

# ERIC CANCER INITIATIVE

UGANDA



February 2024

FEATURED EVENT : WORLD CANCER DAY OUTREACH



In the strive 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.

*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.

# Community Outreaches

There is a saying that goes by, “Hard work pays”. We can proudly say that this is our testimony at ERIC Cancer Initiative Uganda this month. With the team’s dedication to train about breast cancer awareness in the different communities of Uganda, *we reached 2,918 trainees and this has brought us to a total of 3,591 trainees since beginning of the year 2024 to date.*





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. Having these people empowered with breast cancer awareness information, early detection signs, and equipped with the breast self-exam technique, means we are ensuring a cancer free world and restoration of happiness to families. Thank you our regional coordinators for giving your all to this life changing cause!





## ABSA Bank engagement

It is a mystery how we mistake the cooperate women to be aware of certain things. We couldn't help but realize that this group of women also needs the breast cancer awareness information after our engagement with the bank women at ABSA bank Lugogo on 14th Feb. These appreciated our services and 2 women witnessed how they had been suffering with breast lumps, their manager had also lost a brother to intestinal cancer and she emphasized that awareness is key for early recognition in order to save lives. She cautioned her staff to take the training seriously as we took them through the breast self-exam technique.



## Public awareness outreaches

We further engaged the public with awareness training using community radios, we got a slot to make a breast cancer awareness advert on Beat FM / Capital FM where we reached 1000's of listeners and actually had some call in to ask questions during prime hours as people head home. We hope to continue with these as this gives us more visibility in the communities and get us more training opportunities.



## Her Working Women workshop

Through Her Working Women, an organization empowering independent business women, we had the opportunity, thanks to Madam Natalie, to sensitize and screen 50 women at Motive Bugoloobi in Uganda. We realized that 2 women had signs of breast itching and a lump, others had low information on the topic of discussion. These were referred for diagnostic interventions.





## Outstanding event: World Cancer Day Event



*On February 4th, 2024, Eric Cancer Initiative joined the entire world to participate in the world cancer day campaign themed ; “Close the Care Gap”.*

*We hosted a noteworthy event in the Old Taxi Park of Kampala, Uganda, which reached hundreds of people with breast cancer awareness information and the breast self-examination technique was taught a screening tool for early detection to save lives.*

Following WCD goal, which was to advocate for equal access to healthcare, echoing the powerful message: “Where I live will not determine what care I get”, we embarked on the journey to find the women where they were and taught them on breast cancer.



*Collaborating with the authorities, we strategically placed the breast self-exam stickers in taxis, mini buses and bikes, along with the distribution of informative flyers to the audience, aimed to maximize outreach. Unveiling a notable knowledge gap within our communities, we encountered prevalent misconceptions and fears surrounding cancer. Men, in particular, expressed queries about various types of cancers, revealing a desire for knowledge but a lack of awareness regarding available resources.*



*We celebrate the media houses (NTV & KTV) that worked alongside us to capture the event and made sure our message was sent to the multitudes of people and policy makers that watched the evening news that day as we emphasized the need to close the care gap. It is indeed everyone’s right to be aware of preventive information for cancer in our country.*



## Collaborations:

We are excited to have a sonographer on board as a volunteer to help us enrich our screening outreaches by providing breast scans at subsidized costs for women in hard to reach areas. This is a big push for us and we cannot wait to save lives with Joan Namakula as she shares her skill to save lives through early recognition.



We participated in the Sukuma dance fundraising activity organized by Uganda Cancer Society where ***we raised funds towards acquiring artificial breasts for breast cancer survivors that had undergone total or partial mastectomy.*** Being part of the team that is restoring hope and confidence to these women who are ambassadors of hope that breast cancer can be cured has meant everything and enriched our partnership with Uganda Cancer Society.

We received an invite to attend a business dinner organized by HER Working Women ***which opened up a great opportunity for us to extend our message of breast cancer awareness to listeners of Buddu FM this coming month.***



### Success corner:

#### Recommendation letter granted

We are in the process of registering our company as an NGO in Uganda to fully enable us operate without hindrances and limitations but as well help us qualify for hectic grant proposals.

One of the much needed requirements was a recommendation letter from the district where our offices are operational. ***After submission of our file out of the 7 organizations that submitted that day, we merged out one of the 4 organizations which were approved with signed recommendation letters.***

What a great Success!



## Administrative Changes:

One writer said, what you cannot measure can never be realized. This resonated in our minds as we sought to have a monitoring and evaluation officer who will be double playing as a finance officer added to the team to help us quantify and assess our impact with efforts to bring down numbers of breast cancer reported in the country.



**Welcome on board Abago Jessica, with her on the team intended results are inevitable.**

## Upcoming Initiatives:

Excited for the Women's day market outreach, it's going to be big as we reach out to market vendors in Mukono market with breast cancer awareness trainings and distribution of branded aprons to these women with early recognition is critical message.

Extending our services to the eastern part of Uganda and other communities as we close the knowledge gap.

## Challenges and Opportunities:

### Challenges:

Despite our proactive approach, challenges persist, including the penetration of political hierarchies in the community, high expectations for monetary resources during training, and overcoming cultural and leadership barriers. Addressing prevalent misinformation and myths about breast cancer within the communities we serve remains an ongoing effort.

### Opportunities:

Having a reliable public awareness strategy has increased our visibility and by the time we get to communities they have heard a thing or two about our organization and services offered.

### Conclusion :

This has been a great month; we've registered incredible numbers and dared to reach new communities with our services. Excited to double our reach in the next month and witness Eric Cancer Initiative grow into new spheres of influence.

We extend our sincere appreciation 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 month.*

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