

ERIC CANCER INITIATIVE

UGANDA



July 2024

At Eric Cancer Initiative (ECI), we are committed to creating awareness on breast cancer and early detection initiatives. We are working towards a future where no one has to die due to this disease in Uganda. We are proud to offer a range of activities, events and resources to empower and educate women and girls to speak up and screen up.

In this newsletter, we'll share updates on our latest initiatives, upcoming events and inspiring stories of impact from the community. Thank you for being part of our community, together we can make this vision a reality.

Our key highlights

Enrollment of Village Health Team (VHTs) Personnel as Volunteer Trainers for Eric Cancer Initiative

As a plan for continuity of our services in communities, this month we enrolled the VHTs as first line health care givers in the community to start training about breast cancer awareness in their communities. These are serving as ambassadors of our services in communities. They have played a crucial role in community health care by mobilizing and delivering services directly to the community.



We have empowered a total of 10 VHTs from Bulijjo and Kyetume parishes and these were trained and are now actively spreading awareness about breast cancer. They have embraced this responsibility with enthusiasm and dedication. During these community led sessions, the attendees are always deeply engaged, asking insightful questions and sharing their thoughts since they are being taught by their very own. This interactive dialogue has not only enriched the learning experience but also fostered a sense of community and mutual support for the organization.

THE 40-20-40 MODEL

While using our 40%- 20%-40% model which guides our interventions in the communities of Uganda, Eric Cancer Initiative has impacted 6,181 individuals this reporting month, these are stories of hope and resilience. With breast cancer awareness, they've been empowered to take control of their health, to speak up and screen up when it matters most. We currently stand at 34,905 empowered individuals, these are triumphs over breast cancer, and countless lives forever changed.

ERIC Impact assessment:

Market Outreaches

Our ongoing efforts to provide services directly at all women workplaces have yielded outstanding results. By bringing our health services to where they work and carry out their daily activities, we have ensured that women can access essential health information and services without having to leave their responsibilities behind. This approach has been particularly effective in reaching women at their vegetable stalls and other work locations, allowing them to gain crucial knowledge about breast cancer while continuing with their daily tasks. The convenience and accessibility of our services have empowered these women, enabling them to prioritize their health without compromising their livelihoods. Our commitment to meeting women where they are has made a significant impact, ensuring that more women are informed and equipped to take charge of their health.



The HER Working Women monthly meet up.

We are thrilled to acknowledge our dear partners, HER Working Women, for yet another successful meet-up this month. On June 13th, we had the pleasure of engaging with a remarkable group of career-oriented women at Motiv Bugoloobi. Who are at risk of breast cancer due to their lifestyles. We were honored to deliver vital breast cancer awareness information during the event. Our presentation was designed to be informative and empowering, providing attendees with the knowledge they need to take charge of their breast health.



It was heartening to see these women so committed to their well-being and eager to support one another. We are proud to have been part of such a meaningful event and look forward to continuing our collaboration with HER Working Women. Together, we are making strides in promoting breast cancer awareness and supporting the growth of women in their careers and personal lives.



School Outreaches

Several initiatives are launched every month to reach schools across various regions of Uganda. Our objective is to educate and empower young girls on how to prevent risky practices exposing them to the disease, detect breast lumps through breast self-examination and to timely seek medical attention where need arises.

By providing this crucial knowledge directly to them, we aim to ensure that these young women are well-informed and proactive about their breast health and their loved ones. This approach therefore is encouraging healthy lifestyle changes early on, fostering a healthier future for the next generation of women and to this we as ERIC team can gladly testify.



Trainer of trainees (TOT) outreaches.



Our coordinators continue to empower and equip Village Health Team (VHTs) to enable community ownership of our services. These ongoing efforts are supported by local council leadership, which identifies and collaborates with the village health teams ensuring broad and inclusive outreaches.

This approach has allowed us to sustain our mission of reaching every woman, even with the limited full-time human resource at the organization. By leveraging the dedication and local knowledge of VHT coordinators, we are able to maintain a comprehensive and impactful awareness campaign, ensuring no woman is left behind.



Other Community Outreaches.

In addition to our school outreach programs, we have also extended our breast cancer awareness training to various community groups, including churches.

These sessions were designed to reach a broad audience, ensuring that vital information about breast cancer prevention, detection, and treatment is accessible to everyone, regardless of their location or background. The church environments provide a supportive and trusting space for individuals to learn and ask questions, enhancing the effectiveness of our message.



Kampala, Central Region, Uganda
11 Makindye | 8565, Kampala, Uganda
Lat 0.28835°
Long 32.593613°

Social Media Engagement

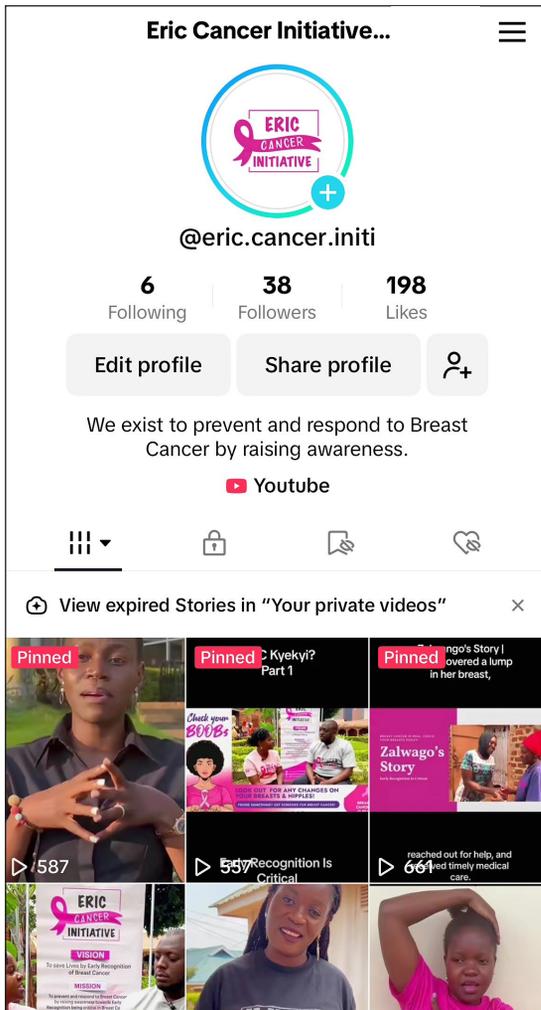
Another live show was conducted focusing on educating the public on early signs and symptoms, preventive measures and demonstration of the breast self-examination. This approach has significantly amplified the reach of the message across multiple platforms.

3 individuals have reached out to us both on call and physically for help and consultations of different breast health cases. These were reached and referred to different health care centers for medical attention and on follow up, our services were of great help. professional growth and wellbeing.



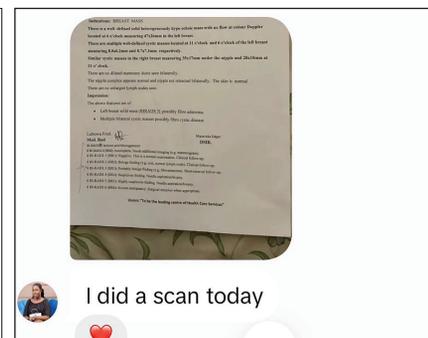
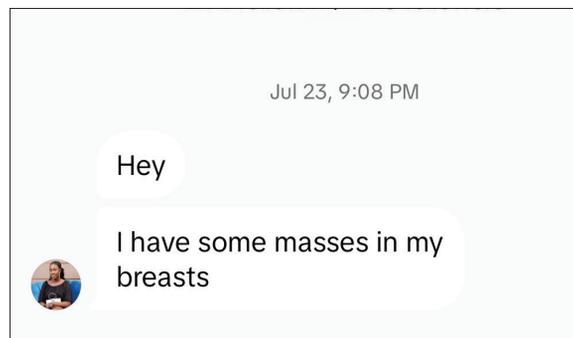
Opening of Eric Cancer TikTok & Youtube Channel

The newly launched TikTok account has shown significant growth in reach i.e followers: 37, likes: 187, Profile Visits: 40 and 4,000 views from 10 videos posted have enabled us to spread breast cancer awareness further. The increase in followers, likes, profile visits, and video views signifies the expanding influence of the initiative.



Tik Tok Impact Highlight - Vanessa Kabahuma

One notable example of the impact is Vanessa Kabahuma, a TikTok user who reached out after watching a video on breast self-examination. Vanessa noticed a strange lump in her breast and contacted us via TikTok inbox for guidance. Encouraged to seek medical attention, Vanessa underwent a scan that confirmed the presence of a mass in her breast. She has now embarked on a treatment journey, demonstrating the importance and effectiveness of early recognition and intervention facilitated by our social media efforts.



Our Stories of Impact.



Martha (real name withheld)

A 25-year-old mother of two and a resident of Kitabule village, has been experiencing a swollen and painful breast for the past nine months. Despite visiting a clinic and taking medication that temporarily relieved the pain, Martha remained deeply worried about her condition.

When we met her during one of our community outreaches, she expressed her concerns and desperately requested our intervention. She is currently supported by our team to meet up with an oncologist for diagnostic tests to rule out breast cancer.

Judith

She is a 45-year-old mother of eight children and a resident of Kamuli (Kakiri). She was identified with a small, painful lump in her left breast, accompanied by pus discharge and swelling. Initially, she experienced pain in both breasts, but with continuous medical care, the symptoms have been confined to the left breast.



She has visited a health facility where a scan confirmed the presence of the lump. Despite taking medications to relieve the pain, there has been little improvement in her condition. She reached out to us through one of the village health team coordinators and our team has started steps to link her for further check-ups at the National hospital.



Imelda

She is a 68-year-old with 5 adult children. She is currently staying alone in a one room house built by her son in Nakifuma. Imelda has had a persistent unhealing wound for 5 years, sought medical attention once in Mulago hospital three years back where cancer was tested negative. She has been having a community nurse who was dressing the wound to what we see today but little progress has been noticed.

On dialogue with her daughter, a plan to have the mother retested in Mulago was made. She currently waiting for test results to rule out breast cancer as we continue supporting her with counselling.

Online follow ups

We have received inquiries from 33 individuals through direct calls and online platforms seeking assistance. Many of these individuals encountered our team during the various training sessions we conduct nationwide, as well as through our outreach on radio, television, social media platforms, and via our current ambassador the social media influencer Kasuku Live. The breast cancer awareness program of the Eric Cancer Initiative has significantly raised awareness and prompted these consultations from individuals and their loved ones. Our team committed to responding to each inquiry and establishing a personalized follow-up approach for everyone.

Upcoming Initiatives: *The Breast Cancer Run progress*



#BreastCancerRun2024

**BREAST
CANCER
RUN**

Join us in our charity run to raise vital funds the breast cancer screen up van!

**SUNDAY
20 OCT
2024**

**STARTING
6:30am**

FEE: 30K
Comes with a runner vest
Distance: 5KM & 10KM

For Payments Dial *291#
FlexiPay
273051
For Inquiries, Call: +256 750122309

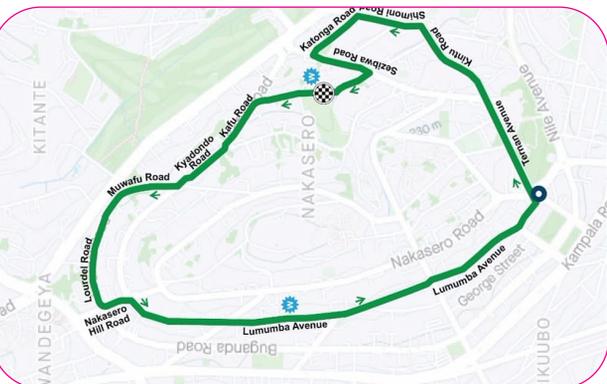
Scan to Register

Organised by: **ERIC
CANCER
INITIATIVE**

NAKASERO PRIMARY SCHOOL

As part of our dedication to promote breast cancer awareness and fundraising in Uganda, we are actively engaged in planning and supporting the upcoming Breast Cancer Run scheduled for 20th October 2024 at Nakasero Primary School, aligning with Breast Cancer Awareness Month.

We have a confirmed venue, media house (NMG), run routes mapped and vest artwork ready and more preparations ongoing. Looking forward for a successful event.



Conclusion :

The impact of empowering 6,181 individuals (women and girls being majority) with breast cancer awareness information is a testament to the power of knowledge. By arming ourselves with education and support, we can break down barriers, shatter stigmas, and create a ripple effect of hope and resilience.

Let us continue to advocate for early recognition and fight for a future where breast cancer is no more. Join us as we navigate the world of breast cancer prevention together, and let's take the first step towards a healthier, happier future-starting today!

Our sincere appreciation goes out to our founders and donors Early Recognition Is Critical, who make it possible for us to serve these women and girls in our communities and Eric Uganda team which gets the work done.

To keep up to date on all ERIC Cancer Initiative Uganda happenings, follow us on social media



@EricCancerInitiative