



Calabar Go Pink Day 2022 Event Report

THEME: BOLD IN PINK - HALT BREAST CANCER

DATE: SATURDAY OCTOBER 15, 2022

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EXECUTIVE SUMMARY

The month of October is recognized by the World Health Organization as Breast Cancer Awareness month. To commemorate this month, on the 15th of October 2022, Pink Africa Foundation in collaboration with her global partners organized the Calabar Go Pink Day, a campaign against breast cancer. This activity is in line with the United Nations Sustainable Development Goal (SDG-3). The day was set aside to create awareness about breast cancer, and to educate the masses on the pros of early detection as a means to reduce mortality rates caused by breast cancer. Thousands of people walked the streets of Calabar to show support to this great cause. The event was graced with Dignitaries and people from all walks of life. The event started with a unity walk from the Millennium Park to the Calabar Municipal Council Field. Health talk on breast cancer was given to the masses, followed by a self-breast examination practical. Free breast cancer screening for women was carried out. In addition to this, free cervical cancer screening was carried out for women, and free prostate cancer screening for men. A total number of 420 persons were screened; which included both men and women.

ABOUT PAF

Pink Africa Foundation is a non-profit organization that network globally, to sustainably better the lives of women and children in Africa, especially the under-served population through health, education and social well-being. Among our health programs, is the Calabar Go Pink Day. It is a day set aside to create breast cancer awareness.

VISION STATEMENT

Our vision is to ensure that African children and women are physically, mentally, socially and economically empowered.

MISSION STATEMENT

Our mission is to positively impact present and future generations of African women and children for a better tomorrow.

OBJECTIVES OF THE EVENT

- Commemoration of breast cancer awareness month
- Free Breast and cervical cancer screening test
- Awareness on causes, risk factors, prevention and treatment of breast cancer
- Extending care and support to those already battling breast cancer
- To create holistic awareness on the need for early detection of breast cancer.

HIGHLIGHTS OF THE EVENT

- Campaign walk from Millennium park to Calabar Municipal Council
- Media health talks from medical practitioners
- Screening exercise for attendees
- Raffle draw exercise for attendees
- Support and donations speech from partner organizations.
- Bold Stories: Tales of breast cancer survivors
- 40 days Pink Breast Cancer Awareness Facts
- Boobs Pledge: Several individuals and organizations took the Pink Africa Boobs Pledge for periodic breast self-examination across Africa.

PRE-EVENT ACTIVITIES

The pre-event activities which were carried out included:

- **BOLD Stories:** It was a breast cancer survivorship series. Video interviews of breast cancer survivors telling their story and how they passed through their cancer journey was released for people to get first hand experiences on the intricacies of living with and overcoming cancer. Four (4) Bold Stories were broadcast and shared on all media channels, including social media.
- **Pink Facts:** Daily cancer nuggets and Pink Facts were also released daily, starting from 40 days prior to the Go Pink Day to educate and create awareness on the truth of breast cancer.
- **Free Post-Mastectomy Bras:** During the Go Pink Day project as well, free post mastectomy bras were given to breast cancer survivors for free throughout the month of October in a bid to close the care gap for cancer patients
- **Free Hair Wigs:** Free wigs were donated to breast cancer patients who had lost their hair due to chemotherapy. The wigs were donated by Lush Hair, and weaved by the Creative Unit of Pink Africa Foundation and Offiong Ikpeme Foundation.

GO PINK DAY 2022

The event started with the sharing of shirts by the Secretary General at 6:00am to all organisations and individuals present. An opening prayer by the Cross River State leader of the When Women Pray (WWP) group. This was followed by the flag-off of the event by the representative of the First Lady of Cross River State, Dr. Mrs. Linda Ayade with support from other dignitaries present.

The 6-km walk commenced at 7.30 am from the Millennium Park and ended at the Calabar Municipal Council Field.

There were 65 partners and over 286 volunteers.

The partners included Lafarge Africa Plc, Bridgewell Venture Capital, Cross River Ministry of Health, Primary Health Care Development Agency, Mediatrix Development Foundation, Nigerian Medical Association (NMA), Lions Club, Rotary Club, Access Bank, Lush Hair, Church Girl Africa Initiative, Overjoy T-shirts & Souvenirs, ASI Ukpo Cancer Centre, O & I Health Care Ltd, VIFADAD Medical Mission, Cross River Medical Students Association (CRIMSA), When Women Pray National Association of Women Journalists (NAWOJ), Menmi Washup, Nigerian Labour Congress (NLC), AIESEC, Calabar Blog, BEFA Women and Child Care Foundation, Offiong Ikpeme Foundation, AJE Foundation, PREGGOSLAYERS, University of Calabar Teaching Hospital (UCTH), National Association of Nigerian Nurses and Midwives (NANNM), Efik Leadership Foundation, Federation of Muslim Women Association in Nigeria (FOWMAN), Calabar University Medical Students Association (CUMSA), Down Below with Dr Didi, Naval Officers Wives Association (NOWA), Nigerian Navy, Nigerian Navy Reference Hospital, Rotaract Club, Hit FM, Iquasa Limited, Pad-a-Girl Initiative, Xeron Events, Hogis Hotel and Suites, NYSC Cross River State, Rita Chosen Foundation, Fitness Professional Association of Nigeria, Association of Resident Doctors, Cross River Broadcasting

Corporation (CRBC), National Television Authority (NTA), Correct FM, Sparkling FM, 1889 Credits Photography, Brite9t Media and thousands of individuals and organizations.

At Calabar Municipal Council, the second part of the event commenced with an opening prayer, followed by an opening speech from the President of Pink Africa Foundation, Dr. Nchiewe Ani.

This was followed by a practical session of handwashing by the Representatives from the ministry of health and Primary health care development agency.

Good will messages were given by representatives from; Lafarge Company (the lead sponsors of the Calabar Go Pink Day), ASI Ukpo Hospitals, Lush Hair, FOWMAN, The Community Church, Offiong Ikpeme Foundation, Lions Club, O & I Diagnostics, Rotary Club of Calabar etc.

This session was followed by the unveiling of the confident wigs by Lush Hair and wigs were presented to breast cancer survivors available on ground that day and the presentation of the Two Hundred Thousand Naira (N200,000) cheque grant donated to ASI Ukpo Cancer Centre, to subsidize radiotherapy and chemotherapy treatment for one breast cancer patient.

After the session, women and men were advised to move to the registration point to get screened. Dignitaries moved to the screening point, to access the place, while registration for screening for both men and women was ongoing.

The event ended with a Vote of Thanks by the Executive Director, Victor Ekpo.

SPONSORSHIP AND PARTNERSHIP

- Nigeria Navy Reference Hospital promised 20 free mammograms to women.
- Lush Hair donated confident wigs to patients who have lost their hair during chemotherapy.
- O & I Diagnostics offered a 50% discount on all mammography for a duration of one month.
- ASI Ukpo Cancer Centre offered free oncology consultation to any breast lump or suspicious cervical lesion found during the testings.

TESTING MODULES

Total no. of people screened	420
No. of women tested	370
No. of men tested	50
No. of women who underwent CBE	370
No. of women with lumps discovered at CBE	32
No. of women tested for B-USS	45
No. of positive breast scan	17
No. of men tested for PSA	50
No. of men tested positive to PSA	0

FEEDBACK ON EVENT

Feedback was gotten from partner organizations, volunteers and attendees of the event through a survey sent out and the responses were collated.

Here's a link to the responses [feedback](#)

CHALLENGES

- Lack of sufficient manpower for crowd control.
- Late planning with partner organizations.
- Control and job allocations to volunteers on the main event day.
- Proper and advanced publicity of the event.

CONCLUSION

Women and men present were screened. Proper counselling was done for participants with suspected lumps and lesions by the oncologists from ASI Ukpoko Cancer Centre. Referrals were made to our partnering hospitals for cases that needed further medical attention.