-language: FR;" lang="FR">?i un deces prin cancer e prea mult! Protejeaz?-?i

s?n?tatea ta ?i a celor din jur!◆, </em> campania privind cancerul are ca <span style="mso-bidi-font-weight: bold;">tem? ◆ 2020, </span></span><strong><em style="mso-bidi-font-style: normal;"><span style="font-size: 12.0pt; line-height: 107%; font-family: &quot;Times New Roman&quot;;&quot;serif&quot;; color: #1d2228;" lang="EN-US">Protejarea s?n?t??ii pacien?ilor oncologici ◆ perioada pandemiei COVID -19.</span></em></strong></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; line-height: normal;"><strong><span style="font-size: 12.0pt; font-family: &quot;Times New Roman&quot;;&quot;serif&quot;; color: #1d2228;" lang="EN-US"><span style="mso-spacerun: yes;"> </span>Scopul</span></strong><span style="font-size: 12.0pt; font-family: &quot;Times New Roman&quot;;&quot;serif&quot;; color: #1d2228;" lang="EN-US">campaniei este de </span><em style="mso-bidi-font-style: normal;"><span style="font-size: 12.0pt; font-family: &quot;Times New Roman&quot;;&quot;serif&quot;; mso-fareast-font-family: &quot;Times New Roman&quot;; color: #1d2228;" lang="EN-US">Con?tientizare a persoanelor cu afec?iuni oncologice ◆ ceea ce prive?te riscurile acestora ◆ cursul pandemiei COVID-19</span></em><em style="mso-bidi-font-style: normal;"><span style="font-size: 12.0pt; font-family: &quot;Times New Roman&quot;;&quot;serif&quot;; mso-fareast-font-family: &quot;Times New Roman&quot;; color: #1d2228; mso-ansi-language: RO;">. </span></em><em style="mso-bidi-font-style: normal;"></em></p> <p class="yiv5342201752msonormal" style="margin: 0in; margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; background: white;"><span style="color: #1d2228;" lang="EN-US">Campania are ca <strong>obiective</strong><span style="mso-bidi-font-weight: bold;"> c</span></span><span style="color: #1d2228; mso-ansi-language: FR;" lang="FR">re</span><span style="color: #1d2228; mso-ansi-language: RO;">?</span><span style="color: #1d2228; mso-ansi-language: FR;" lang="FR">terea nivelului de informare a </span><span style="color: #1d2228; mso-ansi-language: RO;">pacien?ilor oncologici asupra: </span></p> <p class="yiv5342201752msonormal" style="margin: 0in; margin-bottom: .0001pt; text-align: justify; background: white;"><span style="color: #1d2228; mso-ansi-language: RO;"><span style="mso-spacerun: yes;"> </span>\*Vulnerabilit??ii acestora ◆ fa?a infec?iei COVID-19</span></p> <p class="yiv5342201752msonormal" style="margin-top: 0in; margin-right: 0in; margin-bottom: .0001pt; margin-left: .5in; text-align: justify; background: white;"><span style="color: #1d2228; mso-ansi-language: RO;">\*M?surilor de preven?ie ◆ cursul pandemiei cu noul coronavirus SARS-CoV-2</span></p> <p class="yiv5342201752msonormal" style="margin: 0in; margin-bottom: .0001pt; text-align: justify; background: white;"><strong><span style="color: #1d2228;" lang="EN-US"><span style="mso-spacerun: yes;"> </span>Mesajele principale</span></strong><span style="color: #1d2228; mso-bidi-font-weight: bold;" lang="EN-US"> ale campaniei sunt</span><span style="color: #1d2228;" lang="EN-US">:</span></p> <p class="yiv5342201752msonormal" style="margin-top: 0in; margin-right: 0in; margin-bottom: .0001pt; margin-left: .5in; text-align: justify; background: white;"><em><span style="mso-ansi-language: RO;">\* Pacien?ii oncologici sunt grupuri popula?ionale aflate la risc ◆ contextul pandemiei cu SARS-Cov-2!</span></em><em></em></p> <p class="yiv5342201752msonormal" style="margin-top: 0in; margin-right: 0in; margin-bottom: .0001pt; margin-left: .5in; text-align: justify; background: white;"><em><span style="mso-ansi-language: RO;">\* Pacien?ii oncologici necesit? m?suri crescute de protec?ie pentru prevenirea infec?iei cu noul coronavirus!</span></em><em></em></p> <p class="yiv5342201752msonormal" style="margin-top: 0in; margin-right: 0in; margin-bottom: .0001pt; margin-left: .5in; text-align:

justify; background: white;"><em><span style="mso-ansi-language: RO;">\* Dac? a?i fost diagnosticat cu o boal? oncologic?, sta?i acas? pe c? de mult posibil! Pentru a proteja via?a dvs ?i a celor din jur, renun?ati la deplas?rile care nu sunt absolut necesare ? perioada pandemiei cu noul coronavirus!</span></em></p> <p class="yiv5342201752msonormal" style="margin-top: 0in; margin-right: 0in; margin-bottom: .0001pt; margin-left: 49.5pt; text-align: justify; background: white;"><span style="color: #1d2228;" lang="EN-US"> </span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; line-height: normal; mso-layout-grid-align: none; text-autospace: none;"><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR; mso-bidi-font-weight: bold;" lang="FR">? Rom?ia, implicarea promotorilor s?n?t??ii ? stimularea schimb?rii comportamentale a popula?iei, prin adoptarea unui stil de via?? s?n?tos, reprezint? o modalitate accesibil? de preven?ie ? apari?ia cancerului, fiind la ?dem?a tuturor.</span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; line-height: normal;"><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR;" lang="FR"> </span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; line-height: normal; mso-layout-grid-align: none; text-autospace: none;"><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR; mso-bidi-font-weight: bold;" lang="FR">De asemenea, mediatizarea larg? a campaniei din 2020 </span><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; color: #1d2228; mso-ansi-language: FR;" lang="FR">??<em style="mso-bidi-font-style: normal;">?i un deces prin cancer e prea mult! Protejeaz?-?i s?n?tatea ta ?i a celor din jur!</em></span><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR; mso-bidi-font-weight: bold;" lang="FR"><span style="mso-spacerun: yes;"> </span>prin toate canalele de informare, poate ajuta publicul larg s? con?tientizeze mai bine asupra preven?iei acestei boli. </span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; line-height: normal;"><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR;" lang="FR">? jude?ul Valcea vor fi diseminate materiale infografice catre toate spitalele si ambulatoriile de specialitate , sectiile de oncologie , ONG ?uri , cabbinete de PF , ,Asociatia medicilor de familie si OAMMR .</span></p> <p class="MsoNormal" style="margin-bottom: .0001pt; text-align: justify; text-indent: 13.5pt; line-height: normal;"><span style="font-size: 12.0pt; font-family: "Times New Roman";" serif"; mso-ansi-language: FR;" lang="FR">Se va mediatiza campania prin postare de materiale pe site-ul DSP , in retelele de socializare si interventii in media locala.</span></p> <p></p>