

ERIC CANCER INITIATIVE

UGANDA



Greetings from
ERIC Uganda
Family!

January 2024

As we ponder the events of January, ERIC Cancer Initiative Limited remains unwavering in its commitment to combat breast cancer through education, early detection by self-breast exam, and emphasizing follow up support while using its 40- 20-40 model.

THE 40-20-40 MODEL

This report outlines diverse activities and initiatives by our dedicated team, showcasing the impact on communities, advancements in social media engagement, collaborations with key stakeholders, and personalized support services. The collective determination of our team, volunteers, and partners drives our relentless pursuit of making meaningful contributions to the fight against breast cancer.

ADMINISTRATIVE CHANGES

On January 10, 2024, one of our own team member Namubiru Ruth assumed the role of Projects Manager for Eric Cancer Initiative, injecting a wealth of knowledge, exemplary skills and fostering high expectations for organizational progress. With her appointment, we anticipate a dynamic leadership that will propel our initiatives forward, ensuring a strategic and impactful approach towards our goal of contributing to the reduction of breast cancer through awareness creation. We celebrate you Ruth upon your promotion.



Employee Recognition & Appreciation Awards





Community Outreaches

We are delighted by the resilience of the ERIC Cancer Initiative team across Central (Wakiso and Mukono) and Northern (Gulu) Uganda. They demonstrated remarkable dedication in overcoming challenges and exceeding expectations in engaging with 19 local communities inclusive of institutions, market places, savings entities and gatherings of worship.



Through various leaders and outreach programs, ***the team has successfully empowered 561 females this month*** with breast cancer awareness information, early detection signs, and equipped them with the self-breast examination technique. Positive reception and gratitude from each community reinforce our daily motivation to traverse every community with love and care for our communities hence closing the inequity gap.



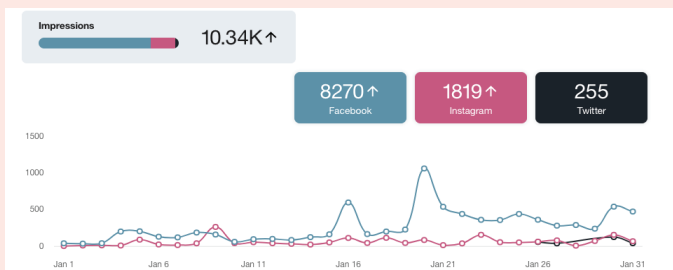
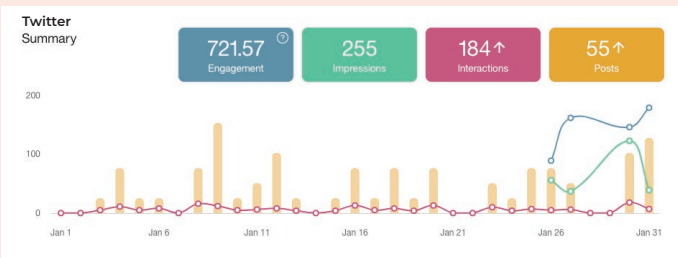
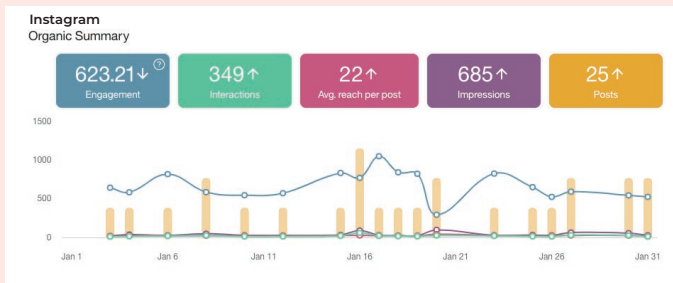
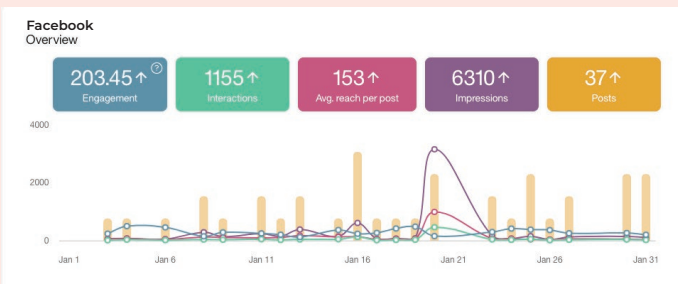
To keep up to date on all ERIC Cancer Initiative Uganda happenings, follow us on social media



@EricCancerInitiative

Social Media Engagement:

With repeated training from our social media specialist, the team is steadily progressing in mindset change. Every team member now subscribes to and routinely follows all platforms, including Facebook, Twitter, and Instagram. **As per the month of January, our social media impact analysis reveals 105% growth - 21 new followers, 1,966 interactions, 103,400 impressions from 130 posts across platforms, indicating a tremendous reach online.**



Capacity Building

We managed to introduce physical meetings every Monday, where Eric Cancer Initiative staff team gets to have weekly trainings on matters that influence our work and expected results. A noteworthy session transpired on January 21 2024 at our offices in Mukono centering on assessing strategies for community outreaches to create more impact with our work. The team was highly motivated and empowered to do more with the new outreach strategies.



EMPLOYEE FAREWELL

We are said goodbye to our ass. projects coordinator, Wakiso District, Mable Namugga. We celebrated her dedication, passion, and efficiency she exhibited in educating communities in Wakiso district.



SUPPORT SERVICES

During our follow up strategy this month of checking in on women that presented with signs and symptoms during our community outreaches, six individuals were found to be benign cases. These were advised to continue with monthly routine self-breast exam and report to the attached hospitals for review to encourage early detection.

CASE SCENARIO

Betty (not real name) is a 24 year old lady who resides in a village called Kikubankima in Mukono district. Her highest level of education was ordinary level, and works as a hair - dresser. Betty's parents are both still alive, however, she is uncertain of her family's history regarding breast cancer. She does not have a history of familial diseases such as diabetes and had her menarche (start of monthly periods) at the age of 12 and is not currently using any family planning methods.

During one of our community outreaches in December last year, the trainees were instructed to perform a return demonstration of Self-Breast Exam.

As Betty palpated, she discovered a foul smelling discharge flowing



from her breast. On dialogue, she had experienced on and off mild pains for 3 months which she did not really pick concern about.

Our team referred her to Mukono general hospital where she received medical intervention and we have been following up with the women's representative of her community to assess progress and wellbeing . Upon our follow up visit earlier this year 2024, we found Betty in a good condition and cautious of her breast health every month.

Betty warmly appreciated and expressed gratitude to ERIC team for visiting her community as it was the only way she managed to discover her illness on time.

We are glad that the awareness service rendered to our communities is boosting health, empowering communities and creating live and healthy individuals hence happy families.

Collaborations:

We are delighted to have taken part in the launch of skill up program an initiative under the Uganda Cancer Society aimed at empowering different organizations that subscribe to it. Our team member took part and this continuous capacity building program will be happening every last Thursday of the month.

We are excited to share in a space that grows our teams' potential and in long run lead to organizational growth and stability.

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:

Enhancing our online presence is another avenue we are exploring to maximize outreach. Tailoring educational materials to diverse audiences stands as an opportunity to stand formation effectively.

Upcoming Initiatives:

Collaborative Research Projects:

We plan to partner with academic institutions and public health experts to evaluate the effectiveness of Eric Cancer Initiative's community outreach programs through an impact assessment in covered villages of Katosi and Mpoma and a needs assessment survey for Gulu and Wakiso analyzing the need for a systematic community entry process and district inception meetings.

Event:



WORLD CANCER DAY

ERIC CANCER INITIATIVE

JOIN THE FIGHT AGAINST CANCER

CLOSE THE CARE GAP

Join us as we create awareness about breast cancer on world Cancer day at

**11am to 2pm
4th FEB 2024**

**OLD TAXI PARK
Burton St, Kampala**

ERIC Cancer Initiative extends heartfelt appreciation to our dedicated team, invaluable volunteers and steadfast partners for their commitment and tireless efforts in the ongoing battle against breast cancer. This collective contribution is significantly fostering positive change and making a meaningful impact on the lives of those affected by this challenging health issue.

**Direct all inquiries to,
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