

ERIC CANCER INITIATIVE

UGANDA



May 2024

Meet our Ambassador



Kasuku, whose real name is Isaac Katende, is a prominent figure and influencer in Uganda's entertainment industry well-known for his Kasuku Live Podcast and often recognized for his work as a showbiz commentator and critic.

Due to his influential presence in Uganda's media and personal experience with breast cancer, having lost his mother to the disease. Kasuku has committed to use his social media platforms to raise awareness about breast cancer and support our cause as an ERIC ambassador.

ERIC Celebrates

Sponsorship for the run; Secured a sponsorship from the biggest Media houses.

We have closed a sponsorship agreement with Nation Media Group which allowed to give an in-kind donation in form of publicity to a tune of Ugx 24,658,800. Thank you NMGU for joining in the campaign to fight breast cancer through empowering fellow Ugandans to speak up and screen up. Very excited for this awesome opportunity towards the Breast Cancer Run and are looking forward to more sponsorships and partnerships towards this run scheduled on 20th October 2024 during the pink month.

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 5,218 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 23,159 empowered individuals since the beginning of year to date and we can say that 23,159 individuals, is 23,159 triumphs over breast cancer, and countless lives forever changed.

ERIC Impact assessment:

Evaluation survey in Mukono.

A team of six dedicated surveyors was selected and trained to conduct an evaluation survey in areas recently impacted by our breast cancer awareness campaign.



The purpose was to assess the knowledge and practices of the people previously taught and to check the visibility of our outreach efforts. The survey took place from the 19th to the 26th and involved one-on-one assessments with individuals in Katosi and Kalagi.

To enhance visibility and build trust within the communities, the team was provided with branded t-shirts and identification badges.

We installed and configured the Open Data Kit (ODK) software on the surveyors' smartphones, enabling efficient data collection and submission of survey forms. The collected data is awaiting analysis, and a report will be prepared and disseminated in next monthly report.



ERIC Educates

Breast cancer is a journey no one should face alone, and prevention and early recognition is the best medicine. Eric Cancer Initiative is committed to providing women and girls of reproductive ages with practical breast-self exam steps and knowledge to help women and girls take control of their breast health. From life style changes to early detection and screening, we can reduce the risk of breast cancer and stay ahead of this disease. This we empowered them through;

Community awareness outreaches:



Kalerwe market outreach

We are pleased to report our visit to Kalerwe Market, one of the largest market centers in Kampala, home to over three thousand individuals of diverse demographics, including women, men, and adolescents. The market comprises numerous mini-market associations governed by a centralized leadership structure. In our outreach efforts, we engaged with these leaders to emphasize the necessity of extending our services to the market populace. Their enthusiastic cooperation facilitated the mobilization of individuals, ensuring they were prepared to benefit from our services. The session was exceptionally productive, allowing our team to directly reach every woman at their respective fruit or food stalls, providing them with the services they needed.



Other market and saloon outreaches

Aiming to reach all women despite various limitations, our ongoing efforts to provide services at their workplaces have produced excellent results. Women can now receive our services and gain valuable knowledge even while working or receiving other services, such as hair styling. This endeavor has required resilience and persistence from our team, as it often encounters mixed reactions and attitudes from the recipients.



Nevertheless, we remain determined, supporting and motivating each other to persevere. As a result, we have successfully visited 11 markets and 2 salons this month.

(Jovia our central coordinator demonstrating the self-breast exam skill in Matugga market and Sarah's bridal salon in Gaza land Kampala).



Religious and institutional gathering outreaches.

Churches, mosques, and various institutions have been engaged and equipped with knowledge on early detection and prevention of breast cancer. This initiative has significantly raised awareness levels of the women in the communities visited.



The above photos represent women in a Gwaffu west mosque, students of Arise and shine institute and st Augustine church Ntenjeru.respectively.

Village to village approach outreaches.



The strategy's success is largely due to our collaboration with Village Health Teams (VHTs) and Local Council Chairpersons. It involves a one-on-one mobilization effort, where leaders invite their community members to gather at specific locations to participate in our breast cancer awareness sessions. This method has proven effective in ensuring broader participation and engagement across the entire community.

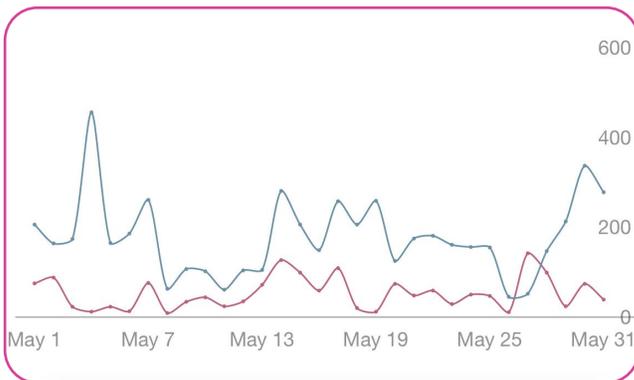
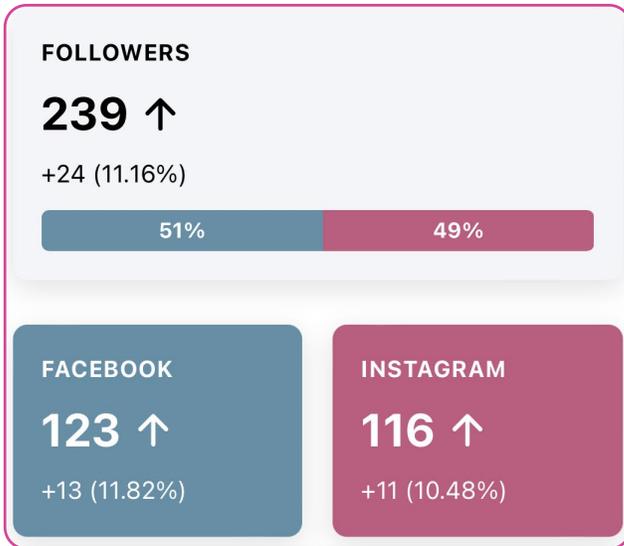
With the introduction of our village-to-village approach, as noted in the previous report, we have implemented a decentralized service distribution system. This system systematically reaches all community settings, flowing from district to county, to sub-county, to parish, and finally to unit villages. This approach has improved effectiveness and simplified accountability in evaluating service delivery.



Vhts of Seeta after an initial breast cancer awareness training by our team & Ganda village Sacco members during a training in Wakiso.

Social Media Management

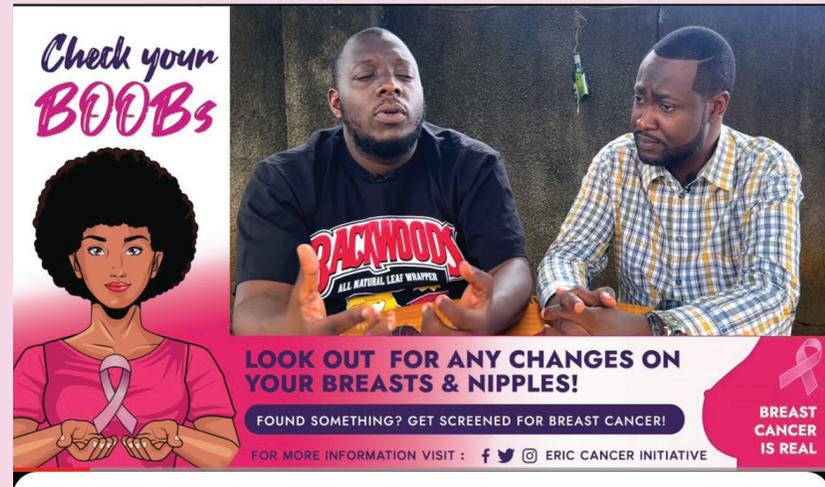
In this month of May, we have registered a growth of 24 new followers, 255 profile visits, 1840 interactions & 7490 impressions from 159 posts made across all platforms.



Partnership with Kasuku Live

The "Check Your Boobs" campaign, aimed at raising awareness about breast cancer, was successfully initiated through a strategic partnership with Kasuku Live, a daily online show on YouTube. Kasuku Live is hosted by Kasuku, a prominent Ugandan media influencer with extensive experience in radio and TV, known for his entertainment gossip and trending discussions.

Having identified Kasuku due to his influential presence in Ugandan media and personal experience with breast cancer, having lost his mother to the disease. We successfully engaged and reached out to Kasuku, who agreed to support our cause and champion the "Check Your Boobs" campaign on his platform as an ERIC ambassador.



Graphical overlays for the show were designed that is lower thirds, video advertisements and squeeze backs in Kasuku Live broadcasts, ensuring constant visibility of the campaign message throughout the show. These graphical overlays provide a persistent reminder of the importance of regular self-checks. These are strategically placed to capture the audience's attention without disrupting the flow of the show.



Press Conference with NMGU at daily monitor Namuwongo

In partnership with individuals from the National Media Group Uganda (NMGU), we had the opportunity to participate in a health press conference held at the Daily Monitor office in Namuwongo.



This event aimed to raise awareness for the upcoming Maama Wange health camp scheduled for 1st and 2nd June and to enhance the prominence of various partners of this event. Ruth Namubiru the projects manager and Shakira Kansii-me the communications manager represented the company and had an excellent experience, connecting and networking with other like-minded individuals and organizations in preparation for the upcoming breast cancer run.



ERIC In Events

The Childhood Cancer Color Run Event.

The Uganda Childhood Foundation with Uganda Cancer Institute arranged a childhood cancer run on May 19th, where two members of our team, Sharitah and Jesca (in the left picture above), represented us in this fundraising event. The aim was to raise funds for cancer care of the affected children. Through our participation to this cause, we have also managed to establish connections and foster a robust network of collaboration with other cancer organizations.



Breast Cancer Awareness Dance Vibes.

The C-Care Hospital and Afro Dance Vibes Coach (Happie from Nigeria), organized a breast cancer awareness outreach event at the French International school in Lugogo. Our team members actively participated, contributing to the fundraising efforts of the day.



A team of nurses from C-Care hospital after offering mammogram service to participants (LEFT), and a picture of ECI Staff with coach Happie from Nigeria after a dance work out

The fore mentioned experiences have equipped us with fundraising and mobilization skills while expanding our networks.

We believe these experiences are preparing us in the ongoing preparations of our own fundraising breast cancer run due in October 20th

UCS Uganda Cancer Society

Budgeting, Financial Planning and Legal Compliance

30th May, 2024

Join us on **ZOOM** Live from 11:00 to 12:30 pm

Meeting ID: 889 7304 1793
Passcode: 401685

Abago Jesca
Co-Presenter

Dhamuzungu Willy
Presenter

Abago Jesca in the picture-Finance manager at Eric Cancer Initiative.

Our finance manager participated in the Uganda Cancer Society monthly skill up program as a co-presenter.

This experience was truly remarkable for our team member and served as a significant exposure

Conclusion

The impact of empowering 5,218 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. Together we can create a world where women and girls can thrive, and where legacy of 5,218 individuals can inspire generations to come.

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.

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



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