

Czech Post Prevention for women

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Breast cancer prevention

Aims

- ✕ **To contact** 25 000 women at Czech Post,
- ✕ **To motivate** colleagues to breast cancer prevention,
- ✕ **To initiate interest** in mammography screening,
- ✕ **To support** regular self-examination.



Join us, it's easy!

Steps



Internal communication with the face of the Czech Post



Survey

1 090! women refuse some prevention



Direct mail with

DVD,
motivation letter,
practical advices



Workshops

Practical self-examination,
consultation with a doctor



Mammography screening

Preferentially terms for our women



Measuring the results



Join us, it's easy!



+8% OF WOMEN STARTED WITH
PREVENTION

200 WOMEN PASSED THEIR FIRST
MAMMOGRAPHY SCREENING
DURING 3 MONTHS AFTER THE
FIRST CONTACT

2 LIVES OF OUR COLLEAGUES
HAVE BEEN SAVED thanks to this
activity



Try it yourself, it's easy!

Thank you for your attention.

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