



Shifa
International
Hospitals Ltd.



کیونکہ ہر گلی زندگی
خوبصورت بناتی ہے

**A Mother, Daughter,
Wife & Sister;
Woman in each Role
Makes Life Beautiful**

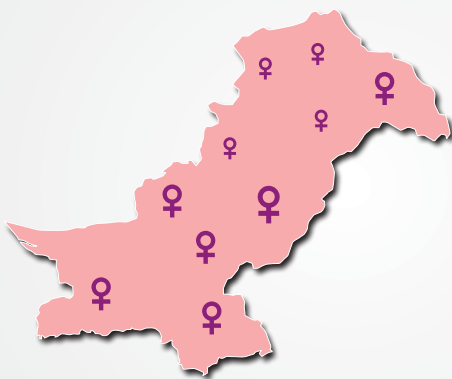
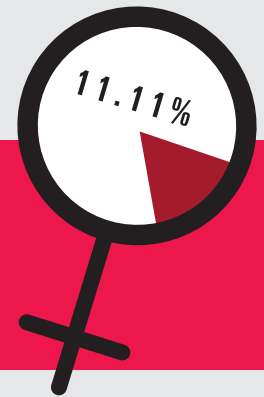
**BREAST CANCER
A MAJOR HEALTH RISK TO PAKISTANI WOMEN**

WHO GETS IT?



PREVALENCE OF BREAST CANCER IN PAKISTAN

1 out of every **9** Pakistani Women is likely to suffer from Breast Cancer at any point of time in their lives



Pakistan has the highest incidence of **Breast Cancer** than any other Asian Country

Approx 90,000 new cases are reported annually and over 40,000 women die due to this disease

Source:
Journal of Pakistan
Medical Association

THE EXPRESS
TRIBUNE

BREAST CANCER KILLS 40,000 WOMEN EVERY YEAR IN PAKISTAN

FOUNDED BY QUATRO-LAZAM MOHAMMAD ALI JINNAH
DAWN

PAKISTAN LEADS WITH HIGHEST BREAST CANCER PREVALENCE RATE IN ASIA



Major Risk Factors

- Age
- Gender
- Breast Cancer History in Family
- Lifestyle & Environmental Factors

Breast Cancer Screening/ Detection Methods

Breast Self-Examination

Age 20 Years & Above

Regular Breast Self-Examination at home

Clinical Breast Exam (CBE)

Age (20 - 39) Years

Clinical Breast Exam (CBE) by a Physician or a Nurse once every three years

Age 40 Years & Above

Women should have CBE Exam once a year

Breast Ultrasound

Below 40 Years

Recommended by a Physician and generally performed for Women under the age of 40. (Sometimes prescribed in combination with Mammography)

Mammogram

40 Years & Above

Women must have a yearly Mammography Screening as a walk-in patient.

Below 40 Years

Normally after advice of a Physician

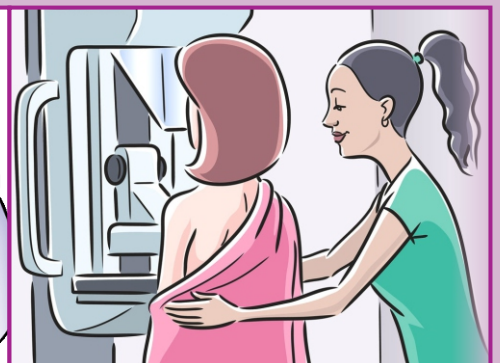
Other Interventions



Education on Breast Self-Exam



Awareness Lectures on Prevention & Early Detection



Regular Screening Camps (CBE, Mammography etc)

What Have We Done so far?

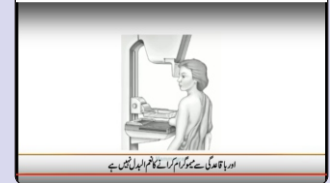
Content Development for Awareness

A

3D Animated video clip for guidelines on Breast Self-Examination

www.shifa.com.pk/bcancer/videos

www.shifa.com.pk/breast-cancer/videos/



B

Breast Cancer Awareness Talk shows on Radio & Web
Dr. Saira Hassan (Consultant Oncologist)

www.shifa.com.pk/bcancer/videos



C

Publication Materials:
Breast Cancer Awareness Booklet
(Pictorial Guide for Self - Breast Exam)

www.shifa.com.pk/files/Breast-Self-Exam.pdf



D

Radio & T.V Ads:
Awareness messages by famous T.V & Radio Artists;
Layla Zuberi & Kanwal Naseer

<https://vimeo.com/216965579>



BREAST CANCER Awareness Activities

Super Girl Volunteering Program (Creating a Chain of Awareness)

- Enrolled **500 plus** Female University students (Quaid-e-Azam University, Bahria University, FAST National University, COMSATS and Fatima Jinnah Women University)
- Provided Breast Cancer Awareness material and general orientation on the disease to the volunteers. Each volunteer further managed to spread breast cancer awareness to **10 women in her family and social circle**



Door to Door Distribution of Breast Cancer Information Packs (100,000 households)

- Distributed Breast Cancer Educational packs to **100,000 plus** households in Rawalpindi and Islamabad (Self-Breast Exam Guide, General Awareness Material, etc.)

Utilization of Mass Media for Public Awareness:

Radio: (outreach to 400,000 plus listeners)

Breast Cancer & Mammography awareness Radio spots on 5 Radio Stations (FM 100, FM 101, FM 99, FM 107.4, FM 106.2, FM 87); reaching out to **400,000 plus** listeners in Rawalpindi, Islamabad, and surrounding areas



Cable T.V: (outreach to 100,000 plus viewers)

Breast Cancer & Mammography awareness TVCs on local Cable T.V media (Islamabad & Rawalpindi)



Newspapers: (outreach to 200,000 plus readers)

Newspaper awareness messages in local newspapers circulated in Islamabad, Rawalpindi, and surrounding areas (Daily The News, Daily Dawn, Daily Jang, etc.)

Public Awareness Forums: (outreach to 40,000 individuals)

Awareness Roadshows, Healthcare Camps, & Lectures by engaging women at public places, shopping malls, community groups, retail outlets, corporate sector (banks, telecom, oil & gas, etc.) and by arranging patient engagement activities at the premises of Shifa International Hospital.



Social Media: Outreach to **100,000 plus** Facebook users

Mobile Messaging & Telemarketing: Awareness SMS & Telephone calls to **500,000 plus** females

What can We Further Achieve with your collaboration

Geographical Area: Shifa Int. Hospital would like to collaborate with your organization for any Breast Cancer Awareness activity conducted for the female communities based in Islamabad, Rawalpindi & peripheries

What Can We Do?

- Developing Breast Cancer Awareness Material (Publications, Video & Multimedia content, etc.)
- Arranging Awareness Lectures for the female audience referred by you
- Conducting the free Clinical Breast Exams for selected female groups referred by you (by involving Breast Cancer Educators)
- Subsidized Mammography screenings (80%) for the Women identified and referred by you

Cost Structure: (Mammography Screenings)

	80% Part (by Shifa)	20% part (by the Patient or a 3 rd Party Payer)	Total Procedure Price
a) Unilateral Mammography	PKR 2,480	PKR 620	PKR 3,100
b) Bilateral Mammography	PKR 4,080	PKR 1,020	PKR 5,100

We look forward to have your valued inputs & suggestions for further collaboration towards mass Breast Cancer Awareness.