

ERIC CANCER INITIATIVE

UGANDA



June 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

Maama Wange health Camp.

In partnership with the National Media Group Uganda, a highly successful health camp was organized, offering free reproductive healthcare services to women in the communities of Kampala. Held over two days on June 1st and 2nd, this camp provided a platform for various exhibitors to showcase their services to the attendees, thereby enhancing both our visibility and the reach of our service provision.

During the event, we provided complimentary breast cancer awareness and screening services to 1,234 women. This initiative was met with an overwhelmingly positive response, underscoring the critical need for such services in the community. The event was an incredible opportunity for our dedicated team to engage directly with a large number of women, ensuring they received the essential healthcare and information they required.





The hard work and commitment displayed by our team were truly commendable, as they tirelessly worked to address the needs of the vast population that attended. This collaborative effort not only strengthened our community presence but also reinforced our commitment to improving women's health through awareness, early detection, and prevention of breast cancer.



Since then, we have received calls from women seeking help after doing breast self-exams and others referring their friends to benefit from our services. Thankful for the organizers that opened this space to us.



Eric Cancer Initiative in Kenya

We are delighted to announce the successful establishment of our company in Kenya, marking a significant milestone achieved on June 8th. Our Programs Manager Ruth Namubiru together with the Communications Officer Shakirah Kansiime represented the Uganda Chapter in the launch of Eric Cancer Initiative Kenya.



This expansion represents our dedicated efforts and commitment to extending our impact beyond borders. The process involved collaborating with the freesbee team in Kenya (Kisumu). Our team leader plays on one of the teams and together with the committee agreed to allow the launch of ERIC Kenya before the start of the tournament. We look forward to

capitalizing on our presence in Kenya to broaden our reach, enhance service delivery, and strengthen our contribution to the community and economy at large.



ERIC Celebrates

While using our 40%- 20%-40% model which guides our interventions in the communities of Uganda,

THE 40-20-40 MODEL

Eric Cancer Initiative has impacted 5,565 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 28,724 empowered individuals, these are triumphs over breast cancer, and countless lives forever changed.

ERIC Impact assessment:

Market Outreaches

Striving to reach all women despite various challenges, our continuous efforts to provide services directly at their workplaces have yielded outstanding results. Now, women can access our services and gain crucial knowledge even while attending to their work or other activities, such as reaching their vegetable stalls.



This initiative has yielded great success, from witnessing women with signs and symptoms, to getting breast cancer survivors we found in these markets, artificial breasts from UCS after facing a lot of stigma with having one breast. These have appreciated our services and are encouraging other workmates in different markets to call and appreciate our services.

School Outreaches

We have undertaken available initiatives to reach schools across different regions of Uganda. Our goal is to educate and empower young girls on how to detect breast lumps through self-examination. By bringing this essential knowledge directly to them, we aim to ensure that these young women are well-informed and proactive about their health. This is shifting lifestyle adjustments early for a healthier future for these upcoming generation of women.



The HER Working Women monthly meet up.

We are delighted to celebrate our esteemed partners, HER Working Women, for yet another successful meet-up this month.

On June 15th, we had the pleasure of engaging with a remarkable group of career-oriented women at Motiv Bugoloobi. This event provided an excellent platform for these women to connect, network, and foster their personal and professional growth and wellbeing.



During the meet-up, we delivered vital breast cancer awareness information, complemented by an interactive question and answer session. The engagement and participation from the attendees were exceptional, contributing to the overall success of the event. We are proud of the positive impact these sessions have on our community, as they not only spread essential health information but also strengthen the bonds among women striving for empowerment and mutual support.

Trainer of trainees (TOT) outreaches.

This initiative continues to empower and equip village health team (VHTs) coordinators to serve as ambassadors of change by propelling the breast cancer awareness message to more women in their respective village communities. We engage women directly at the village level, ensuring they are equally sensitized and taught the breast self-exam screening for early detection of breast cancer. This ongoing effort is made possible through the support of local council leadership which identifies the village health teams to work with, who effectively mobilize their communities for further breast cancer training sessions. *This is our sustainable way of leaving no woman behind even with limited full time human resource at ECI.*



SUCCESS STORIES OUR STORIES OF IMPACT



In the photo below is a 19-year-old mother of one from Kalagi, a Muslim who currently lives apart from her husband.

During one of our breast cancer awareness sessions, we identified multiple lumps in her breasts accompanied by pus discharge. She was initially referred to Mukono Hospital, which subsequently referred her to Naguru Hospital for a Fine Needle Aspiration Cytology test. She was assisted by Eric Cancer Initiative to perform these tests, fortunately, the test results came back negative for breast cancer.

She was overwhelmingly excited and grateful, experiencing immense relief from the fear of having contracted breast cancer. This life was saved due to early detection!

Another mother was encountered during a Trainer of trainees' outreach for Village Health Teams (VHTs) in Mpunge, where she expressed concern about her daughter's (In the photo below) recurring breast lumps. She shared that her daughter first developed a lump while in Senior 4, which was removed at Mukono Hospital. Two years later, another lump was detected in the same breast, and medical help was sought again.

However, at the university level, her daughter discovered two more lumps in her right breast, causing significant worry for both her and her mother, who feared her daughter might have breast cancer.

We engaged her daughter and together with ECI team coordinator revisited Mukono Hospital, where we were referred to Naguru Hospital for a Fine Needle Aspiration Cytology (FNAC) test. The results were astonishingly negative for cancer, prompting the mother to loudly express her awe and relief at the miraculous outcome for her dear child.



Ongoing Follow up case Scenarios

We are currently following up with this client (details withheld) who was on herbal treatment and counselled to take a breast screen up which was done with help of ECI team.

She is undergoing counselling as we await for diagnosis results for further intervention to save her life.

Additionally, two students from Godmark High School and one from Kitintale Progressive School were found to have breast lumps during our recent screenings.

These cases have been referred to the respective school administrations for further follow-up through the school nurses (our contact persons) who is engaging with



Social Media Management

A Breast Cancer Awareness session on Kasuku Live Show



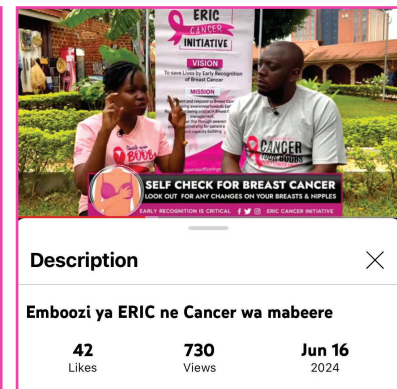
Earlier last month Eric Cancer Initiative signed up to partner with Kasuku Live Show which has been instrumental in raising breast cancer awareness through its comprehensive media campaign.

The campaign leverages various graphical overlays, such as lower thirds, video advertisements, and squeeze backs, ensuring the constant visibility of the campaign message throughout the show.

This approach has significantly amplified the reach of the message across multiple platforms.

Reach and Engagement:

- YouTube: The campaign has garnered over 500,000 views.
- TikTok: The campaign has achieved 40,000 scrolls of short video clip cutaways from over 20 video segments.



In addition to the graphical overlays, on June 16th, a dedicated segment on breast cancer awareness was featured on the show.

This segment included a detailed interview focusing on breast cancer training, where we registered the following engagement Metrics;

- Views: 730,
- Likes: 42 and
- WhatsApp Call-ins: 5 calls from both women and men seeking help after noticing signs of breast cancer in themselves or their family members.

Additionally, a gentleman named Hannington, a Ugandan residing in Australia, reached out to us after the show for assistance regarding his mother's breast health in Kyegegwa, Uganda. She was exhibiting concerning symptoms that had alarmed the family. We are maintaining close communication with Hannington to ensure thorough follow-up and accurate diagnosis for his mother.

Expansion to YouTube: We have launched a YouTube channel, expanding our social media presence to four platforms. This addition will allow us to share more comprehensive and dynamic content, further engaging our audience and raising awareness about our initiatives.

Upcoming Initiatives:

The Breast Cancer Run progress

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 5,565 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.