

# ERIC CANCER INITIATIVE

UGANDA



Seasonal  
Greetings from  
ERIC Uganda  
Family!

December 2023

# THE 40-20-40 MODEL

As we reflect on the month of December, ERIC Cancer Initiative Limited remains steadfast in its commitment to combating breast cancer through education, early detection, and comprehensive support. The 40-20-40 model continues to guide our efforts, emphasizing the importance of awareness, timely screening, and ongoing care. In this report, we outline the diverse activities and initiatives undertaken by our dedicated team, highlighting the impact on

communities, advancements in social media engagement, collaborations with key stakeholders, and personalized support services. Our relentless pursuit of the mission is fueled by the collective determination of our team, volunteers, and partners, as we strive to make meaningful contributions to the fight against breast cancer.

## Community Outreach

Day in and day out, ERIC Cancer Initiative team from regions across Central (Wakiso and Mukono) and Northern (Gulu) Uganda has demonstrated remarkable resilience in overcoming challenges and dedication to exceeding expectations.

***Successfully engaging with 16 local communities, through outreach programs.***



*Our team has empowered **201 FEMALES** in this month with essential breast cancer preventive skills, early detection signs and equipped with the self-breast examination tool. This brings the total impact to **15,188 PARTICIPANTS TRAINED** to date.*



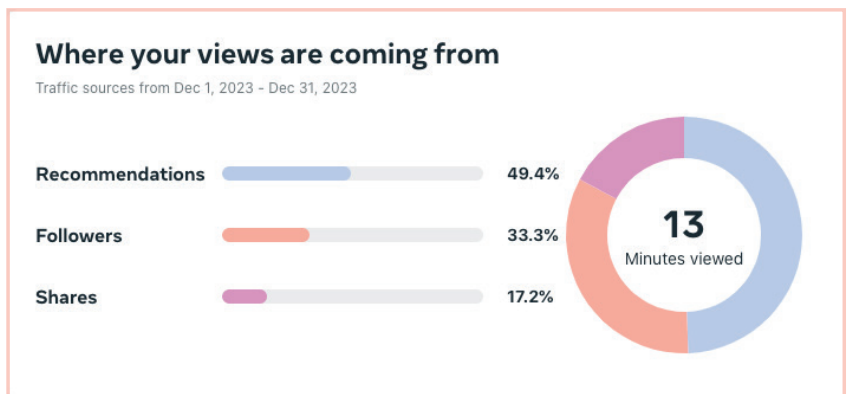
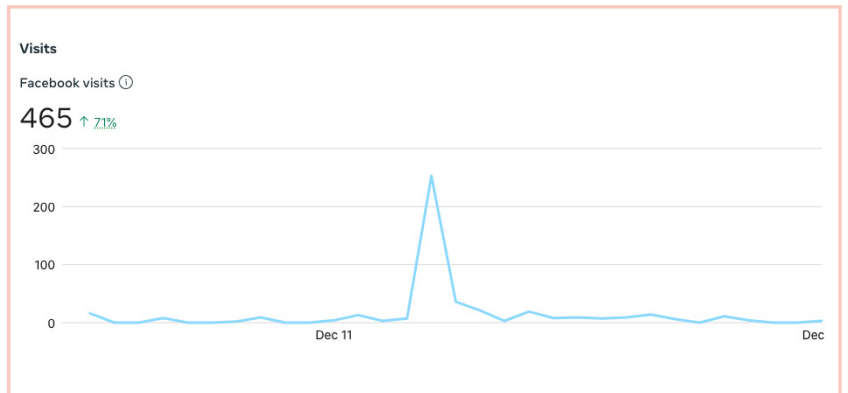
*Notably, each encountered community displayed positive reception and gratitude for the knowledge acquired, reinforcing our daily motivation to traverse every community with love and care for our nation Uganda.*





This session was highly successful, resulting in every team member subscribing to all our current channels, including Facebook, Twitter, and Instagram.

**Presently, our social media impact analysis reveals 65% growth - 121 followers, 1009 profile visits, 4 message conversions, and 3946 impressions across platforms, indicating a positive trend in our online presence and engagement.**



# Social Media Management

Identifying a gap in social media utilization within our team, Shakira Kansime, our social media manager, conducted a session on 12/16/2023, emphasizing the impact of social media and fostering an appreciation for its role in our growth.



# Collaborations



The Uganda cancer society with support from the commonwealth foundation organized a national cancer symposium on December 7, 2023, themed “driving change together: adopting the National Cancer Control Plan,” held at the imperial royal Hotel, Gardenia Hall.

Being part of this umbrella, Eric Cancer Initiative was therefore invited where we had our programs manager participate.



*The conference was very resourceful as different contact persons were encountered and new preventive strategies established to increase our growth spaces.*



## Support Services



Nabasazi Mary is a Uganda woman aged 35 years, staying in a two room rented house in Kasengejje Wakiso where she also owns a vegetable store in the market to earn a living. Mary is a single mother of 4 and reported that she had noticed a swelling on her right breast for seven years then and had never visited a hospital for a checkup since it was painless. She added she was never bothered to visit a hospital because the swelling did not present with any discomfort. However, Mary has been experiencing a little pain around the swelling with or without pressing the breast. For the last four months which worried her by the time of our teams encounter, she was planning to seek medical attention. She strongly hoped and prayed that we would intervene.

*Mary's contacts were then received, consent obtained and a referral system established for a continuum of care and closely in touch with our Wakiso team.*

## End of year celebration for the team

On the 17th of December 2023, our team at CAFE Delish celebrated a sense of love and unity by organizing a small gathering. The event unfolded as an opportunity for team building, fostering stronger connections among colleagues. Amidst the warm ambiance of CAFE Delish, team members indulged in a delicious meal, savoring both the delights and the joyous atmosphere. Furthermore, the spirit of generosity and appreciation thrived during a gift-sharing session, where tokens of gratitude were exchanged. This gathering not only served as a moment of relaxation but also reinforced the bonds that contribute to a collaborative and motivated team environment.



## ***Upcoming initiatives.***

**Collaborative Research Projects: Effectiveness of Community Outreach Programs:** We plan to partner with academic institutions and public health experts to evaluate the effectiveness of ERIC Cancer Initiative's community outreach programs. The research will focus on assessing knowledge retention, behavior change, and the long-term impact of awareness campaigns in the communities we serve.

## ***Challenges and Opportunities***

### ***Opportunities:***

Recognizing the importance of strategic partnerships, we aim to seize opportunities for collaboration that will facilitate our expansion into remote areas. Enhancing our online presence is another avenue we are exploring to maximize outreach, while tailoring educational materials to diverse audiences stands as an opportunity to dispel misinformation effectively.

### ***Challenges***

Despite our proactive approach, challenges persist, including the difficulty of reaching remote communities due to unpredictable weather conditions. Overcoming cultural and leadership barriers remains an ongoing effort, as does addressing prevalent misinformation and myths about breast cancer within the communities we serve.

**Eric Cancer Initiative** expresses deep gratitude to our team, volunteers, and supporters for their unwavering commitment to our mission during the month of December.

As we move forward, our dedication to early detection, support, and awareness remains unyielding.

With the invaluable support of our stakeholders, we are confident in our ability to create a future, free from the burdens of breast cancer. Together, we stand strong against the challenges, ready to embrace opportunities, and eager to make a lasting difference.

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