

40,000 WOMEN DIE EVERY YEAR IN PAKISTAN DUE TO BREAST CANCER

Early Detection is the best way
To survive Breast Cancer

PINKRIBBON[®]
PAKISTAN

United Against Breast Cancer

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All Mobilink users can SMS to '8099' and donate Rs.20

DONATE GENEROUSLY TO "PINK RIBBON CAMPAIGN PAKISTAN"

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CEO'S MESSAGE

Breast Cancer is the leading cause of women's death in Pakistan. In its struggle to impart awareness, Pink Ribbon Pakistan has had to overcome countless barriers, including illiteracy, misconceptions and social stigmas, lack of medical and infrastructure facilities and women's rights violations, which all hinder awareness about Breast Cancer.

Due to lack of awareness, women are under the impression that Breast Cancer is incurable and unpreventable. Limited access to detection and treatment facilities also reduces the chances of cure.

There is dire need for a Breast Cancer awareness campaign to first tackle social barriers that cause people to shy away from discussing this potentially fatal, but curable disease. In order to spread awareness, therefore, it is vital to first develop the comfort to discuss Breast Cancer.

International Public Relations Association (IPRA), an apex body of PR practitioners worldwide awarded "Frontline Golden World Award" to Pink Ribbon for its accomplishments. Pakistan Ministry of Health's report of a 30% increase in nationwide patient turn-up at Breast Clinics since the campaign's advent in 2004 is testament to the success of the Pink Ribbon Campaign. Working closely with the Ministry of Health, we have been instrumental in initiating trial Cancer Registry and obtaining the inclusion of a chapter on Breast Self Examination in the training manual of Lady Health Workers. We would also like to thank Pakistan Atomic Energy Commission to support the campaign through their cancer hospitals and mobile mammography buses. We are growing to serve the needs- building and safeguarding for your future and the future of your loved ones. I invite you to make full use of our platform when giving donations and Zakat and let us protect those who you care for.

Thank you
Omer Aftab



WE CAN HELP YOU BY PROVIDING:

- ➔ Awareness through information materials.
- ➔ Awareness through interaction with girls and women through events and activities
- ➔ Medical camps for advice and clinical examination
- ➔ Free screening program through Partner
- ➔ Hospitals and Mobile Mammography Buses

FACTS ABOUT BREAST CANCER IN PAKISTAN:

- Pakistan has the highest rate of Breast Cancer in the whole of Asia.
- 1 out of 9 women in Pakistan are at the risk of Breast Cancer.
- Prevalence of Breast Cancer is the highest amongst all the cancers in Pakistan i.e. 38%.
- Every year, 40,000 women die of Breast Cancer in Pakistan.
- The incidence is increasing in young girls in Pakistan.
- Early diagnosis increases a patient's survival chance by more than 90%

NATIONAL BREAST CANCER AWARENESS DRIVE

– OCTOBER 2012

October is internationally known as Breast Cancer Awareness Month. In this month breast cancer is recognized by survivors, family and friends along with the victims. Pink ribbon is worn by all to show solidarity against the disease and to honor survivors and remember those who lost their lives to this disease.

In Pakistan Pink Ribbon Month is celebrated with zeal and vigor by Pink Ribbon National Breast Cancer Awareness Campaign.

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PROGRAMS:

Youth Program

Pink Ribbon Campaign in Collaboration with Higher Education Commission (HEC), has initiated a nationwide Youth Awareness Drive in January, 2012. After signing an MoU with HEC, the program was launched from its first activation in Islamabad. The ultimate target is to reach 500,000 girls through maximum Colleges/Universities. So far, this awareness drive has reached out to 130,120 girls through 47 educational institutions in Islamabad, Rawalpindi, Lahore, Peshawar and Quetta however, the October activation is taking place in the institutions of Karachi.



Community Engagement

Pink Ribbon Pakistan strategically plans to take advantage of already established women groups and networks to increase its outreach. The campaign is open to requests from any organization to collaborate in spreading awareness to the maximum number of women across the country. Workshops and community based awareness drives are carried out on regular basis.



National Screening Program

October 25th is the International Day for Mammogram. Pink Ribbon Campaign is running a National Breast Cancer Screening program on October 25th through partner hospitals where free screening is provided to the under privileged women across Pakistan. Free medical advice and medical examination is also provided under this program.



Mobile Mammogram

Pakistan's first Breast Cancer Mobile Mammogram Clinic is being launched by Pink Ribbon Pakistan, in collaboration with the institute of Nuclear Medicine and Oncology INMOL/PAEC Cancer hospitals our partner hospital.

This Breast Cancer Mobile Mammogram Clinic is equipped with state-of-the-art mammogram machine and is used to reach out to underprivileged women for free screening services at their doorsteps to save thousands of precious lives with early diagnosis.

**PCB Women's Cricket Team endorses
Pink Ribbon as Goodwill Ambassadors.**



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☐ Donation ☐ Zakat

All givings must be in the form of a cross cheque/bank draft drawn in favor of "Pink Ribbon Campaign Pakistan"

(All donations to Pink Ribbon are exempted by FBR U/S 2(36) of income tax ordinance 2001)


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**PROGRAM OF BREAST CANCER AWARENESS SEMINAR
ON 9TH OCT, 2013 AT 11:00 AM AT SHAMS
AUDITORIUM UHS, LAHORE**



Time	Activity
11:00 am	Guest to be seated
11:00 – 11:05 am	1. Recitation from the Holy Quran
11:05 – 11:10 am	2. Welcome Address Vice Chancellor, UHS, Lahore
11:10 – 11:20 am	3. Breast Cancer “A sad disease in Pakistan” Dr. Arif Rashid Khawaja, Director CILT, UHS
11:20 – 11:27 am	4. Imaging in Breast Cancer Dr. Hamda Khawaja, Consultant Breast Radiologist, Ittifaq Hospital, Lahore
11:27 – 11:42 am	5. Oncotherapy in Breast Cancer Dr. Muneeb Ahmad, Consultant Oncologist, INMOL Hospital, Lahore.
11:42– 11:50 am	6. Breast Cancer Counseling Ms. Hadja Kampra, Principal, Shalamar Nursing College, Lahore
11:50– 11:55 pm	7. Address by Chief Guest Ms. Sonia Qaisar, Pink Ribbon Campaign, Pakistan
11:55– 12:00 pm	8. Vote of thanks