

Launch of **Pink Empress:** Support Group for Breast Cancer Survivors in Africa

Saturday February 4, 2023
World Cancer Day



Project Summary

Pink Africa Foundation launched the Pink Empress Support Group on the 4th of February 2023 in line with World Cancer Day. The program was aimed at creating a safe space and support group for breast cancer survivors across Africa. The Launch had medical professionals, breast cancer survivors and members of the general public.



Event Overview

The theme for the event was: Conquering Cancer Together. 10 speakers were invited to speak on many topics surrounding cancer. It was a hybrid event, and attendees were present on both ends. It was a fun bonding and educative space for all attendees and very insightful.

The event had about 70 persons physically and 31 virtual attendees. Some areas covered by the speakers on cancer were; myths about cancer, dieting, how to continue with life after cancer, ways to help people living with cancer and lots more.



Sponsors & Collaboration

The Pink Africa Foundation launched the Pink Empress with the support of other partners and sponsors: Union for International Cancer Control (UICC), ASI Ukpo Hospitals, Nigerian Medical Association (NMA) National Committee on Cancer, National Medical Association Cross River State Chapter, the Nigerian Association of Medical Physicists (NAMPA), Nigerian Association of Women Journalists (NAWOJ) and AIESEC.

Facilitators included breast cancer survivors, medical professionals from Africa and beyond, including Yale University, MD Anderson Cancer Centre, Houston, Texas; and Weill Cornell Medicine, New York, USA.



Speakers

Prof. Anees Chagpar - Professor of Surgery, Yale University, Topic: Survivorship: Achieving No Evidence of Disease after Breast Cancer Treatment

Dr. Samuel Otene – Chairman, NMA National Committee on Cancer, Nigeria. Consultant Oncologist. Topic: Nipping Breast Cancer in the Bud

Dr. Felix Archibong – NMA Chairman, Cross River State, Nigeria. Family Physician. Topic: Debunking Superstitions Surrounding Breast Cancer.

Dr. Julianne Pollard-Larkin – Section Chief, MD Anderson Cancer Centre, Texas, USA. Medical Physicist. Subcommittee Chair of the Black and African American Medical Physics



The poster features a pink ribbon logo at the top left. The text reads: 'Official Launch of PINK EMPRESS Conquering Breast Cancer Together'. Below this is a grid of ten speaker portraits, each with their name and title. At the bottom, it says 'WORLD CANCER DAY: Close the Care Gap' and provides Zoom meeting details for February 2023. Logos for various organizations are at the very bottom.

Official Launch of PINK EMPRESS
Conquering Breast Cancer Together

 DR. NCHIEWE ANI President, Pink Africa Foundation	 PROF. ANEES CHAGPAR Yale University, USA	 DR. SAMUEL OTENE Chairman, NMA National Committee on Cancer	 DR. FELIX ARCHIBONG NMA Chairman, Cross River State Nigeria	 DR. JULIANNE POLLARD-LARKIN MD, Anderson Cancer center Texas
 DR. EVELYN TAIWO Assistant Professor of Clinical Medicine, Weill Cornell Medicine, New York	 BARR NGOZI EJEDIMU Survivor & Patient Navigator, Nigeria	 DR. ABIOLA ADEWALE Head of Department, ASU Hope Comprehensive Centre, Cal, CRI	 DR. SILVIA CORRAL Survivor & Physician, California	 GEDAH ETEFIA Church Girl, Productions

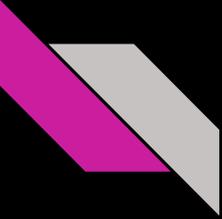
WORLD CANCER DAY: Close the Care Gap

Sat. 4th February 2023 | 3:00 PM GMT +1

 Meeting ID: 858 5445 4432
Passcode: 005863

For sponsorship and participation, call: +234 818 255 9385





Subcommittee (BAASC) and Vice-Chair of the American Association of Physicists in Medicine (AAPM) Diversity and Inclusion Subcommittee. Topic: Closing the Care Gap in Breast Cancer.

Dr. Taiwo Evelyn - Assistant Professor of Medicine at Weill Cornell Medicine and Attending Physician at New York Presbyterian-Brooklyn Methodist Hospital, USA. Topic: Dieting: Before, During and After Breast Cancer Treatment.

Barr. Ngozi Ejedimu – Breast Cancer survivor (absent).

Dr. Abiola Adewale – Lead Oncologist, ASI Ukpo Cancer Centre, Calabar, Nigeria. Topic: The Importance of Radiotherapy in Breast Cancer Treatment.

Dr. Silvia Corral – Breast Cancer Survivor & Physician (USA). Topic: The Need for Survivorship Plans for Breast Cancer Survivors



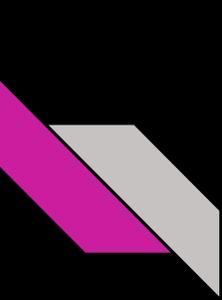
Impact & Reach

The event was hybrid, and attendees were present online and remotely (ZOOM Platform). There were about 101 attendees - 70 in the physical setting and 31 in the virtual space.

Some breast cancer survivors came from out of town. One of the survivors thanked Pink Africa Foundation, stating that “I have gotten clarity on my post-treatment plan, when to go for follow-up and what to look out for.”

Breast cancer survivors alone had a closed circle space after the main event where they were talked to and examined by the doctors. The ED and volunteers also shared post mastectomy bras, souvenirs and refreshment.





Setbacks / Challenges

The major setback was the turnout of people. Initially, it was to be a closed event, and it was slated for just 50 breast survivors. Survivors were allowed to bring caregivers, so the event was eventually attended by others impacted by breast cancer – including relatives and loved ones. Despite the late publicity for the event, we had a head count of 70 people.

However, funding remains the major challenge for the breast cancer survivors present, who are still on treatment. Many complained of financial toxicity, having to stop work because of treatment, sell assets, using all they earn from their meagre salary to pay medical bills, instead of children's school fees or family upkeep, that they have to source from friends

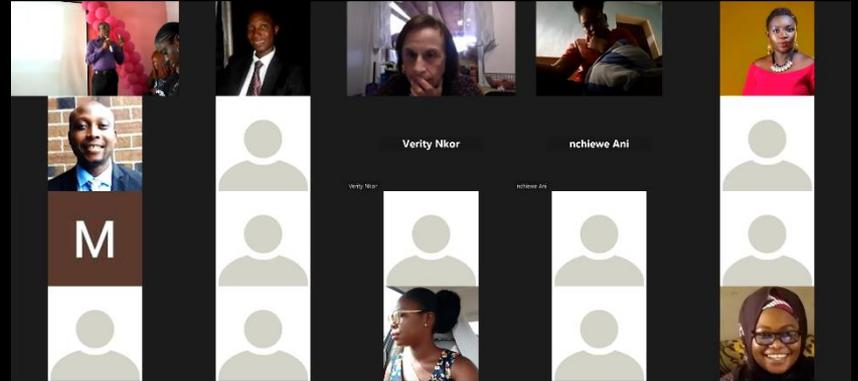
There is need to do more in raising funds for treatment, especially with chemotherapy and radiotherapy.

Conclusion

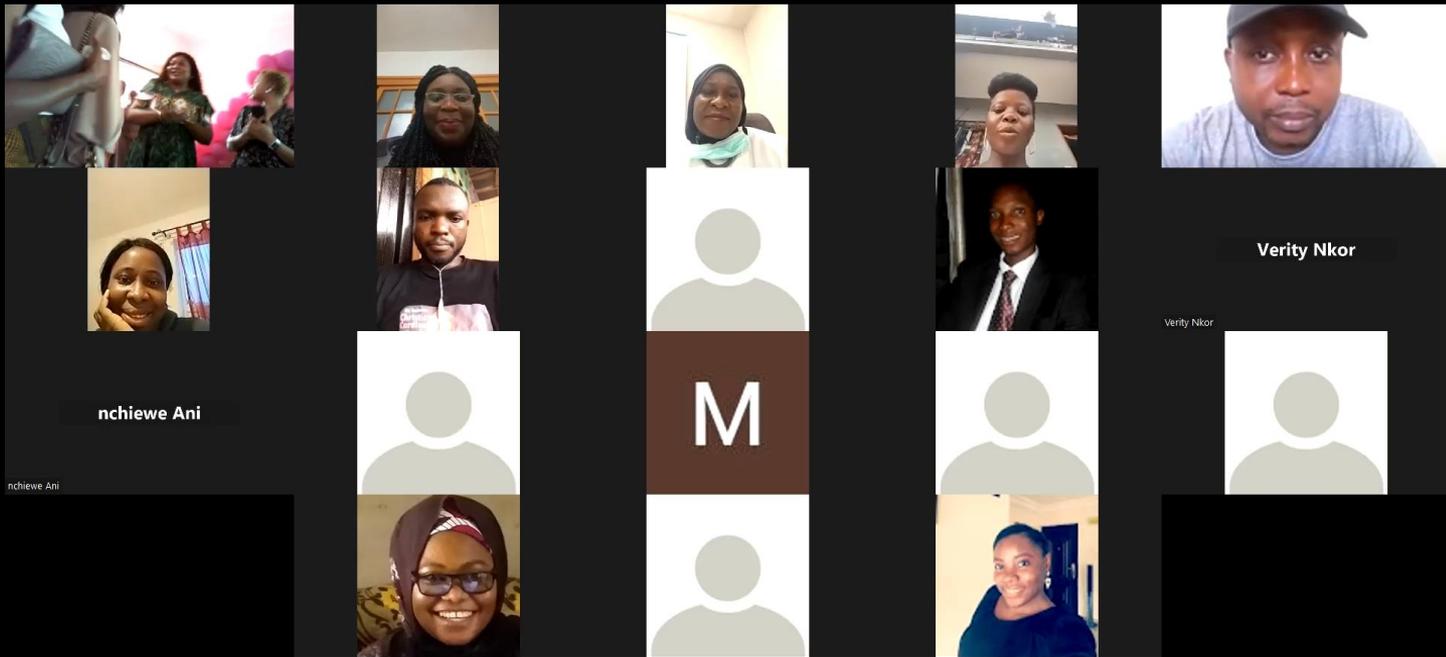
In summary, the aim of the program which was to create a safe space and support group for survivors of breast cancer was met. The event also gave young people an insight to what cancer is all about.

A major takeaway from the event was the need for a patient navigator to maintain communication and ensure survivors continue follow-up after active treatment.

Pink Africa Foundation is grateful to all partners, facilitators and volunteers for their support and efforts put in to make this event a success and to all that took their time to come out for the event.



Online Audience on ZOOM



Project Team

President – Dr. Nchiewe Ani

Secretary – Gedah Etefia

Executive Director – Victor Ekpo

Project Manager – Verity Nkor

Supported by a team of fifteen (15) volunteers

Partners

Union for International Cancer Control (UICC)

Nigerian Medical Association (NMA) National Committee on Cancer

Nigerian Medical Association (NMA) Cross River State Chapter

ASI Ukpo Comprehensive Cancer Centre, Calabar

Nigerian Association of Medical Physicists (NAMP)

Nigeria Association of Women Journalists (NAWOJ)

1889 Credits Photography; and AIESEC.





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