

# ERIC CANCER INITIATIVE

UGANDA



September 2024



# A SEPTEMBER TO REMEMBER

It's a September to remember here 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.

### THE BREAST CANCER RUN PRESS CONFERENCE.



***September 2024 will be noted in memory as a milestone month, thanks to the resounding success of the Breast Cancer Run press conference that was aimed at officially launching the Breast Cancer Run. On September 19th, Kampala Serena Hall played host to this groundbreaking event, proudly sponsored by Nation Media Group.***



At the heart of this inspiring initiative lies a vital mission: to establish a breast cancer screening van equipped with mammography facilities. This mobile unit will bridge the healthcare gap, providing affordable early screening services to disadvantaged women, ensuring equal access to life-saving care.

***The event reached a broad audience via 8 radio stations and 7 television networks, including a live broadcast on Kasuku Live YouTube channel. The widespread media coverage helped build momentum for us especially in the central and eastern***



## ERIC CELEBRATES:

While using our **40%- 20%-40% model** which guides our interventions in the communities of Uganda, ***Eric Cancer Initiative has impacted 10,007 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 50,916 empowered individuals, these are triumphs over breast cancer, and countless lives forever changed.***



# ERIC IMPACT ASSESSMENT:

While using our **40%- 20%-40% model** which guides our interventions in the communities of Uganda, ***Eric Cancer Initiative has impacted 10,007 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 50,916 empowered individuals, these are triumphs over breast cancer, and countless lives forever changed.***

## INTENTIONAL COMMUNITY OUTREACHES

### MARKET OUTREACHES.

With our breast cancer awareness efforts, we successfully engaged **1,674 individuals at Hajat Mulubya and Kajubi markets in Kalerwe, Kawempe division on the 27th of september.** Our team's strategic outreach, in partnership with market leaders, ensured broad participation. In addition, our amazing nutritional challenge strategy sparked lively competition among trainees, with winners receiving breast cancer awareness run vests. While obstacles arose, the session's impact was undeniable – fostering a culture of awareness and early detection within the community.



### HEALTH CENTERS.

Our breast cancer awareness initiative has achieved remarkable synergy by partnering with health centers across various locations. This strategic collaboration enables us to reach women accessing healthcare services, including antenatal care, Young Child Clinics, Sexual Reproductive Health services, and general medical care.

***This month, our team successfully delivered breast cancer awareness services in 8 health centers.*** Special thanks to the management of Kyampisi, Namayiba, Lungujja and Aua central division police health center for their ongoing support towards this cause.





## WORSHIP CENTERS.

As part of our comprehensive outreach efforts, we extended breast cancer awareness training to faith-based communities. **We partnered with 6 churches and 1 mosque, recognizing the significant role these institutions play in shaping community awareness and behaviors.** These included sessions at Good news church, Oasis church, Streams of life and Masjid Hadija in Mukono.



## VILLAGE ENGAGEMENTS

We also extended our breast cancer awareness efforts beyond healthcare settings, engaging with local communities through various informal gatherings. These included saloons, home gatherings, and savings groups, where we connected with people in comfortable, familiar environments

## SCHOOL OUTREACHES

We engaged a couple of schools with our outreach program, empowering girls in reproductive ages to be informed and speak up when the breast communicates something different from normal.



## ENROLLMENT OF VILLAGE HEALTH TEAM (VHTS)

To ensure sustainability and community engagement, we've empowered Village Health Team (VHT) members as volunteer trainers. This strategic approach allows us to tap into local knowledge and connections, fostering a strong sense of shared responsibility and support. In Kabembe Parish, Kyampisi Sub-County, 19 VHTs were trained, and in Kyabalongo Parish, Nakisunga Sub-County, This initiative has equipped local ambassadors to share vital breast cancer awareness information within their communities.



# SOCIAL MEDIA ENGAGEMENT:

This September, we registered 92 new followers across all platforms, with X being the top contributor, bringing in 50 new followers. Our overall reach included; 29,050 impressions across platforms, 3,460 video views on YouTube and TikTok and 5 direct messages (DMs) inquiring about breast cancer awareness and signs.

## OUR STORIES OF IMPACT. ( ONGOING FOLLOW UP CASE SCENARIOS. )



vee

@asio80

209 following · 168 followers

Sep 8, 7:45 PM

hello i hv alump in my Brest i don't know how to go about it please help

Sep 9, 1:32 PM

Sep 19, 9:32 AM

good morning Eric

i did the Biopsy I don't know how to send you the results

am so scared 🙏🙏🙏🙏

Sep 20, 4:04 PM

i met dr makumbi on Wednesday and there is a swelling in my Brest that is Cancerous 🙏

its called carcinoma

Sep 20, 4:19 PM

it's stage 4 and its 4 centimeters ...dr sent me for another test after the biopsy which will come in 2 week's time i wasn't advised on any hospital

### 1. @ASIO80

A notable interaction this month involved a TikTok DM from @asio80, who reached out with concerns about a lump in her breast. ***Through the guidance of our social media manager, she was encouraged to seek medical attention. Unfortunately, she was diagnosed with Stage IV breast cancer.*** Despite the difficult news, @asio80 expressed her gratitude for the support and counseling she received from the Eric Cancer Initiative. We remain in contact with her as she undergoes further tests and ensure she's supported through treatment.

### 2. TARSISIA (REAL NAME HELD)

***Tarsisia a 19-year-old married housewife and mother of one from Kalebera A, credits ERIC's breast cancer awareness training for saving her life. During a return demonstration session, she discovered a small, painless lump in her right breast while breastfeeding her toddler.*** Overcome with gratitude and emotion, She revealed that without ERIC's guidance, she wouldn't have known how to perform a breast self-examination or identified the lump.

Her experience highlights the critical impact of ERIC's community-driven initiatives in empowering young women to prioritize their breast health.

### 3. JACKIE (REAL NAME HELD)

***Meet Jackie, a 22-year-old married mother of one from Kalebera.B village, Kabembe parish. Juliet's journey with breast health began when she discovered a lump in her right breast near the nipple, which she noted was painless and unchanged in size.***



Despite a clean family history of cancer, Her's concerns were initially dismissed due to breastfeeding, and subsequent pregnancy prevented her from seeking further medical attention. Fortunately, *our breast cancer awareness initiative reached Juliet, empowering her with knowledge on early detection. Inspired, she shared her story, highlighting the critical need for vigilant self-examination and timely medical review.* Her experience serves as a poignant reminder of the importance of prioritizing breast health, especially among young women.



## UPCOMING INITIATIVES: THE BREAST CANCER RUN PROGRESS

Officially launched the Breast Cancer Run at a press conference event. This was a massive media exposure where our online presence saw a significant boost, as we trended on X (formerly Twitter) under #BreastCancerRun2024.



**Stories For You**

**Breast Cancer Run 2024 to Fund Screening Van**  
7 hours ago · Health

**IShowSpeed's Bali Adventures**  
2 hours ago · Celebrity

**Uganda trends**

#FreakyWeekend  
1,088 posts  
1 · Trending

#ThePresidencyUg  
2 · Trending

#MyAirtelApp  
1,478 posts  
3 · Trending

#BreastCancerRun2024  
4 · Trending

*The hashtag #BreastCancerRun2024 trended at number 4 in Uganda and number 1 in health-related discussions on X, driving conversations and engagement. Instagram messages were buzzing with inquiries, including an offer from **Dr. Agnes Kyomuhangi, president of the Uganda Association of Sonography, to provide free ultrasound scans at the event. We are so great full to Dr Agnes for this overwhelming support granted.***

**Aggie Kaj**  
kaggie5 · Instagram  
SEP 27 AT 4:22 PM

Hello sir/madam,

I hope that you are doing well. I am Dr Agnes Kyomuhangi. I am a radiologist by profession and the president of UGASON (Uganda Association Of Sonography), an umbrella body for all ultrasound practitioners in Uganda. We recently learnt about your upcoming breast cancer run on 20th/Oct/2024. We, as an association, would like to partner with you by providing free ultrasound services like breast ultrasound scans to the participants that will be interested in having breast examinations on the day of the run.

Please let us know if it is feasible and how best we can support the cause. We eagerly await your response.

## TEAM MATOOKE ENGAGEMENT



Our team participated in the Matooke Runners' monthly run, where we promoted the Breast Cancer Run at the Entebbe Cricket Oval. We got the opportunity to make vest sales for the upcoming Breast cancer Run. This interaction further amplified our reach and created more awareness about the upcoming event and happiness in families.



Secured different sale points for the run vests which are being sold at 30,000 UGX each via our Flexi Pay code 273051 and Airtel merchant code 4372394 platforms.



**Conclusion :**  
***The impact of empowering 10,007 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.***

***Our sincere appreciation goes out to our sponsors for the upcoming Breast Cancer Run and founders and donors at 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.***

***Looking forward to the Pink October!***