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

BREAST CANCER
A MAJOR HEALTH RISK TO PAKISTANI WOMEN
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

Major Risk Factors:
- Age
- Gender
- Breast Cancer History in Family
- Lifestyle & Environmental Factors
## Breast Cancer Screening/ Detection Methods

<table>
<thead>
<tr>
<th>Method</th>
<th>Age Group</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast Self-Examination</td>
<td>Age 20 Years &amp; Above</td>
<td>Regular Breast Self-Examination at home</td>
</tr>
<tr>
<td>Clinical Breast Exam (CBE)</td>
<td>Age (20 - 39) Years</td>
<td>Clinical Breast Exam (CBE) by a Physician or a Nurse once every three years</td>
</tr>
<tr>
<td></td>
<td>Age 40 Years &amp; Above</td>
<td>Women should have CBE Exam once a year</td>
</tr>
<tr>
<td>Breast Ultrasound</td>
<td>Below 40 Years</td>
<td>Recommended by a Physician and generally performed for Women under the age of 40. (Sometimes prescribed in combination with Mammography)</td>
</tr>
<tr>
<td>Mammogram</td>
<td>40 Years &amp; Above</td>
<td>Women must have a yearly Mammography Screening as a walk-in patient.</td>
</tr>
<tr>
<td></td>
<td>Below 40 Years</td>
<td>Normally after advice of a Physician</td>
</tr>
</tbody>
</table>

### 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

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)

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
**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)**

<table>
<thead>
<tr>
<th></th>
<th>80% Part (by Shifa)</th>
<th>20% part (by the Patient or a 3rd Party Payer)</th>
<th>Total Procedure Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Unilateral</td>
<td>PKR 2,480</td>
<td>PKR 620</td>
<td>PKR 3,100</td>
</tr>
<tr>
<td>Mammography</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Bilateral</td>
<td>PKR 4,080</td>
<td>PKR 1,020</td>
<td>PKR 5,100</td>
</tr>
<tr>
<td>Mammography</td>
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We look forward to have your valued inputs & suggestions for further collaboration towards mass Breast Cancer Awareness.