



Pakistan has the highest rate of breast cancer in whole of Asia with every 9th woman at high risk of getting breast cancer at some point in her life. Prevalence of breast cancer is the maximum amongst all the cancers in Pakistan i.e. 38.5%. Every year 40,000 women are killed with breast cancer in Pakistan and approximately 90,000 new cases are diagnosed, however the number of unreported cases is expected to be much more.

Unfortunately lots of cultural and social taboos along with myths and misconceptions are associated with breast cancer contributing to high mortality rates as most of the women report at stage III and IV, thus reducing the chances of survival. On the other hand, the total spending on health sector is dismally low i.e. 3.58% of the total government expenditure. The available human resource in health sector in Pakistan is also quite low as it shows a ratio of 1,127 persons per doctor and the ratio of female doctors especially surgeons, radiologists and oncologists is even less.

Societal and cultural mores combined with poor access to rural healthcare for females limit the access to the information available on breast cancer and discourage both public and private discussion, advice, early discovery, and treatment among women.

Good news is that breast cancer can be detected and cured at a very early stage! So it is important to focus on prevention rather than cure since the survival rate of breast cancer increases to more than 90% if diagnosed early.

Therefore, creating widespread awareness is the principal goal of the Pink Ribbon Pakistan and our mission is to become a Centre of Excellence for Breast Care Information.

Pink Ribbon Pakistan is a non-funded, self-sustained campaign, mostly supported by different government departments as strategic partners, contributions through public philanthropy and driven by a large number of volunteers all over the country.

Pink Ribbon Pakistan has been able to successfully reach out to over 1,050,000 women and 350,000 female students, just in last 4 years, empowering them with knowledge and techniques to detect breast cancer at an early stage. We have also provided free clinical examination to 29,000 symptomatic patients through expert doctors and free mammogram screening to over 3,700 high risk women. But what stands out the most in all of our achievements is the fact that there has been a 30% increase in patient turn-up at Breast Cancer Clinics nationwide since Pink Ribbon first started in Pakistan.

Pink Ribbon aims to raise awareness about:

- *the dangerously high level of incidence of breast cancer in our country*
- *the disease is curable and need not be made fatal*
- *the disease can be detected early even by simple self-diagnosis*
- *the life after cancer is worth living*

However, the gravity of the situation still requires more focused and systematic approaches to address the issue of increasing incidence of breast cancer in the country. The realization that breast cancer can be cured serves as a hope for reduced mortality rate associated with it in the days to come and Pink Ribbon Pakistan aims to disseminate this hope to the maximum number of women in the shortest possible time.

PINK PROGRAMS

Advisory Services

One of the major reasons of high mortality with breast cancer in Pakistan is the low female literacy rate and lack of preventive health awareness among the masses. Women and their families are not aware of the concept of early detection and at the same time they have very less information about the symptoms, diagnosis, treatment methods and health facilities available.

Pink Ribbon provides advisory services that bring convenience for people who seek basic information about medical assistance to complex details of breast cancer. These services are available through phone, email, website, self-explanatory easy to understand bilingual literature on prevention and early detection of breast cancer and referral information for treatment and healthcare providers.

Community Outreach Program

Pink Ribbon strategically takes advantage of already established women groups and community based organizations to increase its outreach. Workshops and community based awareness drives are carried out on regular basis with the support of these networks in order to expand the outreach to the far flung areas and get the message across.



Furthermore, there are 100,000 Lady Health Workers (LHWs) working in almost every part of Pakistan and providing primary healthcare facilities to the community. One LHW is responsible for 1,000 houses, with a direct access to the urban as well as rural community. They are best suited for the breast cancer awareness at the grass-roots. Due to the efforts of Pink Ribbon Pakistan a chapter about breast self-examination has been added into the training manual of the LHWs so that they can educate, diagnose the disease and refer new cases to tertiary care hospitals at an early stage.

Youth Awareness Program

Recent trends have shown that young girls are also very likely to be hit by breast cancer in Pakistan but due to prevailing misconceptions no one ever suspects this deadly disease in a young girl. Therefore, Pink Ribbon has been running Youth Awareness Program in collaboration with Higher Education Commission (HEC) since 2012. Through this program, young women are informed about early detection methods, who resultantly also prove to be influencers for their mothers and other women in their families to remain health conscious and get regular check-ups. The program has already been rolled out nationwide benefiting thousands of girls.



National Screening Program

Pink Ribbon Pakistan launched the first ever Breast Cancer Mobile Mammogram Clinic in collaboration with INMOL Cancer Hospital in 2009. The mobile unit, for 3 years, reached out to the poorest of the poor women for free screening services at their doorsteps saving thousands of precious lives.



Pink Ribbon Pakistan also ran a free breast screening program in 12 cities with the collaboration of 14 partner hospitals for 2 years. The objective of the program was to serve the needy women and provide them free services of clinical-examination, ultra sound, mammography and also assistance for further treatment if required.

Pink Ribbon Pakistan is planning to extend this program in more cities by joining hands with other healthcare providers.

Survivors Program – The Pink Angels

Survivors play an integral part in the breast cancer program as they are the source of inspiration in every patient's life especially when going through this throbbing journey. Survivorship network does not only bring psychological support but also the personal experiences of survivors bring hope and lower the fear of the patients for treatment.

The scope of the Pink Ribbon Survivors Program includes:

- Social and emotional support
- Link survivors with patients as role models
- Provide culturally specific educational materials to patients and their families
- Conduct one-to-one sessions with patients to learn how they are coping with cancer in everyday life and provide required counseling and care to patients and families.

Pink Illumination

Iconic building of WAPDA House, which also symbolizes light, turned Pink to spread the Pink light of hope for breast cancer sufferers.



Public-Social-Private Partnership

Pink Ribbon Pakistan works on the ideology of Public-Social-Private Partnership (PsPP) where the government and social sector together help each other to form a structure to enhance development strategies and cooperate on social interventions for the benefit of public at large. Pink Ribbon is fortunate to have partnerships with the following public sector organizations:

- Federal Ministry of National Health Services, Regulation and Coordination
- Federal Ministry of Science and Technology through Pakistan Science Foundation
- Utility Stores Corporation of Pakistan
- Higher Education Commission
- Department of Health, Government of Balochistan
- Department of Women Development and Social Welfare, Government of Punjab
- Department of Women Development, Government of Sindh

Pakistan Post issues 500,000 special commemorative stamps to support Pink Ribbon



Pink Ribbon Diagnostic and Treatment Center

Based on our comprehensive experience of working on breast cancer in Pakistan since 2004, and analyzing the dire need of preventive health services, Pink Ribbon Pakistan plans to launch its first Diagnostic & Treatment Centre which will include:

- **State of the art diagnostic and treatment facilities** equipped with latest technology and highly trained technicians and doctors for an early diagnosis of breast cancer.
- **Training institute** to train personnel like health workers, nurses, technicians, doctors, etc. with the latest techniques and procedures required to provide quality healthcare to patients.
- **Counseling services** to help patients and families explore how to cope with emotions such as fear, anxiety and grief; and challenges such as communication issues, isolation and adjusting to changes in family dynamics.
- **Research center** to investigate the prevalence, high risk factors and trends of early/late detection, etc.
- **Quality Assurance and Certification** in collaboration with Pakistan National Accreditation Council (PNAC) to comply with best practices to a network of other diagnostic centers nationwide to insure quality diagnosis for breast cancer patients.
- **Mobile Mammogram Bus** to reach out to the poorest of the poor women in rural areas.



How you can help?

Pink Ribbon Pakistan is a volunteer driven initiative purely running on the public philanthropy of Pakistanis. Support Pink Ribbon through your donations and help us build Pakistan's first dedicated Breast Cancer Diagnostic Center.

Your donation will get Tax credit (section 61 of the Income Tax Ordinance, 2001) as we are tax exempted by Federal Board of Revenue (FBR) under section 2(36) of the Income Tax Ordinance, 2001, read with rule 212 & 220 of the Income Tax Rules, 2002 through circular no. 676 dated 15.08.2011.

**TOGETHER
WE CAN DEFEAT
BREAST CANCER**

With our struggle and your donations,
we can defeat Breast Cancer and save beautiful lives.

BECAUSE LIFE IS PRECIOUS.

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Donations can be made through our partner banks, MCB Mobile Banking, SMS on short code '8099' for Mobilink customers or directly at the Pink Ribbon Office.

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