



**RUNNING A SUCCESSFUL CANCER  
ADVOCACY GROUP TARGETED TO END THE  
REIGN OF: LATE CANCER DETECTION**

**THE NIGERIAN EXPERIENCE!**

**Emeritus Professor Ifeoma Okoye**



## Prof. Ifeoma Okoye (aka Pinky Prof)

With over 44 years as a physician, Professor Okoye has focused on diagnostic accuracy especially in areas of women health, training new generation of radiologists, clinical trial development and ethics in clinical trials, in Africa.

As founder of the Association for Good Clinical Practice in Nigeria (AGCPN)/ African Clinical Trial Consortium [ACTC] she was awarded 'An Ashoka Globalizer Fellow & has served as technical advisor to multiple national and global organizations including chairing the Nigerian Clinical Trial Technical Working Group at National Agency for Food & Drug Administration & Control [NAFDAC].

She is director of the University of Nigeria, Centre for Clinical Trials –UNNCECT. She has collaborated with many global organizations/Institutions, including; UICC, EDCTP, ANPA, MANSAG, NAPPSA, CITI, CaPTC, Hannover University of Applied Sciences & Arts, University of Florida, Weil Cornell, Stanford, Mayo Clinic, MD Anderson/Roswell Park Cancer Centers, .

As Founder and President of Breast without Spot Cancer/NCD NGO, she has led major community, national & Institutional interventions and served as Nigerian Government Delegate to UN High Level Meeting on NCDs, & Observer to UICC Board. She is initiator of the International Cancer Week In Nigeria, National Go Pink Day in Nigeria.



"LITTLE BY LITTLE,  
A LITTLE BECOMES  
A LOT"

**African Proverb**

[@AfricanProverbsPage](#)





# SILENT DESPAIRE



NATION-WIDE GO PINK DAY

# EARLY DETECTION SAVES LIVES

## #GoPinkDay2024



OPERATION  
RID NIGERIA  
OF  
LATE CANCER  
DETECTION

FCT, ABUJA 2024



**NATION-WIDE GO PINK DAY**

3-DAY SPECTACULAR EVENTS.

Powered by  
**BWS**

# The Role of Cancer Advocacy Groups

- Cancer advocacy groups play a vital role in **raising awareness, providing support, and influencing policy** related to cancer care.
- In Nigeria, where cancer incidence is rising but awareness and resources remain limited, advocacy groups face unique challenges and opportunities.



## WHY BWS WAS BORN

BWS was born to provide those systematic efforts, to contain these distressing statistics!



***Breast Without Spot***

***A cause to increase awareness of cancer prevention & Achieve Early Detection***  
***#gopinkdayngbws, #crushcancerwithbws***

Breast Without Spot (BWS) is a not-for-profit, non-governmental organization registered under the Corporate Affairs Commission (CAC/IT/NO 33047). Its headquarters is in Enugu state, Nigeria

**Vision: To have a world devoid of late detection of cancer and other non-communicable diseases.**

**Mission:**

**To reduce the burden of death due to late cancer/other NCD detection through health education, screening, vaccination, training and research on cancers and non-communicable diseases.**

Reducing preventable cancer deaths in Nigeria through primary & secondary prevention strategies.

**SLOGAN: MAKING 'LATE DETECTION OF CANCER', HISTORY**

# BREAST WITHOUT SPOT (BWS) - OUR STORY

- A Non-Governmental Organization (NGO) founded in 2008, headquartered in Enugu State, Nigeria
- Aim – Enthroning the prevention of cancers and other NCD's with shared risk factors in Nigeria
- (2008 – 2024): 16 years on, the fight against cancer continues



## **ORGANIZATIONAL STRUCTURE**

WORKING WITH THE RIGHT TEAM  
CAN MAKE OR MAR YOUR NGO



## **COMMUNITY ENGAGEMENT**

THE GOVERNMENT, THE PEOPLE  
AND BUREAUCRACY/  
BOTTLENECKS



## **FUNDRAISING**

THE ESSENTIAL TOOL FOR  
IMPLEMENTATION

### **The board of trustees of BWS**

- Prof Shamsideen Babatunde Elegba
- Dr Anthonia Ngozi Njebuome
- Prof Josbert Thomas Kofi Duncan
- Dr Mrs Ifeyinwa Irene Nwakwesi
- Dr Nneka Iloanusi
- Ms Oluwafunmilola James
- Prof Okey Erundu
- Prof Ifeoma Okoye

As Founder and President of Breast without Spot Cancer/NCD NGO, I have led major community, national & Institutional interventions and served as Nigerian Government Delegate to UN High Level Meeting on NCDs.

My Complete Bibliography is available at:

[https://scholar.google.com/citations?view\\_op=list\\_works&hl=en&auth\\_user=2&user=yH61aPAAAAAJ](https://scholar.google.com/citations?view_op=list_works&hl=en&auth_user=2&user=yH61aPAAAAAJ)

### **Breast Without Spot**

Charity House, Ojo Maduekwe

University of Nigeria, Enugu, Campus

[https://web.facebook.com/pg/BreastWithoutSpotCdsGroup/reviews/?ref=page\\_internal](https://web.facebook.com/pg/BreastWithoutSpotCdsGroup/reviews/?ref=page_internal)

[https://web.facebook.com/pages/category/Nonprofit-Organization/Breast-Without-Spot-468211420194/?\\_rdc=1&\\_rdr](https://web.facebook.com/pages/category/Nonprofit-Organization/Breast-Without-Spot-468211420194/?_rdc=1&_rdr)

<https://ascopubs.org/doi/abs/10.1200/jgo.18.58500>

[https://www.google.com/search?sxsrf=ALeKk01MFhj\\_gNPJyNbH8H1gZ9Ndl7y0IQ:1600467980488&source=univ&tbm=isch&q=bws+wellness+center&sa=X&ved=2ahUKewi04s3r3\\_PrAhXE4IUKHbSfD8MQ420oCnoECAoQQg&biw=1517&bih=730#imgrc=lfCT32QS\\_e2e0M](https://www.google.com/search?sxsrf=ALeKk01MFhj_gNPJyNbH8H1gZ9Ndl7y0IQ:1600467980488&source=univ&tbm=isch&q=bws+wellness+center&sa=X&ved=2ahUKewi04s3r3_PrAhXE4IUKHbSfD8MQ420oCnoECAoQQg&biw=1517&bih=730#imgrc=lfCT32QS_e2e0M)

[https://www.instagram.com/bws\\_centre/?hl=en](https://www.instagram.com/bws_centre/?hl=en)

### **BWS Wellness centre**

Reducing preventable cancer deaths in Nigeria through primary & secondary prevention strategies.

email:allyouthsagainstcancer@gmail.com [breastwithoutspotng.org](http://breastwithoutspotng.org)



**BREAKING NEWS:** An Airbus: A380 carrying 600 passengers, just crashed, with all 600 passengers, feared dead!

Yes, I bet you, this news will shake everyone, to their bones & grab attention, of everyone!

But if I reel out, accurate [not fake statistics], that \*14,700 deaths occur In Nigeria, every year\*, from Breast Cancer, which means that; 40 Women die daily from breast cancer, which further means that 24-25 plane loads every year, & equivalent of ; ONE PLANE CRASH, every 15 days!

People will shrug their shoulders & continue with whatever they are doing, or at best, say; WHAT A PITY!

This visualization can help convey the magnitude of breast cancer's impact in Nigeria, **THUS, IT IS CRUCIAL**, for Nigeria to prioritize cancer awareness, early detection, and accessible treatment to combat these devastating statistics.

## **BREAST CANCER.... ITS NOT OUR PORTION? Right!**

- Every year, 14,700 Nigerian women die from breast cancer,
- This implies that 40 Women die daily, from breast cancer.
- This is like 24-25 plane crashes full of people annually—one crash every 15 days
- Cancer-related stigmas like denial, fear, and **Screening Hesitancy** are major barriers to early detection, THUS more than 70 Nigerian Women Present at Late Stages, when cost of treatment is very high, & survival, very low
- Early detection, followed by EXPERT medical intervention can save lives, but awareness to need to screen the breasts regularly & how to screen & where to screen, needs to reach every Nigerian.

### **Question is What can we do? 5<sup>th</sup> of October nation-Wide Go Pink Day**

- There is an urgent need to prioritize breast cancer awareness, early detection, and accessible treatment in Nigeria.
- Every October is Breast Cancer Awareness Month, & provides opportunity to unite, to give ‘the much-needed attention’ to the fight against breast cancer.
- With 40 women dying daily from breast cancer, it’s like witnessing a plane crash every 15 days—yet the response remains minimal.

# WHY THE NEED FOR DISRUPTIVE MECHANISMS IN REPOSITIONING NIGERIA'S ONCOLOGY SYSTEMS FOR CLOSING THE CARE GAP

## UTILIZING READY-MADE CROWD & FOOT-SOLDIER APPROACH

### Breast Cancer Awareness: The Foot-Soldier Approach in Nigeria

Ifeoma Okoye & Emmanuel Nna

Breast Without Spot (BWS) Initiative, Nigeria  
Email: okoyej2002@yahoo.co.uk

**Background:** Most cases of breast cancer in Nigeria are late presentations: disfigured and fungated advanced stage diseases which have very poor prognosis. The age of onset ranges from 25 to 45 years. We aimed to identify the contributing factors to late presentation, to campaign against it and to reduce the proportion.



**Our Approach** Nigeria is a low income country with moderate literacy of the 150 million population. Using the National Youth Corps members (NYSC), Medical students and Church groups, we created sustained awareness for best breast care practices: SBE, CBE and Mammography, and distributed questionnaires to over 50,000 women in the 774 local government areas in Nigeria.



**Causes of Late Presentation** : By sampling more than 50,000 women in both urban and rural communities, we identified ten main factors that contribute to late presentation of breast cancer cases:

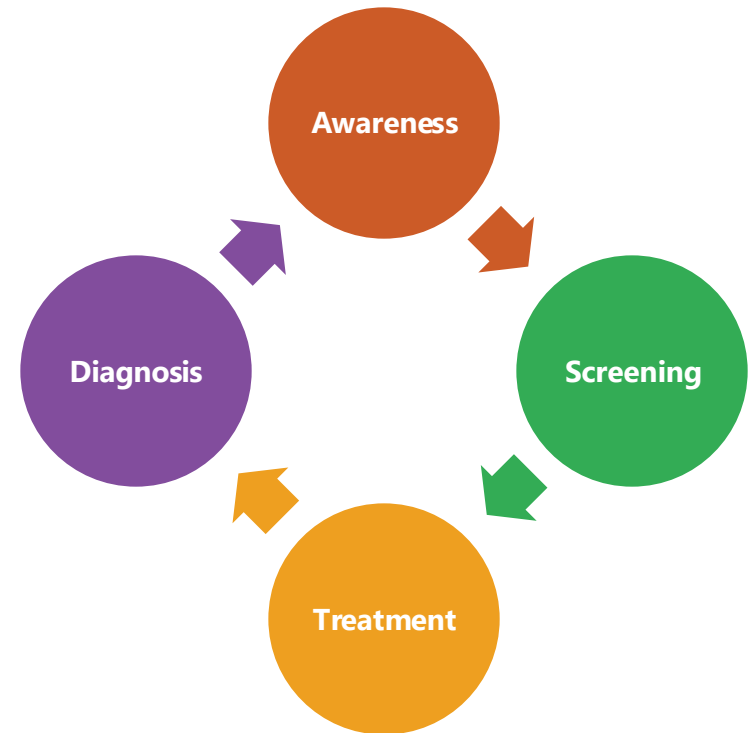
- Ignorance
- Fear of unfavourable treatment outcome
- Procrastination
- Social Stigmatization
- Superstitious beliefs and myths
- Cultural practices
- Poor health care system (on average there is one mammography machine per 3 million people)
- Wrong use of herbal remedies and 'spiritual homes'
- Wide urban-rural divide
- Health care cost : the average cost of a mammography is N5000 which is the average monthly earning of most people.

### Discussion, Conclusion and Further Work

- Improvement on the health care system requires both infrastructure, technical expertise and public breast care education.
- Dedicated Breast Healthcare Centres should be established in all regional tertiary hospitals.
- We are currently planning to screen 17 LGAs in Enugu State of South East Nigeria targeting the age of 25 years and above.
- It is anticipated that more than 30,000 women would be screened pending financial support and availability of a mobile mammography unit.
- Records from the screening would be used in establishing a Breast Cancer Registry for the state.

# MASS ACTION

- We are tired of talking and have instigated; A mass action, across the continuum of care;
- Bringing together organizations that speak to each on these pillars in a structured and results driven' way!



- ❑ BWS believes non-communicable diseases are preventable and thus focuses primarily on raising awareness of this proven fact among Nigerians at the grassroots level and among the youths and encouraging them to adopt healthy lifestyles and habits that prevent and reduce exposure to risk factors of non-communicable diseases like cancer.
- ❑ We hope to achieve an attitudinal impact in up to 99.9% of Nigerians as soon as possible.
- ❑ To achieve these, BWS uses community-based education to build a cadre of Cancer Awareness Activists, to search for opportunities to create awareness about cancers to women and men groups and on one-on one bases.
- ❑ BWS also advocates to policy makers and diaspora organizations for the provision of medical services and skill transfer/research to assist tertiary and secondary health care providers to create sustainable cancer resources.
- ❑ We provide advocacy and public education for best breast and cervical practices amongst Nigerian women and men, organizing periodic screening for breast cancer early detection using clinical breast examination and ultrasound; screening for cervical cancer by PAP smear and visual inspection methods, screening for prostate cancer in men, providing a patient navigation system to enable follow up of screen positive patients through diagnosis, treatment and support care.
- ❑ BWS recently extended its services to include prevention and early detection of prostate cancer and other non-communicable diseases with shared risk factors such as diabetes, heart diseases and Hepatitis B and C.

Since our inception, BWS has touched the lives of more than 500,000 women, men and youths across Nigeria in real terms- through one-on-one contact, distribution of Information Education and Communication (IEC) materials extensively, developing social media workshops, routine workshops and health talks, training of Youth corp members in 28 States, re-training of Healthcare providers from 31 States, trained medical students from 13 of the 32 medical schools in the country, instigated various cancer and other non-communicable diseases awareness (with shared risk factors as cancer) initiatives across Nigeria.

BWS has established;

- cancer control collaborations /MOUs with Global Partners/Institutions
- Multi-center Biomedical Research/Clinical Trials with different UK/American research centres and medical teams, Mayo Clinic, Stanford, University of Pennsylvania, Roswell Park, MD Anderson Cancer Center, Moorehouse, John Hopkins, University of Applied Sciences and Arts, Hannover, Union For International Cancer Control -UICC [**Highest Signature to declaring NCDs a Global Priority In 2011, Being a Non-Voting Member of UICC Board**]
- championed successful advocacy to policy makers and opinion moulders resulting in policy structures: ICW, CHF, NHREC, NICRAT, Three-Time Member of 5-Year Cancer Control Plan TWG/ Implementation
- Many ongoing initiatives and projects all year round in its bid to achieve its mission (See Initiatives to intervene
- 

We are driven by our Core Values **Passionate, Accessible, Teamwork and collaboration, Client satisfaction.**



**THE SCHOOL OF  
COLLABORATION &  
PARTNERSHIP  
BY  
THE LIVING BY  
DESIGN NATION**



**PARTNERSHIP**



**DEAN  
EMERITUS PROFESSOR  
IFEOMA OKOYE**

# THE POWER OF COLLABORATION





# HARNESSING DISRUPTIVE TECHNOLOGIES

## SUSTAINABLE HEALTHCARE TRANSFORMATION IN NIGERIA

1. Addressing infrastructure gaps
2. IMPROVING ACCESS TO/QUALITY OF HEALTHCARE
3. ENHANCING HEALTHCARE WORKFORCE - Training, capacity building, and task shifting.
5. Patient-centered care - Empowering patients through education, engagement, and personalized care.



## OVERVIEW OF THE ORGANIZATION

# THE AFRICAN CLINICAL TRIAL CONSORTIUM



### **Clinical Trial Units:**

are specialized Biomedical Research Units which; design; centrally coordinate, and analyse; clinical trials and other studies!

**A PLATFORM FOR CREATION & QUALITY OVERSIGHT OF CTUS IN AFRICA**

### **ACTC's MISSION**

To provide 'An Accreditation System for Quality Management of 'Multi-Therapeutic CTUs', In Africa, aligned with International Best Standards.

This will lead To Increased Sponsor confidence, & growth of Clinical Trials In Africa.

## UNNCECT Goals

# UNNCECT

### Clinical Trials (CT)

Position the UNN & Staff to absorb Clinical Trials including Drug development, Medical Devices , Behavioural and Implementation Sciences

### Translational Research

Generate evidence for the scientists by taking their product to the bedside

## Goals

### Training

PGD /Master Program in Clinical Trial

### Discoveries

Drive innovation in medical sciences in Africa

Fig. 2. UNNCECT Goals

**SLOGAN: MAKING LATE DETECTION OF CANCER HISTORY  
THUS, BWS SET UP THE FOLLOWING INITIATIVES TO ADDRESS  
THESE KAP & GAPS:**

- 1) through advocacy with Enugu State Government, I obtained a pre-existing building & fund-raised Nation-Wide to set up '*A Well-Women Screening Centre*', as President Medical Women Association of Nigeria (MWAN) (1991-1993), Old Anambra/Enugu State,
- 2) Set up a *Cancer NGO (Breast Without Spot- BWS: 2008-Date)*.
- 3) Set up a structure to create; BWS-NYSC CDS '*Army of Cancer Prevention Advocates- Foot Soldiers for Change*' (2009 – Date) . [*a Breast Without Spot National Youth Service-Community Development Service(NYSC-BWS CDS )*]
- 4) Created '*BWS National Medical Screening Squad*': to support the results of their community advocacy.

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**SLOGAN: MAKING LATE DETECTION OF CANCER HISTORY  
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THESE KAP & GAPS:**

- 5) Initiated *the Annual 'International Cancer Week Initiative'* (ICW: 2009-2015) in partnership with Nigerian Ministry of Health & Cancer Control Stakeholders.
- 6) *BWS All Youths Against Cancer* (2010-Date).
- 7) *Annual Youth Jamboree* (from 2011),
- 8) *Operation Rid Nigeria of Late Detection of Cancer – One State At A Time*, including the Bringing Beauty Back (BBB): **TAKE THE MESSAGE & THE SERVICE TO THE PEOPLE**
- 9) 5<sup>th</sup> of October '*Nation-Wide Go-Pink Day In Nigeria*'; (that earned me the aka: **Pinky Prof**),

# **SLOGAN: MAKING LATE DETECTION OF CANCER HISTORY THUS, BWS SET UP THE FOLLOWING INITIATIVES TO ADDRESS THESE KAP & GAPS:**

10) BWS 'Integrated Cancer Care & Wellness Centre'

11) BWS cancer patient treatment intervention fund

13) **Women Health Army model**

14) **READY-MADE CROWD**: leveraging the huge Membership population of FBOs (Faith-Based Organizations)

12) Influencing political will through Legislative advocacy, with our National Assembly, on creating:

- ❖ Funding Models to assist Indigent Cancer Patients to pay their Medical Bills (resulting in creation of the **CHF-Cancer Health Fund** : which I am a Member of the Steering Committee)
- ❖ Instigated the idea of the National Institute for Cancer Research & Training with the Senator that kicked off the bill at the National Assembly (Senator Ohabunwa). *The National Institute for Cancer Research and Treatment (NICRAT), established, in recognition of the need for a more coordinated and multi-sectoral response to the growing cancer burden in Nigeria*

## ACCRUED PUBLICATIONS FROM INTERVENTIONS OF BWS AND ITS PARTNERS :

1. Nnamani A. O, Iloanusu N, Okwuosa C, lasebikan A, okoye I.J. Bridging the funding gap for Oncology services in LMIC: The BWS cancer patient treatment intervention fund
2. Lasebikan A, Nnamani A.O, Iloanusu N, Okoye I.J. BWS effort in cancer screening in rural community.
3. Iloanusu N, Nnamani A.O, Okoye I. J, Lasebikan A. BWS experience in integrating cancer care.
4. Eguzo k, Jacob A, Okwuosa C. Nnamani A.O, Okoye I. J & 20 others: Exploratory use of cloud computing and social media for prostate cancer advocacy in Nigeria
5. Ezinna Achunine, Ifeoma Joy Okoye, Amaka Nnamani, & 2 others. Increasing Cancer Awareness Through BWS Social Media Activities
6. Ernest T. Kaninjing\*<sup>1,2</sup>, Getachew Dagne<sup>1,3</sup>, Sunday E. Atawodi<sup>1,4</sup>, Adewumi Alabi<sup>1,5</sup>, Olubanke O. Ogunlana<sup>1,6</sup>, Patrick T. Adegun<sup>1,7</sup>, Haruna Nggada<sup>1,8</sup>, Ifeoma Okoye, Abidemi E. Omonisi, Mohammed Faruk, Iya Eze Basseyy Faoziyat A., Sulaiman, Nissa Askins, Blaise Nkegoum, Ademola A. Popoola, Anthonia C. Sowumni, Catherine Oladoyinbo, Omolara A. Fatiregun, Paul Jibrin, Emeka E. Iweala, Wole Kukoyi, Kayode Adeniji, Ayo Salako, Iheanyi Okpala Uche Okoro, Okezie Mbadiwe Hassan M. Dogo, Mtaku Gali, & Folakemi T. Odedina, Modifiable Risk Factors Implicated in Prostate Cancer Mortality and Morbidity among Nigerian and Cameroonian Men. Cancer Health Disparities doi:10.9777/chd.2019.1002



# COMPILATION OF GRANTS OF BWS AND ITS PARTNERS

## D. Grants and Research Support

### Ongoing Research Support

CaPTC (an NIH-supported consortium), Phase 11 Familial Cohort Study: **Status:** On Going Multicenter. The purpose of this study is to develop a cohort for studying the genetics of Prostate cancer among West African men.

**Role: Site PI**

Tissue and Data Repository for International Study of Breast Cancer. A collaboration between Henry Ford Health System, Detroit Michigan/Now Weill Cornell Medicine Breast Surgery & UNTH Enugu.

**Role: Clinical investigator**

### Completed Research Support

Operation Rid Rural Enugu of Late Cancer Detection and Vaccinate Young Girls.

Sponsor: Irish Embassy.

**Role: PI**

### The Vaccine4Cancer project

This was a school-based cervical cancer vaccination project funded by GSK and ACS at various points to increase awareness and uptake of HPV vaccines.

**Role: PI**

**Towards More Ethics in Ethics Committee Conduct:** Funded by EDCTP. The goal of this project was to provide health research ethics training for 36 Institutional Review Board (IRB) members from 18 institutions in northern and southern Nigeria. **Role: PI**

**Training of 42 nurses on Patient Navigation in Nigeria.** December 2017. U.S. Department of State through the Fulbright Specialist Programme (FSP) and U.S. Embassy in Nigeria. \$5,000.

**Role: Principal coordinator**

A Mobile Application for Cancer Patients & Public Awareness. The goal of this project was to develop a mobile application for cancer patients and public awareness. Funded by Catherine Pouget Award by Mapi Trust, Lyon, France. 08/17 – 08/18.

**Role: Clinical Coordinator**

## OTHER COMPLETED FUNDED PROJECTS

1. Capacity Building for HREC/GCP Training. (AGCPN grant) from Pfizer Inc (2009).
2. BWS Grant: Breast Cancer Screening Initiative in Nigeria: Alan & Nesta Fergusson Trust Fund
3. BWS Grant: Cancer Prevention Outreach Project to Rural Communities in Enugu: Global Fund for Women
4. Upgrade Oncology: U.S. – Nigeria Science & Technology Exchange. September 2017- September 2018. Funded by U.S. Embassy in Nigeria. \$29,000.
5. Breast Cancer Navigation and Palliative Programme (BCNPP). January 2016 – June 2017. Funded by Union for International Cancer Control (UICC), Geneva, Switzerland & Pfizer Oncology, New York, USA. \$59,000. Status: Ongoing, although grant has ended.
6. Pink October Walk in Lagos, Kaduna, Abuja, Port Harcourt & Ibadan 2017. Funded by U.S. Consulate in Lagos. \$10,000. Status: Ongoing.



1<sup>ST</sup> ICW  
22<sup>ND</sup> FEBRUARY 2009  
ICW, an Initiative of BWS, which she seeded to the Federal Ministry of Health To Take Ownership & implemented it with FMOH from 2009-2016 & First Walk Of International Cancer Week In 2009, In Abuja  
Was resurrected in 2020 by the serving Minister of Health





NATION-WIDE GO PINK DAY

'5TH OCTOBER 2024'

JOIN US TO REACH  
THE 774 LGA'S IN NIGERIA!

'LET'S CRUSH CANCER TOGETHER'

THEME: OPERATION RID NIGERIA OF LATE DETECTION OF CANCER



Help make sure no one faces cancer alone!

#GoPinkDay2024

Kindly Follow us now on:

@bws.global f Go Pink X BWS\_Global



BREAST WITHOUT  
SPOT CDS





# MILESTONES WITH BWS-NYSC CDS: IT MOVED LIKE GOSPEL EACH ONE TOUCH ONE: THE POWER OF ONE



*Distribution of fliers during the road show*

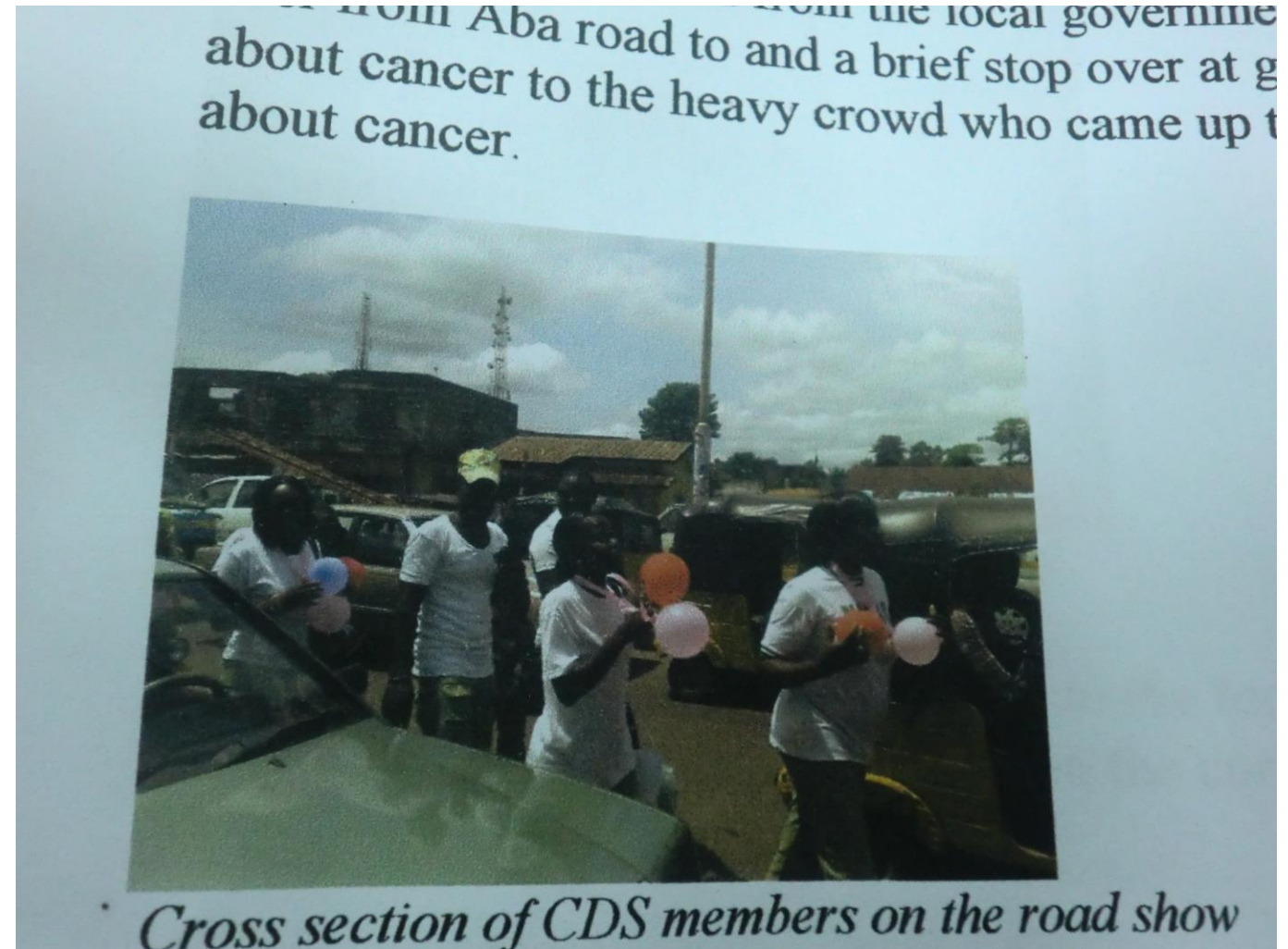


**BWS-NYSC INTENSIFIES  
CAMPAIGN  
AGAINST CANCER**

combined. Furthermore issued a report in 2009, now threatens developed number of projected c 45% from 2007 to 2 staggering 11.5 million And the commonest m

**NYSC  
BREAST WITHOUT SPOT  
CANCER AWARENESS  
(BWS) CDS  
LET US JOIN HANDS TO  
FIGHT AGAINST CANCER  
YOU DONE IT?**

# MILESTONES WITH BWS-NYSC CDS: IT MOVED LIKE GOSPEL EACH ONE TOUCH ONE: THE POWER OF ONE



*Cross section of CDS members on the road show*

# MILESTONES WITH BWS-NYSC CDS: IT MOVED LIKE GOSPEL EACH ONE TOUCH ONE: THE POWER OF ONE





# NYSC-BWS CDS COLLABORATION





# Have You Done It?? BREAST SELF EXAMINATION



The sooner you identify a lump, the easier it is to treat. Regular breast self-examination (BSE) can help you detect a lump early, before it has a chance to grow large enough to be felt. BSE is a simple procedure that can be done at home. It is a very important part of your health care.

**Who should do BSE?** All women aged 20 and over should do BSE. It is especially important for women who have a family history of breast cancer or who have had breast cancer before.

**When to do BSE?** Do BSE at the same time every month. If you are on your period, do BSE one week after your period starts. If you are not on your period, choose a day each month that is easy to remember. Do BSE every month.

**How to do BSE?** Stand in front of a mirror. Look at your breasts. Are they the same size and shape? Are there any lumps or changes in the way they look? Are there any changes in the way they feel?

**Right breast:**

- Stand in front of a mirror.
- Raise your right arm.
- Use your left hand to feel the right breast.
- Use the pads of your fingers to feel the right breast.
- Move your fingers from the top to the bottom.
- Move your fingers from the outside to the inside.
- Move your fingers from the front to the back.
- Move your fingers from the top to the bottom.
- Move your fingers from the outside to the inside.
- Move your fingers from the front to the back.

**Left breast:**

- Stand in front of a mirror.
- Raise your left arm.
- Use your right hand to feel the left breast.
- Use the pads of your fingers to feel the left breast.
- Move your fingers from the top to the bottom.
- Move your fingers from the outside to the inside.
- Move your fingers from the front to the back.
- Move your fingers from the top to the bottom.
- Move your fingers from the outside to the inside.
- Move your fingers from the front to the back.

## Changes to look out for include:

- Size or shape - if a new lump has formed or if the breast has become larger.
  - Skin changes - such as puckering or redness or dimpling of the skin.
  - Appearance or shape of nipple - if it has become inverted or if it has become larger.
  - Discharge - any discharge from the nipple, whether it is milk or not.
  - Pain or tenderness - any pain or tenderness in the breast.
  - Lumps or nodules - any lump or nodule in the breast.
  - Change in the way the breast feels - any change in the way the breast feels.
  - Pain in the arm or shoulder - any pain in the arm or shoulder.
- Remember:** Not all of these changes are due to breast cancer.



1. Stand in front of the mirror. Look at your breasts. Are they the same size and shape? Are there any lumps or changes in the way they look? Are there any changes in the way they feel?

2. Stand in front of the mirror. Raise your right arm. Use your left hand to feel the right breast. Use the pads of your fingers to feel the right breast. Move your fingers from the top to the bottom. Move your fingers from the outside to the inside. Move your fingers from the front to the back.

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# **BWS- NYSC CANCER PREVENTION CORPERS WERE CREATIVE AND INNOVATIVE: CREATING CANCER PREVENTION CLUBS IN SECONDARY SCHOOLS**




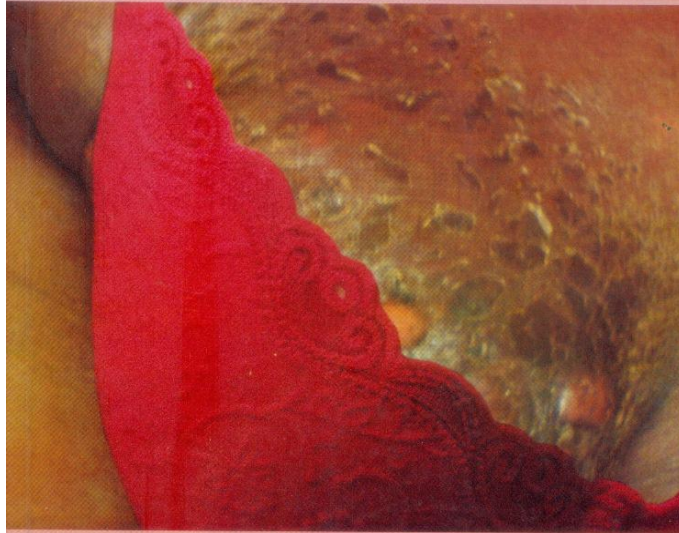
## CREATING THE WOMEN HEALTH ARMY: WOMEN CANCER CONTROL ADVOCATES





# Publications, Outcomes, Legacies

**Enthroning Early Detection of Breast Cancer In Nigeria**

**Don't Let Us Get This Disease at this stage**  
Prof Ifeoma Okoye

**VISION:** To have a world devoid of late detection of cancer and other non-communicable diseases.

**MISSION:** To reduce the burden of death due to late cancer/other NCD detection through health education, screening, vaccination, training and research on cancers and non-communicable diseases.

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**2**

**3**

**4**



MANY WAYS TO GO  
PINK, APART FROM  
SPOTTING PINK.... KEY  
MESSAGING AND  
ACTIONS ARE NEEDED

**IDEAS WITHOUT ACTION  
CANNOT PROPEL YOU FORWARD**





bws.global and gopinknigeria

🎵 Daniel Caesar · TOO DEEP TO TURN BACK



# WHY DO YOU GO PINK?

Tell us why you support Go Pink Day!





## **WE ALL NEEDED TO BE SHAKEN OUT OF OUR COMFORT ZONES!!**

- ❑ NATION WIDE GO PINK DAY IS 'A CALL TO ACTION' STRATEGY,
- ❑ IT IS AIMED TO MOBILIZE ACTION FROM; everyone, corporations, advocates, and citizens alike— —to join the fight, and operate, **THE POWER OF ONE...ALL HANDS ON DECK! each one touch one**, just as Nigerians did in the past, to end Ebola.
- ❑ Our goal is to end late cancer detection in Nigeria by spreading information that encourages early diagnosis
- ❑ Citizens need to, Be Breast Aware, Check their Breasts monthly, for lumps, skin changes, nipple retraction, pain, nipple discharge!
- ❑ **All Women, To Seek Out Today, where to do their Age-Appropriate, Annual Breast Check!**
- ❑ This fight isn't just for a few—it's Cancer vs. Every Nigerian, and we all need to act now.

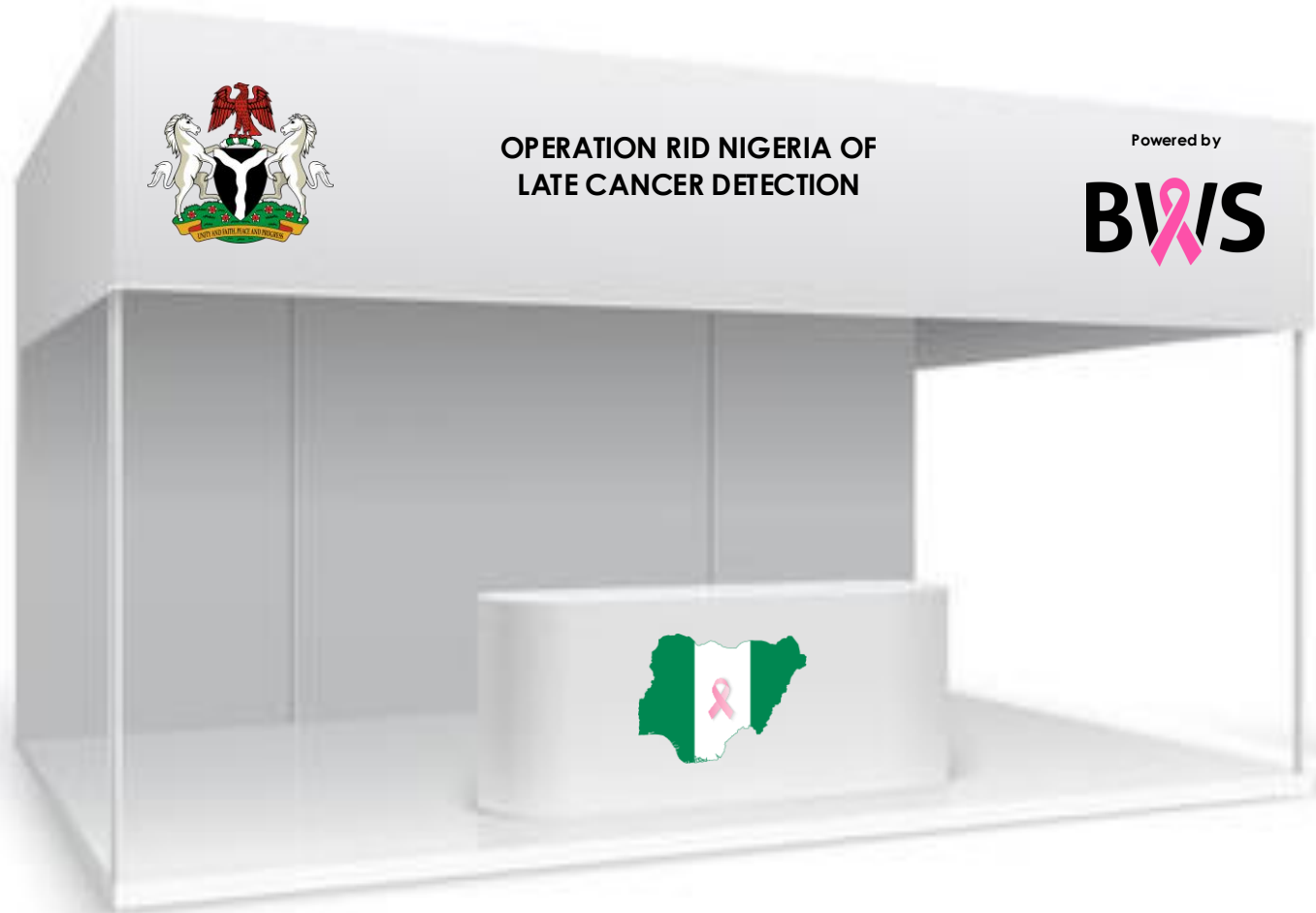
- ❑ Many Non-Governmental Agencies (NGOs) have advocated for cancer control through the years; the impact has been felt, yet it is simply insufficient.
- ❑ Sadly, our brothers and sisters are dying from preventable cases of cancer.
- ❑ For over 10 years, Breast Without Spot (BWS) has championed the Go Pink Day in several parts of Nigeria on 5th October annually.
- ❑
- ❑ The campaign has also garnered international support from both Nigerians and Non-Nigerians abroad.

- ❑ This year, our plan to achieve giant strides in the fight against cancer, through scaling this TRIVIA, of Going Pink, led to an intentional effort, to engage, One-On-One, with more profound partners, such as YOU, to join to achieve the MONUMENTAL BUY IN OF OUR NIGERIAN POPULATION!
- ❑ This 'buy in' can only be achieved through concerted effort TO INFORM EVERYONE & everyone PUT THEIR HANDS ON THE DECK, such as happened with the Fight To End Ebola, if we can ever succeed to end these plane crashes- Death toll from Breast Cancer!
- ❑ We need to create this required energy & action, through stimulating everyone to join THE GO PINK TRIVIA & whilst their guard are laid down, & their fears cut through, we use the window, to pass our 'EARLY DETECTION & FOLLOW UP MEDICAL INTERVENTION'SAVES LIFE' MESSAGING !!!

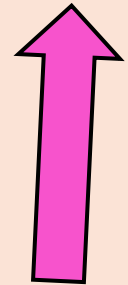
**GO PINK KIOSK  
SPONSORED BY MTN**



**LET'S CRUSH CANCER  
TOGETHER!**



**GET SCREENED  
TODAY!  
EARLY DETECTION  
SAVES LIVES.**



# PINK BERETS

## PROJECT 'PINK BERETS'

- Principled
- Focused
- Passionate
- Knowledgeable
- Committed
- Team-Oriented
- Ethical
- Professional



# PINK BOOTS







*"Ask not what your country can do for You;  
Ask what You can do for your country."*

J.F. KENNEDY



## Official Pinky Fitness Fiesta merch

This isn't just workout gear—it's a symbol of strength, unity, and our fight against cancer.

Whether you're walking, running, or cheering us on, these stylish designs will have you looking good while doing good! Each purchase supports our mission of raising awareness for breast cancer and promoting healthy lifestyles.

T-shirt: N12,500  
Cap: N6000

AVAILABLE COLORS

SHOP NOW @BWS\_global

NEW SOFT

The advertisement features a white background with a pink and white geometric pattern. It displays two white t-shirts and a black cap with a pink stripe. The t-shirts have "100% GMO" and "Fitness Fiesta" printed on them. The cap has "100% GMO" and "Fitness Fiesta" printed on it. The text is in a mix of bold, sans-serif and elegant, cursive fonts. A "SHOP NOW" button and the handle "@BWS\_global" are at the bottom.



# WHAT IS CANCER?

Cancer is a disease where cells in the body start growing uncontrollably and spread to other parts of the body. Unlike normal cells that grow, divide, and die in an orderly way, cancer cells continue to grow and form lumps or tumors. This can affect the way organs and tissues work, and in some cases, spread to other areas.

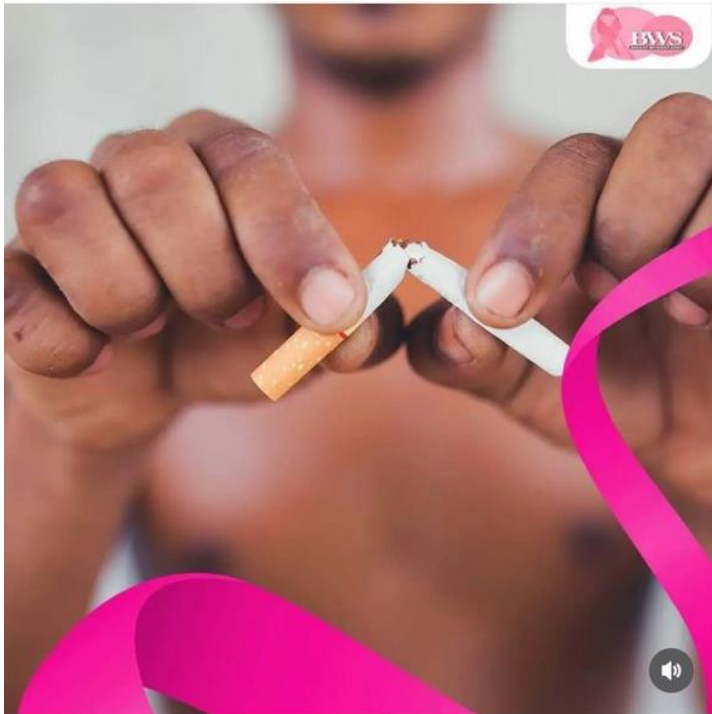


[READ MORE](#)

[@bws.global](#)

## WHAT CAUSES CANCER?

While the exact cause of cancer is still not fully understood, several factors can increase the risk:



BWS

- Genetics: Some people inherit faulty genes that make them more likely to get cancer.
- Lifestyle Choices: Smoking, poor diet, lack of exercise, and alcohol use can contribute to the development of cancer.
- Environmental Exposure: Exposure to harmful substances like radiation, certain chemicals, or asbestos increases the risk.
- Infections: Some viruses, like HPV, are linked to certain types of cancer.
- Aging: The risk of cancer increases as you get older since cell damage builds up over time.

BWS



# Early Detection Tips for Breast Cancer



## Perform Regular Self-Exams

### Monthly Routine

Check your breasts once a month for any unusual changes.

### What to Look For

Lumps, thickening, or any changes in size or shape.

## Schedule Mammograms

### Age 40+

Annual mammograms are recommended for women starting at age 40.

### High-Risk Individuals

Consult with your doctor about earlier and more frequent screenings.

## Know Your Family History

### Genetic Factors

Inform your doctor if you have a family history of breast cancer.

## Understand Your Risk Factors

### Lifestyle Factors

Maintain a healthy weight, exercise regularly, and limit alcohol consumption.

## Watch for Symptoms

### Prompt Action

See your doctor immediately if you notice any of these symptoms.

## Stay Informed

### Prompt Action

See your doctor immediately if you notice any of these symptoms.



# CHECK YOURSELF



BREAST CANCER

EARLY DETECTION  
SAVES LIVES

@bws.global

# EARLY DETECTION SAVES LIVES

While we may not be able to prevent every case of cancer, early detection plays a huge role in increasing survival rates. Regular screenings and paying attention to changes in your body are key!

At BWS, we're committed to raising awareness, breaking down fear, and ensuring more people have access to life-saving information and early diagnosis.



TAKE THE MESSAGE AND THE SERVICE TO THE PEOPLE



Partner with BWS to bring medical interventions to rural communities!



SHOW YOUR  
**COMMITMENT**  
TO COMMUNITY WELLNESS



More Information :

+234 809 240 8959

# BWS MEDICAL OUTREACH



# 'BWS & PARTNERS ARE ON THE MISSION TO RID NIGERIA OF LATE DETECTION OF CANCER'

In order to achieve this, one of our strategies is our availability to partner with you to offer your communities;



**Cancer awareness**



**Free Cancer Education**



**Free Cancer screening**

**Subsequently, we will ensure that they are properly navigated and supported to the right hospitals for management**

**PARTNER WITH US TO DELIVER FREE CANCER SCREENING TO YOUR SPHERES OF INTEREST!**



**CONTACT US: +2348033314449,+234062226102,+2348165926345,+2348033922971**

**BWIS**

WE CAN WORK WITH YOU TO BRING

# FREE CANCER SCREENING

TO YOUR COMMUNITIES,  
ORGANIZATIONS & SPHERES OF INTEREST



**TOGETHER WE CAN RID NIGERIA OF LATE DETECTION OF  
CANCER**



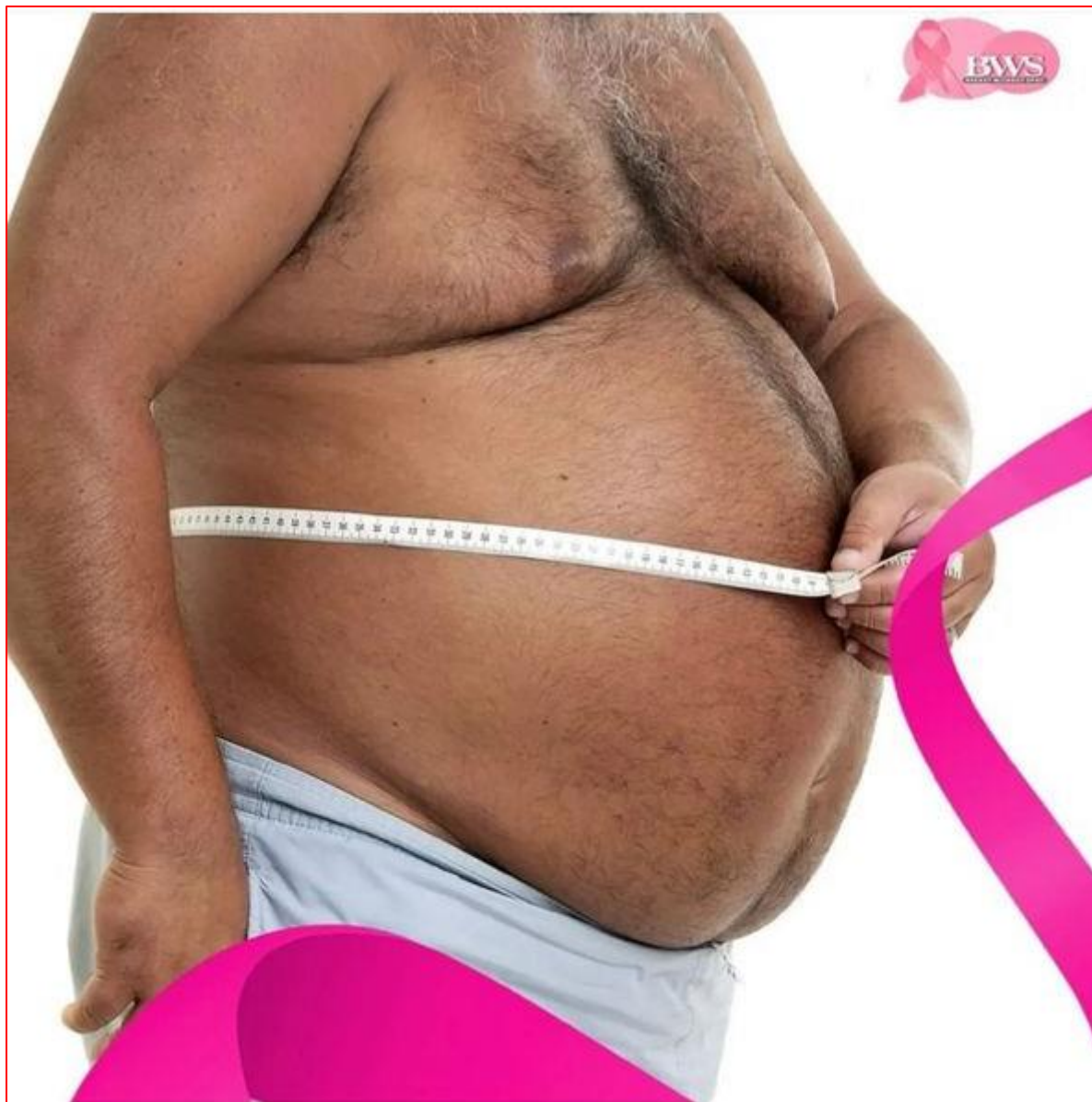
CHARITY HOUSE/UNNCECT BUILDING,  
OPPOSITE COSCHARIS  
UNIVERSITY OF NIGERIA, ENUGU CAMPUS



Email: [bwsenugu@gmail.com](mailto:bwsenugu@gmail.com)  
[www.breastwithoutspotng.org](http://www.breastwithoutspotng.org)

We will also promote the message of Proper Diet and  
& Other Lifestyle Modification





Research shows that **excess body fat increases your risk for several cancers, including colorectal, post-menopausal breast, uterine, esophageal, kidney and pancreatic cancers.**



# TRAIN-THE-TRAINERS

RAIN OR SHINE




*I will be Attending*  
**INTERNATIONAL CANCER  
WEEK 2024**



**Accelerating Nigeria's Path to Comprehensive  
Cancer Control: Innovation, Access and Partnership**

 **FREE REGISTRATION**

 **28 OCT - 1ST NOV**

 **NAF CONFERENCE CENTER  
& SUITE, ABUJA NIGERIA**

**PROFESSOR EMERITUS IFEOMA OKOYE**  
Breast Without Spot (BWS); UNNCECT



**REGISTER TODAY AT:**

<https://forms.gle/8bCUSH2X2moS5jF39>

   @nicratgov | [www.nicrat.gov.ng](http://www.nicrat.gov.ng)





# 2011 ICW

The 3rd International Cancer Week In Nigeria 2011

ABUJA, 22-27 OCTOBER, 2011



**THEME:**

**Cancer Can Be Prevented**

**SUB-THEMES:**

A Commitment to Make Cancer a National Priority  
Building Partnerships to Fight the Cancer Epidemic

**ANNOUNCEMENT OF THE ANNUAL NATIONAL CANCER SUMMIT OF THE ICW**

## *Call for Abstracts (Deadline 30<sup>th</sup> September, 2011)*

The Scientific Committee of the forthcoming 3rd National Cancer Summit of the International Cancer Week Initiative in collaboration with the Federal Ministry of Health, Abuja, Nigeria, invites **ABSTRACTS** from interested participants for oral and poster presentations. The National Cancer Summit, which is part of the activities marking the annual International Cancer Week in Nigeria, is a unique meeting devoted to multidisciplinary cancer research, treatment and control in Nigeria.

The **NATIONAL CANCER SUMMIT** will provide a unique platform on which leading experts; organizations and individuals can achieve greater visibility and resonance for their efforts in the fight against cancer. Several participating companies and organizations. Prospective presenters are encouraged to submit abstracts related to the theme and subthemes as abstracts related to these will be given priority. Abstract-related sessions will be

**WITH PROF ONYEBUCHI CHUKWU AS HMH:  
2011 ICW, WITNESSED INTRODUCTION OF: TRAINING  
WORKSHOPS: MORPHINE PRODUCTION  
TOWN HALL MEETING WITH LEGISLATIVE ARM OF  
GOVERNMENT & GLOBAL PARTNERS, LIKE MD ANDERSON  
CANCER CENTER :**



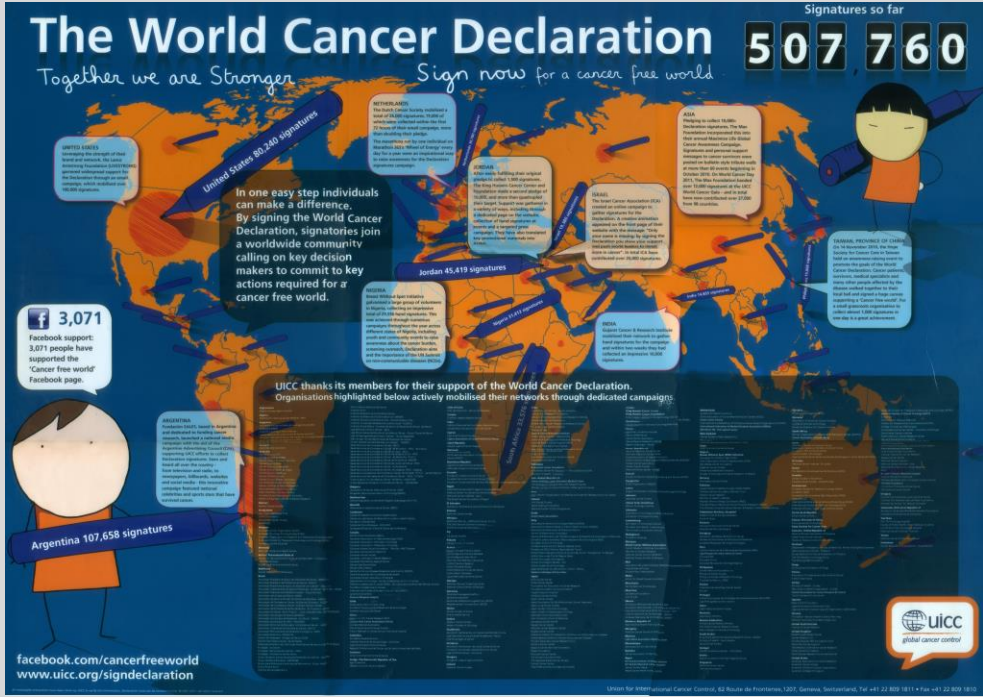
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EQUIPMENT INDUSTRY  
AND INTERNATIONAL PARTICIPANTS**



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2011 ICW, WITNESSED : HUGE EXHIBITIONS BY PHARMA &  
EQUIPMENT INDUSTRY  
AND INTERNATIONAL PARTICIPANTS**



# THE POWER OF ONE – A LESSON IN ADVOCACY



# PINKY FITNESS FIESTA





# GO PINK DAY



## HEART-WRENCHING STORY - Jessica Pettway (In her own Words)



Above Jessica Pettway with her family.

Below- Jessica shortly before she passed away.



"**Last June**, I was having intense vaginal bleeding. And when I say intense, I mean I was literally bleeding out," she shared. "I called around and asked other women if they experienced this before and majority of them said they have. I thought, well maybe this is a 'normal' thing that women go through. I was experiencing extreme fatigue, weakness and just not feeling like myself."

On **July 1, 2022**, Jessica Pettway's husband, **Michael**, found her in the bathroom unresponsive. She was rushed to the hospital, where doctors told her the blood loss was because of fibroids. After many more hemorrhaging incidents resulting in hospitalizations and several blood transfusions, Pettway was finally correctly diagnosed with **Stage 3, Cervical Cancer in February 2023**.

She became a fierce cancer advocate and also shared her **healing journey** with her followers on social media; highlighting the effects on her struggles, family, her faith and the unconditional love and support she received. She loved life and was determined to beat cancer but sadly she passed away on **11th March 2024**; leaving behind a husband and two daughters.



For more on her Journey of Hope

 @jessicapettway



For more information kindly  
CALL: +234 813 963 1746 or  
Email: [clwcf.ngo@gmail.com](mailto:clwcf.ngo@gmail.com)

Website: [www.clwcf-ngo.org](http://www.clwcf-ngo.org)

 @clwcf

## SUPPORT A CHILD LIVING WITH CANCER!

Do children have cancer? You might wonder.  
**YES, CHILDREN ALSO HAVE CANCER!**

But fortunately more importantly, **CHILDHOOD CANCER IS CURABLE**  
if detected on time and dealt with promptly.

CLWCF is a Non-Governmental Agency (NGO) registered with ICCCPD; an international organization dedicated to the care of children with cancer, and those that have survived cancer.

At CLWCF, we are committed to help facilitate awareness of childhood cancers and support of families affected by cancer most of which are from poor families.

We also invest in their future by paying school fees and footing their hospitals bills to enable them have a better life in the few years they may live.

We promote early detection, and provide prompt medical attention. The organization engages in various activities such as seminars, lectures, outreach programs, art exhibitions, competitions, and sporting events to create public awareness.

**NO ONE SHOULD HAVE TO FIGHT CANCER ALONE, Kindly Support this 'Remarkable' NGO to Save Lives!**

## A SURVIVORS STORY



**Bavoshiya Gloria Nyan suffered breast cancer, intestinal cancer, liver cancer, and stomach cancer.**

Doctors had given up hope after trying their best to cure her. She was eventually **told to go home and prepare for death.**

She said when she got home, she started preparing for her death and bought the outfit she wanted to be buried in. According to her, she doesn't like the conventional white gown so she opted for a dress she really liked, even though some of her loved ones complained about her choice.

Ms Gloria however noted that she didn't want to die because she has a little girl whom she desperately wants to watch grow. On the other hand, she had already lived for **4 years** beyond the time doctors gave her to live, so she resolved to prepare for death.

In **2022**, a hospital in **Dubai** reached out to her and told her of a new treatment plan they could try on her, so she obliged their request and flew to Dubai. She said she came back from Dubai with a heart full of gratitude.

A Priest she had told to bury her was having his priestly anniversary, and she decided to attend in the same dress she had told him to bury her in. Ms Gloria has an NGO and has championed and helped others with cancer. Her **14-year cancer survival** journey is well documented on **Facebook**, and she believes God will perfect her healing.



Kunakfoundation Ngo is with Bavoshiya Gloria Nyan and Bavoshiya Nyan.  
11h · 📍

This was the day I finished my radiation. The smile I have is different. You can see the joy beneath the black eyes full of pain. Dear Lord, we need a cancer cure, too many families are suffering from cancer diagnoses to the lack of funds for treatment to battling different side effects, to stigma. May Your will be done in our lives in Jesus mighty name 🙏🙏🙏



Kunakfoundation Ngo is with Bavoshiya Gloria Nyan and Bavoshiya Nyan.  
11h · 📍

After breast cancer, I had to fight intestinal cancer next, ko easy rara. After 8 months straight in the hospital, coming back home to Kaduna was cool, was still in too much pain and had not showered in weeks. Trust me when I say cancer sucks



Kunakfoundation Ngo is with Bavoshiya Gloria Nyan and Bavoshiya Nyan.  
11h · 📍

Do you know how it feels like to eat and not use the restroom in days? How about using the restroom only 3 to 5 days in a month with so much tears 😭😭😭 It was my life till God delivered me. The pain of the blockage was hell on earth. I had surgery that a little tube was fixed to help me including four tablets to digest and soften my stool to liquid form. As painful as it was I also had my family and friends supporting me. I tried my best to act normal which was nearly impossible due to pain. The little things in life that we take for granted became a big deal to me. After my rectum surgery two years ago things became much better for me, I am still on medication which is a stool softener for the rest of my life to avoid blockage. I am very fortunate to have a medical team that God is using to find solutions to every hurdle that comes my way. May God continue to bless and protect Dr Kola, Dr Ahmad and Dr Ibrahim in Jesus mighty name 🙏🙏



So I got dressed and went for it. My eyes have seen alot, my ears have heard alot but in everything I give God the glory because everytime I fall flat on my face, I've had awesome people picking me up. God bless every body that has been a part of my journey.  
Bu Kazah Aya Ami 🙏🙏🙏



**LET'S CRUSH CANCER!**

Get Ready to **Go Pink** on or before Saturday 5th October 2024.

- Individuals
  - Banks
  - Offices
  - Schools
- Associations
  - Shops
  - Homes
  - Hospitals
- Religious Organizations

You can wear a **touch of pink** or decorate your surroundings;  
it can be as **mundane** or as **profound** as you want it to be;

Add a touch of pink to your clothing, lapel pins, pink ribbons or paint your nails pink, wear pink T-Shirts, Visor hats, **You can decorate your homes or offices with banners, balloons, light up your building with pink, billboard adverts on behalf of your organization and much more.**

Then, take pictures and post on your social media page using **#GoPinkDay2024**

**BE INNOVATIVE ...**

You, Your Family/ Colleagues, Your Organization or Office can host a Go Pink Event; breakfast with friends, a dance-off, spelling bee, chess match, walk, pink picnic, the pink-iest building or gaggiest pink outfit.

Whatever you decide, kindly take a picture, selfie or video and post on your social media and tag **@bws.global** and use **#GoPinkDay2024**

Alternatively, **email your pictures to:** [nationwidedogopinkday@gmail.com](mailto:nationwidedogopinkday@gmail.com) or  
**WhatsApp:** 0809 240 8959 now and we will post it.

**BWS**



FILM NEGATIVE

Tag your Pink Squad



#GoPinkDay2024

FILM NEGATIVE

NATION-WIDE GO PINK DAY

# PINK FACT OF THE DAY!



DID YOU KNOW THAT 1 IN 8 WOMEN WILL BE DIAGNOSED WITH BREAST CANCER IN THEIR LIFETIME? EARLY DETECTION THROUGH REGULAR SCREENINGS CAN INCREASE SURVIVAL RATES BY UP TO 90%! 💡



# **UNTH RADIOLOGY & STELLA (STanford Electronic Learning Library & Applications**

## **Ensuring Representation of Nigerian Images in an Ai Training Tool**

**BREAST IMAGING TRAINING COURSE WITH PROF.  
BRITTANY DASHEVSKY OF THE STANFORD BREAST  
DEPARTMENT**



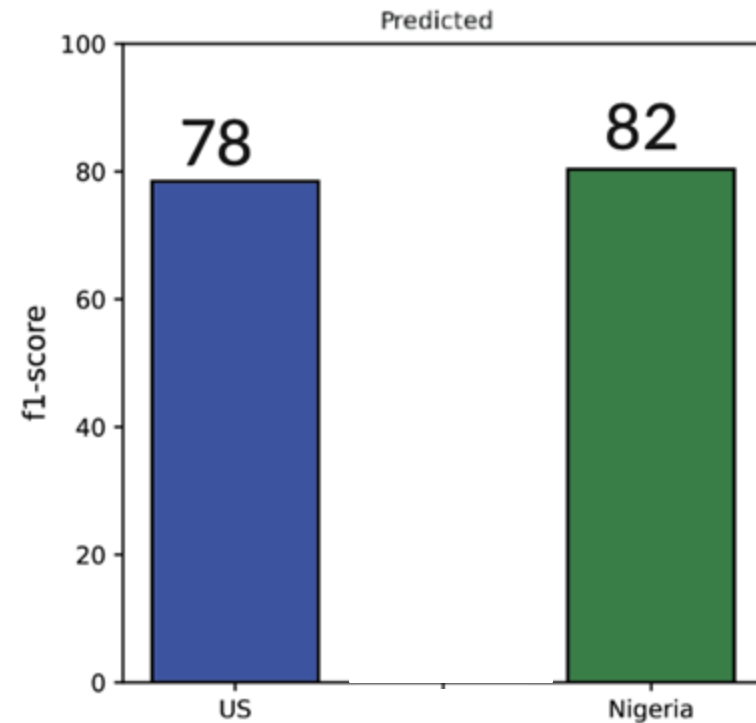


# Improving Performance with Nigerian Images

746 images - test dataset



**An Overview Of The Nigerian Skin Images And The Performance Achieved With The New Ai Model Thanks To Testing On Nigerian Cohort**



# Nigeria Acknowledgements

## ACKNOWLEDGEMENTS FOR NIGERIAN COLLABORATORS



Prof. Ifeoma  
Okoye



Dr. Nkiru Onodugo



Dr. Ayesha Akinkugbe



Dr. Joel Aniegbe

# Stanford Acknowledgements

## ACKNOWLEDGEMENTS FOR STANFORD

### Gevaert Lab



Dr. Olivier Gevaert



Chris Sadée, MRes



Dr. Ahmet Er



Dr. Roberto Novoa

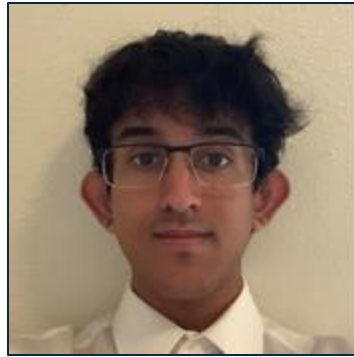
### Students



Jared Bitz



Serena Zhang



Dhruv Sharma



Alex Dils



Dr. Albert Chiou

# Stanford - Prof Okoye Collaboration



Invited Speaker @ Stanford Medicine

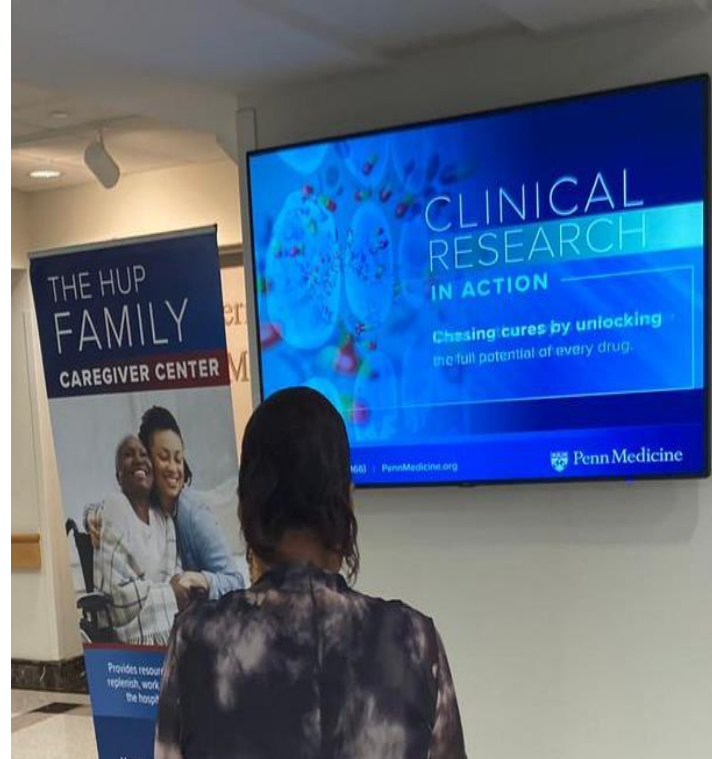
Meetings with Prof. Gevaert for Medical AI

Reading Room Breast Radiology w. Prof. Brittany Dashevsky

Meeting the director of RSNA Curt Langlotz



**IBIIS & AIMI Seminar: Ifeoma Okoye, MBBS, FWACS, FMCR - 6/24 at 12:30pm, In Person at the Clark Center, S360**




**University Of Pennsylvania Hospital Visit**



**IBIIS & AIMI**  
Seminar Series Presents

**Deepening Collaboration with Stanford & Pennsylvania, Toward Developing Joint Strategies to Close the 'Cancer Care' & 'Clinical Trial Volume' Gap in LMICs**





**Ifeoma Okoye, MBBS, FWACS, FMCR**  
Professor of Radiology and Director  
Centre for Clinical Trials  
College of Medicine, University of Nigeria

In this seminar I will be addressing the dire cancer survival outcomes in low- and middle-income countries (LMICs), with a particular focus on Sub-Saharan Africa. Cancer survival rates in Sub-Saharan Africa are alarmingly low. According to the World Health Organization, cancer deaths in LMICs account for approximately 70% of global cancer fatalities. In Nigeria, the five-year survival rate for breast cancer, one of the most common cancers, stands at a disheartening 10-30%, compared to over 80% in high-income countries. This stark disparity highlights the urgent need for sustained comprehensive cancer interventions in our region.

Here, I will discuss the pivotal role in the cancer control sphere, of a new software, ONCOSEEK, capable of early detecting 11 types of Cancers! It's particular emphasis on the Patient Perspective, which aligns with our ethos of need for holistic patient care. In addition, I will discuss recent developments on collaborative effort with the Gevaert lab at Stanford University and the University of Pennsylvania.

**June 24, 2024 | 12:30 - 1:30pm**  
**James H. Clark Center - S360**

 Refreshments Provided 

**BUDDING  
COLLABORATION  
& PARTNERSHIP  
WITH U-PEN**

## INTERNATIONAL COLLABORATIONS ESTABLISHED FOR RADIOLOGY UPSKILLING

### 1] ANNUAL RADIOLOGY WEBINER SERIES

..live virtual seminars, led by Stanford faculty, tailored to our specific needs, is going to create an opportunity; to optimize our 64 Slice CT Scan and our and our Canon Electron Tubes. Model: E7252, to serve our patients better, **whilst creating opportunities, for Radiologists to horn their skills,in;**

- Cardiac CT: Calcium scoring. Coronary angiography.
- GI fluoroscopy in neonates and infants. Techniques and findings.
- CT and MRI in the diagnosis of pathologies of the, Head & neck, brain, extra-axial spaces & spine.

2]Multinational, online, monthly, **Breast radiology-pathology ECHO case review courses** breast patho-radiological education with the **MD Anderson Cancer Center team** led by Dr Toma Omofoye.

- the team is building breast radiology subspecialty across low and middle-income countries.
- an in-depth discussion on patient management to achieve incremental improvements across the continuum of care to achieve the best possible patient outcomes at each resource level.

3]**Memorial Sloan Kettering Cancer Center (MSKCC) NY** along with their partners at the **African Research Group for Oncology (ARGO)** - which UNTH is part of, has phased ultrasound based interventional radiology training for radiologists in Nigeria. First phase developed **a structured tablet based ultrasound guided biopsy training of members of Breast imaging society of Nigeria (BISON)**. Lead trainer Dr Liz Sutton

4]**Weill Cornell Medicine NY** through International Center for the study of breast Cancer subtypes (ICSBCS - **Triple Negative Breast Cancer**) led by Prof Lisa Newman, with foot-prints in many African Countries, involving women with African ancestry and galvanizes multidisciplinary team at each partner institution- Surgeons, Pathologists, Radiologists, Lab Technicians, Oncology nurses

# COLLABORATION & PARTNERSHIP

## The Power of Two: A Biblical Perspective

"Ecclesiastes 4:9-10 says,

*'Two are better than one because they have a good return for their labor. If either of them falls down, one can help the other up. But pity anyone who falls and has no one to help them up.'*



## THE RELEVANT QUESTIONS ARE;

- How would our citizens know that there is an advantage in coming up early with their symptoms?
- An advantage that enables them to take an informed decision that can **SAVE THEIR LIVES?**
- How do they know, the lifestyle modifications they need to adopt, to cut their risks to breast cancer
- 
- How do they know the symptoms to look out for?
- How do they know what to do to ensure early detection?
- How do they know when to present themselves for medical check up, or for screening, when and where?
- Someone had to take the responsibility of reaching the people and arming them with the right information!
- MTN & YOU CAN JOIN & BE THAT SOMEONE!**
- Fellow Citizens of Nigeria, **THE ALARMING CANCER STATISTICS OF 40 DEATHS DAILY, 24 plain loads yearly, IS CALLING ON ALL OF US NOT TO REST ON OUR OARS....**

## CONCLUSION

- It is difficult to win a fight if we are divided.
- It is one fight, Cancer vs Every Nigerian
- For several years, we have all watched helplessly as the Cancer scourge took its Toll on our beloved Citizens
- WHO DIRECTOR SAID;**
- THREE REASONS FOR INCREASING MORTALITY IN AFRICAN COUNTRIES ARE:**
- 'LATE DETECTION, LATE DETECTION, LATE DETECTION!'**
- Let's stand together, & Break the Silence on Breast Cancer, because No one should face breast cancer alone.!**
- Together, we can end the reign of late cancer detection, Yes, **RID NIGERIA OF LATE CANCER DETECTION**





**TOGETHER WE  
CAN MAKE A  
DIFERENCE**

BWS Business Writing Services | [bws.global](https://www.bws-global.com) and [gopinknigeria](https://www.gopinknigeria.com)

*Don't Forget to  
Go Pink &*

**Follow**

**us!**

[@bws.global](https://www.bws-global.com)



OPERATION RID NIGERIA OF  
**'LATE CANCER DETECTION'**

Every 6 minutes a Nigerian dies a Preventable Death from Late Detection of Cancer.  
We can Stop this but we must Act Now. 5th October Every Year; Go Pink!

JOIN US

***THANK YOU***

