



Project PINK

Youth-led community
development service project
and Initiative on
Breast & Cervical Cancer
Awareness & FREE Screening



REPORT on Project PINK : Breast & Cervical Cancer
Awareness & FREE Screening that took place on Friday 24th January,
2014 in commemoration of Cervical Health Month and Grand
Commissioning of Project PINK @Old Parade Ground, Area 10, Abuja



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<http://www.youtube.com/watch?v=1rvH6MiKdE0>

About the Project

Project PINK is a community development service project on Breast & Cervical Cancer awareness and FREE screening. Project Pink is a bottom-top action-based project that is primarily focused on reducing the incidence of cancer in Nigeria championed by youths. We want every man and woman in Nigeria to be breast and cervical cancer aware, because when cancer affects a woman, the man and the family will be affected psychologically and otherwise. We are also passionate to inculcate the screenings and check-up to be a norm. Considering the relevance of early detection in cancer prevention and control, we do not only create awareness, we also collaborate and engage volunteer medical teams to provide free breast exam, free cervical cancer screenings (visual inspection with acetic acid-VIA) and free treatment of pre-cancerous lesions. As youths we want a cancer free generation!

Project PINK drew volunteer medical doctors, nurses, nutritionists, psychologists and other medical practitioners from NYSC, Marie Stopes Nigeria, Institute of Human Virology Nigeria (IHVN), MEDICAID Radio-Diagnostics, Health Improvement on Cancer Initiatives (HICI) and Nativity Roma Cancer Support Centre to provide basic training on the following:

- ☐ Breast Self-Examination (BSE)
- ☐ Lifestyle and Nutrition
- ☐ Stress Management
- ☐ Breast & Cervical Cancer signs, symptoms, risk factors and Prevention

Below is the statistics of women who benefitted from the free breast exam and cervical Screening:

- ☐ 231 women got free breast examination
- ☐ 36 women referred for ultrasound and mammogram
- ☐ 172 women got free cervical cancer screening
- ☐ 15 women were positive (that is, they were found with precancerous lesions that are abnormal), the women were referred for free treatment powered by the Institute of Human Virology Nigeria (IHVN).

Meet PROJECT PINK Team

Essentially, Project PINK started as a personal community development service project initiated by **Runcie C.W. Chidebe**; later joined by other passionate and social minded youths: **Iheanyi Onwubiko**, programme director; **Dr. Rukayya Nasir**, Head- Research and Clinical Services; **Joseph C. Osuigwe**, programme coordinator-Outreach/Operations; **Oluwabunmi Adejuwon Ruth**, Head, Screenings; **Ayangade O. Oluwaseun**, Programme coordinator-Strategy & Planning; **Adiamo Moshope-Secretary**; **Fatima Abba-Gana**- Head, Communications; **Jim Franklyn**, Head, Productions, **Dr. Agma Esther**, Programme Coordinator, Vaccination & Education; **Obinna Nwankwo**, Head, Logistics.

Our Passion: to reduce the incidence of cancer in Nigeria and use our youthful energy and creativity to touch the hard-to-reach, support, impact lives, and contribute to research and control.

Problem: Many people think cancer is a disease for the rich. Some women assume that breast and cervical cancer is an European phenomenon or a White woman's diseases; this is a huge misconception. We are passionate to help and contribute to research, prevention and control.

Our Previous Projects/Achievement

✓ **In September- PROJECT PINK: Breast & Cervical Cancer Awareness & FREE Screening @Public Health Centre, Kabusa, Abuja, on Saturday, 28th September, 2013.**

- ❑ One hundred and sixty five (165) women were trained on Breast Self Examination(BSE) and how to prevent breast & cervical cancer.
- ❑ One hundred and five (105) women got free Breast Examination by medical doctors and nurses.
- ❑ Nineteen (19) women needed mammography and Ultrasound. Since the women cannot afford the medical tests, an NGO- Nativity Roma Cancer Support Centre is currently giving support and care to the women.

✓ **In October: PROJECT PINK: Breast & Cervical Awareness on Friday 4th October, 2013, with Edith Cruz from Mexico and Harrison Uzodimma from AIESEC Enugu.**

- ❑ Over 100 corps members benefitted from that awareness.

✓ **In December 2013: PROJECT PINK: Support and Care.**

- ❑ In December, 2013, Project PINK helped a women who needed single mastectomy to raise fund for her surgery. We were able to help the woman to raise part of the money she needed for the surgery. Today, she is alive and taking care of her baby.

✓ **OUR RECENT PROJECT:**

In January, 2014- PROJECT PINK: Breast & Cervical Cancer Awareness & FREE Screening On January 24, 2014, Old Parade Ground, Area 10, Abuja; from 10am -5pm.

- ❑ **PRE-PROJECT:** The team were featured on Wazobia FM(twice), Brekete Family-Love FM, Nigeria Info FM (twice), Cool FM, on NTA AM Express and various social media and online platforms.

- ❑ **PROJECT:** Over 300 women and over 50 men were at the programme.

❖ Project PINK 2014 featured FREE Cervical Cancer (that is, visual inspection with acetic acid-VIA) to all women, FREE Breast examination, presentations on Cervical Cancer by Ms. Claire Anyanwu, a Nurse from Institute of Human Virology Nigeria (IHVN), presentations on Breast Cancer by Dr. David from Medicaid Radiology, free breast self-examination guide, free stickers and otherwise. It also featured the grand commissioning of Project PINK in commemoration of the World Cervical Health Month 2014 with all special dignitaries like the Representative of NYSC FCT Coordinator; Mrs Akoma, Zonal Inspector AMAC; Mrs. Stella Owan, NYSC-MDGS CDS group schedule officer, Hon. Dr. Mrs Grace Adogo, Coordinator, Society Against Prostitution & Child Labour in Nigeria(SAP-CLN), Victor Emeka Edeh, President MGDs Corps Member and others signing their signatures on the Project PINK banner to show their support to the end of cancer in Nigeria.

❖ The programme was well-organized as the screening were carried out by professionals, Mrs. Ronke Atamewalen and Dr. Kingsley Odogwu led the Marie Stopes Nigeria team to give free breast & cervical cancer screening; while Dr. Ijeoma Ozuruigbo, led the Health Improvement on Cancer Initiatives (HICI) team to also give free cervical cancer screening and Dr. David Uzochukwu, Abubakar Magaji and Adela Philo led the Medicaid Radio-Diagnostics team to provide free breast exam. While over 7 volunteer psychologists, nurses, medical doctors and corps members were on ground for pre-screening counseling and post-screening counseling.

❖ This programme was covered by NTA International, NTA News 24, NTA Channel 5, News Agency of Nigeria (NAN), TVC, Green Biro (online magazine), Toast Magazine, SundiataPost (Online Magazine), several blogspots, NYSC editorial and magazine and other media houses.

❖ Project Pink was supported by the following social minded organization in kind: Abeysteph Global Link Limited, Kemistry Business Solutions, Beauty Galaxy Limited, Spark Studios, Indomie Instant Noodles, Reeganz Bakery Limited, Bon Bread, Seven-Up Bottling Company Limited, 1st Impression Limited, Taakra Academy, and Drumstix.

- Please find below PhotoSPEAK



PRE-PROJECT Photo Speaks



Corps member Chidebe Runcie C.W. and Iheanyi Onwubiko at WAZOBIA FM Creating Awareness on Breast and Cervical Cancer with presenters- WILL WILL & YAKSMAN



Nigeria INFO FM



Cool FM

PROJECT Photo Speaks



Corps Member Runcie C.W. Chidebe, Project Initiator, making a presentation



Dr. Rukayya giving pre-screening counseling



Dr. Rukayya in a counseling session



Representative to NYSC FCT Coordinator commissioning Project PINK and signing th END CANCER banner.

SPARK STUDIOS



signing th END CANCER banner.



Group Photograph

SPARK STUDIOS



Women listening to presentations



Indomie Serving the women



Screening Tent from Marie Stopes Nigeria



Project Pink TEAM



Corps Member Runcie C.W. Chidebe responding to news reporters



Ms. Claire Anyanwu, Institute of Human Virology Nigeria making a presentation on Cervical Cancer

Vivian, Health Improvement on Cancer Initiative (HICI) explaining the screening processes



Marie Stopes Nigeria Screening tent

SPARK STUDIOS



Medicaid Radio-Diagnostics Screening tent

SPARK STUDIOS



Health Improvement on Cancer Initiative (HICI) Screening tent

SPARK STUDIOS

FINDINGS: Source: Self report, Interview, and Observation

- There is still a Stigma associated to cancer
- Breast and other forms of cancer is perceived as “rich” people’s diseases and “white people’s/European” disease.
- Breast Cancer is somewhat popular than Cervical Cancer
- Screening was perceived differently by some women. Taking off their clothes were difficult.
- Women need more information on cancer. Need for more awareness & screening.
- Post-Examination Counseling by Psychologists must be taken serious.
- Preventive Measures of Cancer & Screening should be the primal theme of awareness
- Screening gives women hope, some of the women were dancing after the screening; showering praises & blessing to me.

CHALLENGES

- Access/Availability of Cancer Organization
- No Willingness of the Cancer Organization to partner with corps members/youths, no willingness to go to rural areas, they prefer urban areas. Balance is necessary.
- Financial challenge: We have to use our personal allowances to run logistics and rentals for the projects.

FUTURE PROJECTS

- Screenings in Kuje, Mararaba, and Suleja.
- “Expensive Disease” an audio-visual documentary on breast and cervical cancer.
- Project Pink Support and Care for cancer patients.

Contact

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Previous Projects



Project PINK: a Breast & Cervical Cancer Awareness & Free Screening for women at Public Health Centre, Kabusa, Abuja. 165 women were trained BSE, 105 were screened, and 19 are currently receiving additional clinical attention.

SUPPORTED BY: NTA, Medicaid Radiol Diagnostic, Nativity Roma Cancer Support Centre, Kemistry Business Solutions, Drive Creative Limited, Beauty Galaxy, Fandap Water, Venida Water, Esodod Pharmacy, Keecee Pharmacy & Reeganz Bakery.



Women Listening to a Presentation on Breast Cancer



Dr. Oyinloye, from MEDICAID Radio-Diagnostics Speaking on Cancer



PHC, Kabusa, Abuja



Project Initiator responding to NTA



Breast Screening



Cross-section of Special Guests and Speakers



Women leader of Kabusa responding to NTA



Corps Members during the Breast & Cervical Cancer Awareness



Mrs Owan, NYSC MDGs Schedule Officer and Edith from Mexico during the Breast & Cervical Cancer Awareness/Sensitization



Corps Member Chidebe, Edith from Mexico and other Corps member



Mrs Owan, Corps Member Chidebe, Edith from Mexico and other Corps member

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Health Improvement on Cancer Initiative (HICI)
A Registered Non-Governmental Organization
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...NEXT

OUR NEXT Project...

Public Presentation of
BREAST & CERVICAL CANCER
Audio-Visual Documentary titled:

“Expensive Disease”

The War I Fought With Myself...

Expensive Diseases is a non-fictional and real life audio-visual documentary on two inspiring women who were diagnosed of cancer. One of the women survived, while the other died of the expensive disease.

A true life story! Real people sharing their experiences with the expensive disease.



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