Project PINKBLUE
WORLD CANCER DAY
2015 REPORT

NIGERIA Jump & Beat It,
Cancer is “NOT BEYOND US”

Health & Psychological Trust Centre (HPTC)
www.projectpinkblue.org
Do you know that malignancies survive better in an un-exercised body? Everyone needs a HEALTHY LIFESTYLE, so, exercise...Walk, Race, Skate & Cycling against...
Do you need to be affected by a problem before you can be part of the solution? Do you need to have a personal encounter with CANCER before you can support the FIGHT against CANCER, such as: cancer awareness, support people battling with cancer, fund free screening, fund cancer treatment, partner with us, and be part of our growing network of volunteers?

We strongly believe that until people ACT to change what doesn’t affect them personally and directly but affects millions of people in their community; then they are not craving to truly be the change they want to see in Nigeria, Africa and globally. William Wilberforce led the movement to abolish slave trade even when he was an English man, born to a wealthy merchant and not affected - directly or indirectly - by slave trade.

We strongly believe that great people are those who see the painful states of their fellow citizens, pathetic conditions of the system and traumatizing situations and take a step to change it; even when it does not directly or indirectly affect them.

Health is everyone’s business, and we all have to be committed to saving lives.

It is with great pleasure that I present the 2015 World Cancer Day Report organized by ProjectPINKBLUE in collaboration with the Federal Ministry of Health Nigeria and Global Shapers Community Abuja Hub.

Project PINK BLUE World Cancer Day 2015 Report which is set out here, seek to inform you on our two amazing projects:

(1.) The Commemoration/Benefit Event on 4th February, 2015; was a platform for Nigerian cancer survivors to share their experiences and for stakeholders to share knowledge, experiences and what is needed to continue the fight against cancer in Nigeria. An ace Nollywood celebrity and former national president of Actors Guild of Nigeria, Mr. EJIKE ASIEGBU was at the event and shared a touching story that changed the fabrics of the event.

(2.) The Walk, Race & Cycling against Cancer on 7th February, 2015, was led by Project PINK BLUE's Goodwill Ambassador, SWAT DUNIYA, NigerianInfo FM OAP and Nigeria’s newest mega super star KOREDE BELLO of Don Jazzy's Mavin Record. As celebrities they joined the advocacy and helped to raise awareness, during and after the event.

We wish to thank everyone that donated to us, the board members, our partners, supporters, friends, and well-wishers. You all made it happen and showed the WORLD that cancer is #NotBeyondUs.

Take your time, READ & SHARE

Sincerely,
Runcie C.W. Chidebe
Executive Director,
Project PINKBLUE - Health & Psychological Trust Centre,
February, 2015.
We are ProjectPINKBLUE - Health & Psychological Trust Centre (CAC/IT/NO 73960) defined by dynamic change agents engaged in creating awareness, providing free cancer screening, supporting people battling with cancer, mobilizing volunteers for medical missions to poor, rural and hard-to-reach communities with the aim to reduce the incidence of cancer and phase-out late/advance diagnosis of cancer in Nigeria. We are passionate about changing the way people think about cancer in Nigeria, as we are driven by the fanatic passion to contribute to the change we want to see in Nigeria’s healthcare sector!

Project PINKBLUE is the winner of the noble and prestigious CIVICUS Nelson Mandela-Graca Machel Innovation Award, International Civil Society Week, Johannesburg, South Africa; Winner, Global Shapers Community Abuja I AM BOLD Award, Semi-Finalist in the Big C Competition by LiveSTRONG Foundation, Austin, USA and Nominated for Best Project2013/2014, Youth Citizen Entrepreneurship Competition, Berlin, Germany.

Our Mission: To emerge Africa’s most significant and innovative cancer research-based centre that will champion and produce Africa’s indigenous scientific cancer treatment and support for the global good.

Our Vision: A vision of changing the way Africans think about cancer by phasing-out late/advanced diagnosis of cancer and reducing the incidence of cancer through strategic awareness, cancer screening, support and advocacy.

Our Impact:
9 Projects since 2013:
Kabusa 1 & 2, Old Parade Ground 1 & 2, Kuje, Kubwa 1 & 2, Sheraton Hotel, Oba in Anambra State & more..
657 women have benefitted from our impact directly
Over 15 million people reached indirectly in Africa through our national and international media platforms
76 Volunteers and more...

Who we are...
How we marked the...

WORLD CANCER DAY 2015

COMMENORATION/BENEFIT EVENT on Wednesday 4th February, 2015 @Wazobia Hall, Sheraton Abuja Hall

&

WALK, RACE & CYCLING AGAINST CANCER Saturday 7th Feb. 2015 From Sheraton Abuja Hotel through Central Area, by Herbert Macaulay Way. back to Sheraton Abuja Hotel

PHOTO: (Top). General View of dignitaries at the Project PINK BLUE Commemoration/Benefit Event @Wazobia Hall, Sheraton Abuja Hotel. (Down) Group photograph at Project PINK BLUE Walk, Race & Cycling against Cancer, at Herbert Macaulay Way junction, Central Area, Abuja, Nigeria. ©ProjectPINKBLUE-Health & PsychologicalTrustCentre
World Cancer Day is commemorated globally by member nations of the Union for International Cancer Control (UICC) on the 4th February of every year as a unique day to raise awareness and generate opportunities for individuals to see, hear, or read about Cancer. The 2015 World Cancer Day took place under the tagline ‘Not beyond us’, which took a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer, and that they are within our reach. www.worldcancerday.org


1. COMMEMORATION/BENEFIT EVENT

It brought together stakeholders in health, CEOs, philanthropists, and celebrities, to support people battling with cancer, fund-raise for cancer research and to share how we can implement what we already know and what we need to know in cancer control in Nigeria.

Features

The Supervising Honourable Minister of Health, Nigeria, Dr. Khaliru Alhassan launched the following cancer projects:

(A.) Cancer Songs

Produced by the National Cancer Control Programme of the Federal Ministry of Health (FMOH), Nigeria. The Cancer Songs is a viable tool for cancer awareness aimed at reaching the entire Nigerian population; as it was produced in five (5) languages: namely English, Pidgin English, Hausa, Igbo and Yoruba for everyone’s understanding including people in the rural areas. The songs are robust with key cancer information on choosing healthy lives, early detection, cancer risk factors like: alcohol intake and smoking.

(B.) Breast Cancer Navigation Programme (BCNP)

For the first time in Nigeria, Project PINKBLUE is setting up a dynamic culturally adaptive Breast Cancer Navigation Programme in Abuja, Nigeria. Project PINKBLUE Breast Cancer Navigation Programme (PPB-BCNP): is a one-on-one support service, where a specially trained cancer survivors and oncology nurses guide each women through their cancer diagnosis, treatment and for advanced breast cancer psychological support. PPB-BCNP will operate in two strands; firstly, a specialized telephone line and secondly the personalized navigator support service.

WHY A BREAST CANCER NAVIGATOR IN NIGERIA? In Nigeria, cancer screening is still on individual and sporadic basis. Hence, when most women discover a lump, they usually don’t know what best to do and most times rely on what some friends or colleagues say (i.e. what Mama Nkechi, Hajia Fatima or Mama Abike said ). There is a need to navigate women through screening, diagnosis, treatment, follow up; and let them know of resources available to them. BCNP is also necessary to guide patients and their loved ones through the difficult, life-changing that is a diagnosis of cancer; so as not to leave patients and their families feeling overwhelmed and scared. Project PINKBLUE will start up the navigation programme with a pilot launch in Abuja.

PHOTO: Launching of CANCER SONGS produced by the Federal Ministry of Health, Nigeria, Project PINKBLUE’s Breast Cancer Navigation Programme by the Supervising Honourable Minister of Health Dr. Khaliru Alhassan, Represented by Dr. Ramatu Hassan, National Coordinator, National Cancer Control Programme (NCCP), FMOH. (Centre) Joined by Dr. B.A. Abimiku, President, Nigeria Cancer Society; Dr. Yakubu Ahmed, CMD, Usman Danfodiyo Teaching Hospital, Sokoto; Runcie C.W. Chidebe, Executive Director, Project PINK BLUE and Queen Princess Onyechere, Finest Girl Tourism. (R-L). ©ProjectPINKBLUE/Health & Psychological Trust Centre
Commemoration/Benefit Event (Cont’d.)

(C.) Meet the Cancer Survivors: We created a Question & Answer panel for our audience to meet with CANCER SURVIVORS. This was the climax of event as the audience were astonished to see, hear and touch people who battled with cancer and survived. For many people, cancer is a death sentence and a lot of people don’t know that people survive of the disease.

The panelist were three female breast cancer survivors (we call them Champions) namely Mrs. Khadjat Banwo (Board Member, Project Pink Blue), Ms. Gloria Orji and Mrs. F. M. and one male breast cancer champion: Mr. Chuks Igbooke.

The breast cancer survivors shared their inspirational stories from the moment of diagnosis, through mastectomy, psychological state, financial health, treatment, chemotherapy, cultural bias, belief & faith, myths, stigma, and how they battled and won. It was an interesting Q&A.

The Launching of Project Pink Blue’s documentary - VICTORS & VICTIMS was done by Dr. Ramatu Hassan, National Coordinator, National Cancer Control Programme (NCCP), FMOH; Dr B.A. Abimiku, the President of Nigeria Cancer Society (NCS); Dr. Yakubu Ahmed, the Chief Medical Director, Usman Danfodio Teaching Hospital, Sokoto State; Mrs. Khadjat Banwo, Ms. Gloria Orji, Mrs. F. M. and Mr. Chuks Igbooke.

(D.) VICTORS & VICTIMS: an audio-visual documentary on three Nigerian women who were diagnosed of cancer. Two of the women survived and one died. The documentary aimed at sharing Nigeria’s story of cancer and to inform Africans that cancer is not a “White-Man’s Disease”. This is an inspirational story of real people sharing their real stories.

The short version of the documentary was shown on a big screen to mark the official launching of the documentary, as the team works towards getting sponsors and partners to fund the completion of the documentary and premiere in October, 2015. The short version of “VICTORS & VICTIMS” is available for viewing on request only.

(E.) Keynote Lecture:

“Relevance of Psychology in Cancer Care in Nigeria” by Dr. Andrew Zamani,
Dean, Faculty of Social Sciences, Nassarawa State University, Keffi and President, National Association of Psychologist.
(F.) One Million Signatures against Cancer: we collected over 270 signatures against cancer at the event aimed at urging Nigerian policy makers to establish National Cancer Institute, Nigerian government to support cancer control and private/corporate organization to assist in the fight against cancer.

The World Cancer Day 2015 Commemoration/Benefit Event was anchored by:
Mr. Chukwuemeka Okerefor, CEO, Atmosphere Communications Ltd
Mrs. Ify Malo, Senior Technical Assistance to the Honourable Minister of Power

ATTENDANCE: 183

CELEBRITY SPECIAL APPEARANCE: Mr. Ejike Asieghu, Nollywood Actor; Angel Twani, Nigerian Musician; Queen Princess Onyechere, Finest Girl Tourism Nigeria and Queen of Peace Ambassador.

VENUE: Wazobia Hall, Sheraton Abuja Hotel. DATE: Wednesday, 4th February, 2015. TIME: 10am

PHOTO: 1. A cross-section of dignitaries at the Commemoration/Benefit Event. 2. Runcie C. W. Chidebe, Executive Director, Project PINK BLUE responding to Press. 3. Dr. Ramatu Hassan, National Coordinator, National Cancer Control Programme, Federal Ministry of Health responding to the Press. 4. Dr. Ramatu Hassan, presenting an address on behalf of the Ministry of Health. 5. Ms. Gloria Oji, Cancer Survivor & Champion responding to Press. 6. Mrs. Stella Owan, Representative to the National Youth Service Corps State Coordinator, making a speech. ©ProjectPINKBLUE/Health & Psychological Trust Centre
Do you know that “More than eight million people a year die from cancer of which more than 60% of these deaths occurred in low and middle-income countries, the majority in the middle-income segment. The absolute number of cancer cases in developing countries is set to rise dramatically because of population growth and ageing, so action must be taken now.”

Professor Tewar Futiubu, President of the Union for International Cancer Control (UICC).

“Here in Nigeria, hospital data from our cancer registries show that 40% of all cancer cases are due to breast cancer, 36.7% due to prostate cancer and 13.7% due to cervical cancer. Sixty per cent of all cancer cases in Nigeria occur in women and are mainly due to breast, cervical and ovarian cancers. This is however the tip of the iceberg, as not all cases present to hospitals.”

Dr. Khaliru Alhassan, Supervising Minister of Health/Honorable Minister of State for Health, Federal Ministry of Health, Nigeria.

PHOTO: Korede Bello and other celebrities leading the WORLD CANCER DAY 2015 Walk, Race & Cycling against Cancer, at Central Area, Abuja, Nigeria.

©ProjectPINKBLUE/Health & PsychologicalTrustCentre
WALK, Race & Cycling against Cancer took place on Saturday, 7th February, 2015, 7am, starting from Sheraton Abuja Hotel, through Central Area, by Herbert Macaulay Way, via Ladi Kwali Street, and back to Sheraton Abuja Hotel.

Some people who could not skate, were able to ride a bicycle, while some who could not ride, joined the race for life, and others opted for the Walk. It was an opportunity to create awareness and stimulate people to delve into exercise and healthy living. Immediately after the Walk, Race & Cycling, FREE SCREENING commenced.

It brought 245 Abuja residents together with celebrities, to create awareness on the streets of Abuja and activate actions against cancer from everyone.

Features (A.) WALK against CANCER (B.) RACE against CANCER (C.) SKATE against CANCER

Fidelity Bank Plc Staff joined the WCD 2015
Dorathy Njamanze of Dorathy Njamanze Foundation Receiving her free breast Cancer Screening (VIA) test results showed negative after confirmatory test at the clinic.

VIA test results showed positive at screening point.

23 women received CERVICAL CANCER SCREENING: Visual Inspection with Acetic Acid (VIA)

3 VIA test results showed positive at screening point.

2 VIA test results showed negative after confirmatory test at the clinic.

1 confirmed positive and TREATED.

FREE CLINICAL BREAST EXAMINATION & CERVICAL CANCER SCREENING

CYCLING against CANCER

PHOTO: (E) Publish with Permission from the Social Activist. World Cancer Day 2015 Walk, Race & Cycling against Cancer. ©ProjectPINKBLUE/Health & Psychological Trust Centre

* Dorothy Njamanze of Dorothy Njamanze Foundation Receiving her free breast Cancer Screening
Cycling against CANCER

KEEPING THE PROMISE
What we did with the fund raised through the Partner Forms, Donations, Raffle Tickets and Support Envelopes.

World Cancer Day 2015
Keeping the Promise: we appealed for funds to support people battling with cancer.
You all responded, and we keep to our word. Here is their picture, saying THANK YOU with Project PINKBLUE team and the beneficiaries.

Here is the picture of the Winners:
Grand Prize: Weekend Stay at Sheraton Abuja Hotel- Sponsored by Sheraton Abuja Hotel.
1st Prize: DANA AIR Return Ticket & Consolation Prizes. Sponsored by DANA AIR, Abeysteph Global Link and Seven-Up Bottling Company.
2nd Prize: DANA AIR Return Ticket. Sponsored by DANA AIR.

THANKYOU!
WORLD CANCER DAY 2015
OUR PARTNERS...THANK YOU

Dr. Khaliru Alhassan, Linus Awute MNI, Prof. Ifeoma Okeye, Prof. PO. Ebigho, Dr. Ramatu Hassan, Dr. Obiageli Emelumadu, Dr. Yakuubu Ahmed, Mrs. Khadijat Banwo, Ms. Amala Nwabunwanne, Emeka W. Chiidebe, Ms. Nkechi Nwabunwanne, Dr. Ohinna Nwaneri, Chido Onumah, Denrele Edun, Kingsley N.T. Bangwell, Don Jazzy, Ms. Lola Banjo, Mr. Chris Odey, Emeka Okerefo, Ify Malo, Ronke Atamewalen, Dr. Zainab Shinkafi-Bagudu, Mr. & Mrs. Abiodun Oyediran, Ekene Chiidebe, Angel Twani, Somto Nwabunwanne, Mr. Lewis Asuibojo, Nguher Zaki, Peace Emezue, Dim Emeka Obasi, Ruth Otito, Bella Anne Nduubisi, Seye Odukoya, Thompson Chukwurah, Ruth Akinde, Dorothy Njamanze, Nita Byack, Ifeanyi Anene. All PPB Volunteers.

Volunteer in the Fight Against Cancer

Apply: http://bit.ly/1sMdkK

Call: Mr. Precious: 08066350012 or Dr. Wale: 08062212881 www.projectpinkblue.org