



**BREST CANCER**  
**AWARENESS WEEK**  
**REPORT**

## BREAST CANCER AWARENESS CAMPAIGN

The Students of Health Services Academy Islamabad took the initiative to commemorate breast cancer awareness month by conducting a week-long Breast Cancer Awareness Campaign themed “Let’s talk and save lives” commencing from 22nd October till 26th October, 2021. The campus was illuminated pink as part of the awareness drive to the patients, potential victims and general populations.

### DAY 1 (OPENING SESSION)

- Parliamentary Secretary for Health Dr. Nausheen Hamid inaugurated the opening session of campaign and the Wall of Kindness as the Chief Guest of the session.
- Dr. Shahzad Ali Khan, Vice Chancellor Health Services academy welcomed the worthy guests and encouraged the students to play their role in awareness and prevention activities
- Dr. Ayesha Isani, HOD Radiology at PIMS and Deputy Project Director of the Breast Cancer Screening Center (PIMS) briefed about the efforts of Breast Cancer Screening Center at PIMS in creating awareness and providing screening services for the target population.
- Dr. Sarwat Saeed, General Surgeon at Polyclinic Hospital delivered an awareness session regarding the general risk factors for breast cancer, prevention and guidelines for self-assessment to identify abnormalities if any at an early stage.
- Balqees Alam, ADC, represented the Lady Health Workers and briefed about their contribution in door-to-door communication and awareness sessions.
- Dr. Tehzeeb Zulfiqar, Robeena Khan and Safar (employee at HSA) shared their experiences as warriors, survivors and families of victims.

### DAY 2 (VISIT OF BREAST CANCER SCREENING CENTER PIMS)

- Students of HSA visited the Federal Breast Cancer Screening Center at PIMS and met the Head of the Radiology Department, Dr. Ayesha Isani. Students received a briefing about the center, its achievements and the services offered by the program. Students interacted with the patients in ER, Gynae and other in-patient and out-patient departments and, conducted multiple small awareness sessions and distributed informative flyers and handouts amongst them.

### DAY 3 (BREAST CANCER AWARENESS WALKATHON AT F9 PARK)

- The walkathon commenced at the Bolan Gate, Fatima Jinnah Park despite heavy rainfall. Pink ribbon badges were distributed to the participants. They walked with pink banners and informative materials that were distributed to the general public along the way. The walk concluded at the open-air gym at the park.
- Dr. Tehzeeb Zulfiqar delivered a session regarding significance of diet and lifestyle in prevention of breast cancer.

### DAY 4 (AWARENESS SESSION AT FGH HOSPITAL)

- Volunteers and participants arrived at the FGH Hospital and interacted with patients. Multiple small awareness sessions were conducted in groups and individually in various departments regarding breast cancer and brochures and pamphlets were distributed.

### DAY 5 (CONCLUDING SESSION AT HEALTH SERVICES ACADEMY)

- Dr. Shamsa Zafar, HOD Gynaecology at Fazaia Medical College spoke about the taboos associated with breast lesions and explained the methods of breast self-assessment.
- Senator Fauzia Arshad, Member Standing Committee on Health honored the closing session of the awareness campaign and applauded the efforts of the students and volunteers in taking up this noble cause and encouraged students to continue this fight against breast cancer.
- Dr. Shahzad Ali Khan, Vice Chancellor HSA commended the endeavors of students and advised them not to restrict this struggle to the conclusion of this campaign but to keep it up till this battle is won.

### A QUICK PICTORIAL WALKTHROUGH THE 5 DAYS CAMAPAGN



