

# ERIC CANCER INITIATIVE

UGANDA



March 2024

As we aim to end breast cancer cases in the world, Eric Cancer Initiative has continued to reach out to the disadvantaged communities in Uganda by meeting groups of women and men who are at risk of breast cancer and sharing cancer literacy information, teaching the breast self-exam technique and encouraging follow-ups for clinical interventions to save lives.

## THE 40-20-40 MODEL

We have registered incredible results while using our 40%- 20%-40% model which guides our interventions in the communities.

This report 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.

### ERIC Celebrates

*An overall impact of 6,190 individuals trained for this month. These have been empowered with vital information and have signed up as ambassadors of breast cancer awareness.* These have joined in the fight against the disease by learning about signs and symptoms of breast cancer, the self-breast exam technique for early recognition of breast cancer and have agreed to adjust their lifestyles as a means of prevention.

This impact was realized from the Central (Kampala, Wakiso and Mukono) and Northern (Gulu) parts of Uganda. We appreciate all leaders of institutions, schools, market places, savings entities and gatherings of worship who have opened their doors to allow our services reach their people and thereby promoting health for all. Early Recognition is the only hope we have for cancer prevention.





## Community awareness outreaches:

### ***Eric Cancer Initiative in partnership with Federation of Motorsports Uganda***

Focusing on women's engagement in the sports world and empowering participation, the Federation of Motorsports Uganda organized an outreach to train and enroll women on the different motor sports games in Busiika sporting ground on the International Women's Day. Games involved motor riding and curtting. The president madam Noelah Blick invited Eric Cancer Initiative team to partner in boosting healthy life styles and promoting good nutrition for women as we fight breast cancer prevalence. The day therefore began with a fitness session followed by a nutritional talk, riding and crowning it with breast cancer awareness talk. This served a strategic initiative for our team to adopt and promote a healthier lifestyle to individuals we train.



*A group of women (left) in a fitness session by coach Ritah and a member of ERIC team conducting a breast cancer awareness session later in the day (right)*

## School outreaches:

We managed to engage different schools from our regions of influence (Mukono, Gulu and Wakiso). We appreciate the school leadership teams that have continuously opened their offices to receive the much needed service that we teach their students. Our staff team is being celebrated by these students through calls, physical visits to appreciate the knowledge shared with a feel of both self-empowerment and for their loved ones. This in return is a big motivator for our team to carry on with the move.



*A student once exclaimed to Jovia our Mukono coordinator; “hallo Musawo, you are my hero today, thank you for equipping us with this free knowledge, God bless you!” this was really heart melting to her and a push to proudly deliver with love and care.*



# Market outreaches:

It was always challenging reaching the busy and working woman, the team therefore agreed to find this woman right where she is working from and getting her to appreciate the importance of our services as early recognition is critical for both employed and non-employed women. This has boosted our reach and grew the number of women trained with the much needed information.



Other women were reached through meeting them in places of worship (churches and mosques) saving groups on agreed days, organized focus groups by village health teams and one on ones.



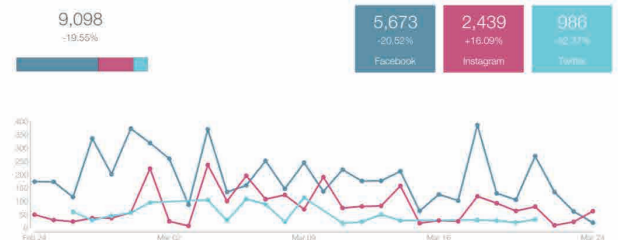
*In the picture is Susan our Gulu staff training market vendors on breast cancer signs and symptoms)*



## Social Media Management

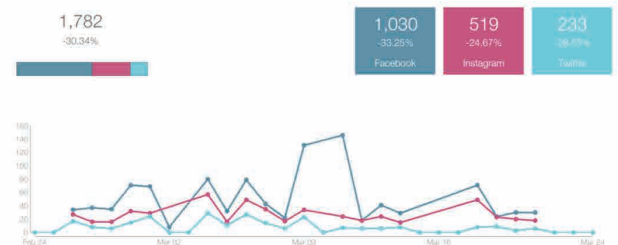
**Presently, our social media impact analysis reveals 45% growth - 201 followers, 1782 post interactions, and 9098 impressions across platforms, indicating a positive trend in our online presence and engagement in the month of March.**

Impressions  
Eric Cancer Initiative



Feb 24 - Mar 24

Post interactions  
Eric Cancer Initiative



Feb 24 - Mar 24

# Outstanding event: International Women's Day Event

We celebrated Women's Day with the vibrant community of Mukono Market, nestled in the Kame Valley. It was an enriching experience as we seized the opportunity to raise awareness about breast cancer, providing vital information on signs and symptoms and teaching the self-breast examination technique among a sizable gathering.



*Both women to the tune of 392 and men to the tune of 135 actively engaged throughout the sessions, giving us a total of 527 individuals participating. Their involvement, coupled with their insightful questions, greatly contributed to the success of the event. It was heartening to witness such a proactive response from the community.*

Among the activities we organized, **we identified two cases of women displaying symptoms indicative of breast cancer.** Betty (not real name), a 20-year-old mother of one, reported a lump and mild pain, while Cathy (not real name), 27 years old and a mother of two, exhibited wounds on her breast accompanied by pus, pain, and discharge. We are currently in the process of following up with them to ensure they get appropriate diagnostic care hence saving lives.



Additionally, as a token of appreciation for the active participation of the women in various challenges, such as the water and fruit challenges, we awarded aprons to the winners. Furthermore, we honored the leadership of the market by presenting certificates to the chairperson and the councilors of the market. Their support and cooperation have been invaluable in facilitating our outreach efforts and fostering a sense of community engagement.



# SUCCESS STORIES RESTORING HOPE AND HAPPINESS FOR FAMILIES

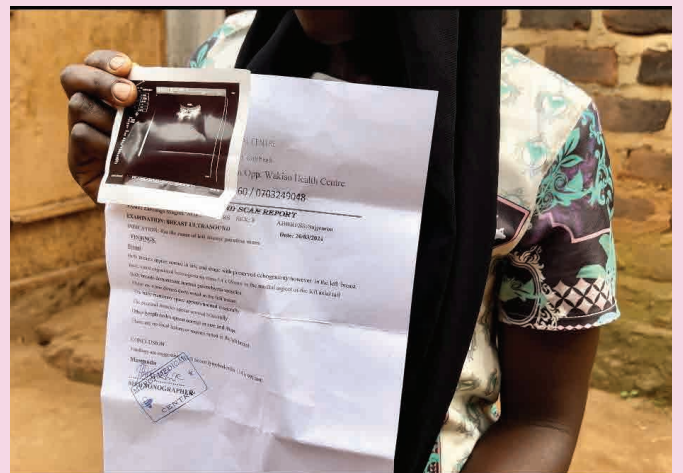
## Patience's story

Patience a 28-year-old female resides in Wakiso and married with two children. *She approached our Wakiso leader, Sharitah, with concerns regarding a lump she discovered in her left breast. Upon palpation, the presence of the lump was confirmed, prompting further investigations. We then opted for a breast scan to ensure a thorough diagnosis.*

Thankfully, the results of the breast scan revealed no indication of cancer, but rather confirmed lymphadenitis. *This news brought great relief to Patience as news for cancer is always associated with fear. She expressed her deep gratitude to the Eric Cancer Initiative team for their prompt and invaluable intervention during her distressing time.*

*The above success stories explain the importance of timely detection, breast self-exam tool and interventions to rule out breast cancer. This also shows the relevance and the critical role played by initiatives like Eric Cancer Initiative in providing support and assistance to individuals facing health challenges.*

Together we are restoring hope and happiness in families.



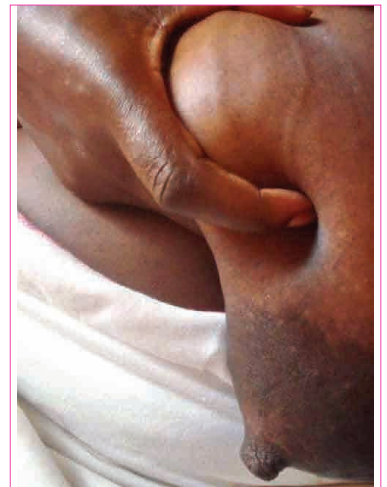
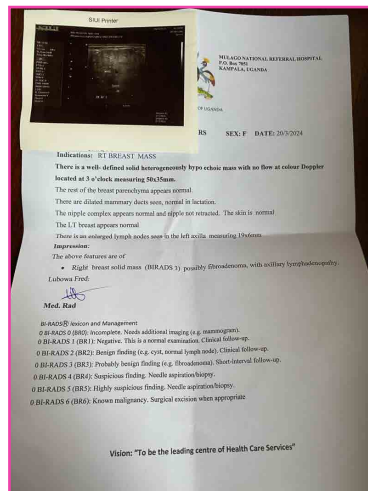
## Emily's story

Emily (not real name), a 27-year-old mother of two children aged 5 years and 6 month. Though a nursing mother she recently separated from her husband due to gender based violence. She is currently staying with her parents and has no family history of breast cancer or any other type of cancer. Her menstrual cycle began at the age of 15 and typically lasts for 5 days.

Following previous history of feeling for a lump during Emily's self-breast examination as taught to her during one of the breast cancer awareness trainings held by the ERIC Uganda team, this forced us to follow up with her for diagnostic screening.

On Wednesday, March 20th, 2024, Emily escorted by our staff team member was taken to Kawempe Referral Hospital for a breast scan and treatment. Subsequently, she was referred to Mulago National Referral Hospital for further evaluation. The scan revealed a well-defined solid mass measuring 50\*35mm in her right breast, with the rest of the breast tissue appearing normal. The physician prescribed medication and advised a follow-up visit after two weeks of completing the treatment regimen.

Despite Emily's initial worries about the possibility of breast cancer, the diagnosis thankfully confirmed that it was not cancerous. She is currently undergoing treatment and making positive progress with a daily expression of gratitude to ERIC team for running to her rescue.





# birthday Celebrations

*3 of our Staff, (Jovia, Shakira and Suzan) who had their birthdays in this month.*

*We know birthdays mean alot in a person's life and because they are alive we get to experience their incredible skill and energy they bring to the team at the workplace.*



## Upcoming Initiatives:

Excited for the World Health Day on 7th April as we embark on a journey to raise health worker ambassadors for creating awareness on breast cancer in Iganga(Eastern Uganda) at Iganga School of Nursing and Midwifery. These interface with patients a lot and through health educations talks that they provide we can have a greater mileage for this awareness gospel.

## Conclusion :

John C Maxwell a leadership coach says "What you don't measure doesn't grow." We experienced incredible growth in our impact from 673 in January as the year started to 6,190 in March bringing us to 10,454 for the entire quarter one. This indicates determination, commitment shown by the ERIC team to maneuver through the work challenges and reach out to women in need of the breast cancer awareness session. With this effort, we can dream together to kick breast cancer out of our Country through early detection and adjustments of lifestyles.

Our sincere appreciation goes out to our founders who make it possible for us to serve in these communities and team unstoppable who get the work done.

**Cheers to a fruitful second quarter of the year 2024.**