

ERIC CANCER INITIATIVE

UGANDA



August 2024

Word from our Program Coordinator

Empowering You, Empowering Health.

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.

Even this month, we are thrilled to share our progress in illuminating the path to breast cancer awareness, a journey marked by dedication, collaboration, and community engagement. This month, our devoted team of experts enlightened 6,004 individuals, empowering men and women of reproductive age, through interactive and immersive educational sessions. These sessions, carefully crafted diverse learning styles aimed at empowering participants with comprehensive knowledge on breast cancer, its risk factors, symptoms, and the vital importance of breast self-examinations for early detection.

Our outreach efforts have registered incredible results while using our 40%-20%-40% model which guides our interventions in the communities of Uganda. This month we have therefore reached 52 communities, uncovering 15 physical and online cases that underscored the significance of our mission. By imparting vital knowledge and fostering a culture of awareness, we have created an effect that extends beyond the individual, impacting families, communities, and society at large.

Our unwavering commitment to arming communities with the knowledge and tools necessary for effective breast health management has culminated in empowering 40,909 individuals to date, a testament to our collective efforts.



This newsletter outlines diverse activities and represents the collective determination of our team, volunteers, and partners whose relentless pursuit has made meaningful contributions to the fight against breast cancer in Uganda.

ERIC Celebrates

ERIC receives Ayakaka Vat Doreen as the new staff for Northern Uganda. Congratulation dear and together we are reaching countless women in rural areas with early detection messages for breast cancer.



ERIC Educates

Through the efforts of the market Chairperson we successfully conducted a breast cancer awareness session on August 22, 2024, **which was attended by a total of 1,733 individuals.** In addition to the awareness session, we also conducted nutritional challenges with our trainees, while emphasizing the importance of nutrition in the fight against breast cancer.



The winners for the challenge were awarded our branded aprons as a reminder to always check their boobs. We are grateful for the overall positive response of participants, and this contributed significantly to raising awareness and engaging the community in early detection measures.



Kireka market outreach

On August 16, 2024, we conducted another successful outreach event at Kireka Market with the support of coordinators of the Eric Cancer Initiative. ***This training session was attended by 996 individuals from the market.*** As part of our norm, we as well organized a fruit challenge specifically for the women at the market. Participants were enthusiastic, and the winner was awarded a watermelon as a prize yielding to a successful and amazing event in the community.



Enrollment of Village Health Team (VHTs) Personnel as Volunteer Trainers

To make our initiatives sustainable and encourage community involvement, we've trained Village Health Team (VHT) members as volunteer trainers. In Ddundo Parish Mukono, we have collaborated with the VHTs at Buntaba CU Primary School, facilitated by their amazing chairperson. ***During the session, 19 of these were trained on breast cancer awareness—14 women and 5 men.***



These trained participants are expected to share the information within their communities. This month these have managed to train another 79 individuals within their communities.



Similarly, In Busega Central C Zone, Sandra our volunteer coordinator worked with 9 VHTs through the women's representative of Busega. All the participants received training on breast cancer awareness and are now qualified ambassadors to share this vital information within their communities. These local ambassadors are now leading breast cancer awareness efforts in their communities. By using their local knowledge and connections, they've helped spread our message effectively and built a strong sense of shared responsibility and support.

The HER Working Women monthly meet up.

We're excited to thank our partners, HER Working Women, for another successful event this month. On August 17th, we had the opportunity to speak with a group of career-focused women at Motiv Bugoloobi. During the event, we provided important information about breast cancer awareness identifying two lump cases.

We're proud to have been part of this important event and are eager to keep working with HER Working Women. Together, we're advancing breast cancer awareness and supporting women's growth both professionally and personally.



Health centers.

This initiative primarily involved Kyetume Health Centre and Livings Goods Clinic, both of which invited us to conduct additional training sessions. At Kyetume Health Centre, we focused on expanding the staff and the women who had visited the Young Child Clinic for immunization of their babies with knowledge and skills in breast cancer awareness.



Worship centers.

We also provided breast cancer awareness training to members of various churches and mosques. This included sessions at Revival Church, Glory of Christ Church, and Life Empowerment Church, as well as at Kabumbi Mosque and Masjid Hadija.



Village engagements

We also engaged with local communities through various settings such as saloons, home gatherings, and savings groups. These interactions allowed us to reach people in different environments and raise awareness about breast cancer effectively.



Social Media Engagement

Continuously, the organization's website updates were monitored and social media engagements managed daily throughout August ensuring a steady flow of breast cancer awareness content hence maintaining our online presence.

Throughout this month we have gained a total of 78 new followers across platforms, representing a 19.89% increase. We also experienced a significant increase in interactions (+79.07%), totaling 26,33k interactions majority of these coming from Facebook (60%) and Instagram (35%). TikTok has also showed significant growth in followers, with a 67.65% increase and we as well seen the most drastic growth in interactions on YouTube, rising by 218.18% implying that our content and breast cancer message is resonating well with viewers

FOLLOWERS

415 ↑

+78 (23.15%)

44%

34%

18%

4%

FACEBOOK

181 ↑

+22 (13.84%)

INSTAGRAM

142 ↑

+14 (10.94%)

TIKTOK

75 ↑

+37 (97.37%)

YOUTUBE

17 ↑

+5 (41.67%)

Check your Boobs Campaign Update



In our ongoing efforts to promote breast cancer awareness and educate the public, we have continued to emphasize the importance of regular self-breast examinations through our “Check Your Boobs” campaign.



We recently filmed two shows at Kasuku Live Studios in Najeera, where we publicly answered questions received through our direct messages and call-ins from previous episodes. These sessions provided an excellent platform to engage with our audience, address their concerns, and offer guidance on breast health.



The shows will be aired on the Kasuku Live YouTube platform and on our YouTube channel in the last week of this month and the first week of September. We look forward to reaching a wider audience and further spreading knowledge about breast cancer prevention and early detection.

Success Stories: Restoring Hope and Happiness for families.

1. Beth (not real name)

An 18-year-old lady residing in Kalagi Village and without children or a history of cancer, was identified with a lump in her right breast. She reported that the lump has remained the same size since it was first noticed.

Beth, initially visited Rubaga Hospital for a scan but was scheduled for surgery that did not take place because of the high costs required. She reports not being proactive about her breast health and after our empowerment session, she is willing to use the public hospitals to get operated and prevent the worst.

Aisha our coordinator continues to give her hope that screening is the best medicine to save lives and follow her up until she is supported for early detection.



More stories of clients who sought our services online and are currently being followed up:

1. J: She has been experiencing deep pain in her right breast for the past three months but has not found any lumps on self-examination. She was advised to seek medical attention where a mammography was done and a very small growing lump noticed. J awaits Lab results after testing the breast tissue for any cancerous cells. She is grateful for the life-saving advise given to her.
2. R: During a meeting with HER Working Women, R noticed a lump and was referred for a scan. She performed the scan where a lamp was noticed due to hormonal imbalance reasons as observed by the medical personnel. She is currently undergoing medical management and awaits continuous assessment reviews post management. She is thankful for the guidance to take charge of her breast health.
3. Client W: has painful symptoms in the left breast. Upon doing the investigations, they confirmed a mastitis. She is receiving management at Kisenyi Health Centre IV and grateful for the knowledge that led her to seek health support and take her breast communication seriously.

Upcoming Initiatives:

The Breast Cancer Run preparations are going on so well. We celebrate all our amazing sponsors; Fight Pink, Nation Media, Nakasero Primary School, HER Working Women, Uganda Cancer Society, Victoria Hospital for the support rendered so far.

This month efforts have been geared to content strategy to promote the breast cancer run. This entailed capturing pictures of confirmed participants using a selfie frame and sharing these on social media to boost event visibility. Additionally, breast cancer infographics were designed and shared, alongside "I will be there" videos.



Conclusion :

This has been an amazing month with many achievements and lessons grabbed, we therefore steadfastly push forward to the future with great persistence and commitment.

We are deeply grateful to our esteemed founders and partners at Early Recognition Is Critical. Their support has enabled us to create meaningful and beneficial impacts in the communities.

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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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