



Rawalpindi Medical University

Breast Cancer Awareness Program

خواتین میں چھاتی کے کینسر سے بچاؤ کی آگاہی مہم

Report 2022



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

رَبِّ اشْرَحْ لِي صَدْرِي وَيَسِّرْ لِي أَمْرِي

وَاحْلُلْ عُقْدَةً مِّن لِّسَانِي يَفْقَهُوا قَوْلِي

**O my Lord! Expand my heart for me, and make my affair easy to me, and loose
the knot from my tongue, (That) they may understand my word;
(Surah Taha 20:25-28)**



Rawalpindi Medical University Breast Cancer Awareness Team with President of Islamic Republic Pakistan and First Lady in President House



Twin City Breast Cancer Screening and Awareness University Forum



Prof. Muhammad Ali



Dr. Saima Hamid



Prof. Aalia Sohail



Mr. Hasan M. Khan



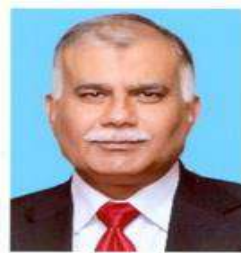
Prof. M. Iqbal



Prof. M. T. Afzal



Prof. Tanvir Khaliq



Dr. Muhammad



Prof. Muhammad



Dr. Zia ul Qayum



Prof. Umar Ali

Foreword

According to the WHO, every 30 seconds, somewhere in the world, breast cancer is diagnosed. Breast cancer is the most common malignant tumour in the female population. It is also known that according to estimates. A woman in the world dies of breast cancer every 53 minutes. A breast cancer detected at the beginning of it, reduces the probability of death by 25%¹. Breast Cancer Awareness Month 2022. The International Agency for Research on Cancer (IARC) is marking Breast Cancer Awareness Month by focusing on the need for breast cancer screening worldwide and the intergenerational effects of breast cancer deaths. In 2020, female breast cancer became the most diagnosed cancer type globally: about 2.26 million women were diagnosed with breast cancer, and about 685 000 women died from the disease. With timely diagnosis and appropriate treatment, breast cancer generally has a very good prognosis². Every year, the month of October is dedicated to breast cancer awareness. What should you be aware of includes Early detection affects survival rates. It is therefore important for all women to be breast aware – that is, to “know their normal” – and for women in target populations to be screened through high-quality, organized screening programmes. Treatment for breast cancer can be highly effective, especially when the disease is identified early. Breast cancer disproportionately affects women in lower-income countries. Breast cancer 5-year survival rates in high-income western European countries exceed 90%, but are still around 75% in several central and eastern European countries. Survival rates drop to 56% in middle-income Ukraine and 43% in Uzbekistan. Bridging these inequities in breast cancer outcomes requires systematic improvements in access to resource-appropriate and quality services³. Breast cancer has grown increasingly frequent in Pakistan, with one out of nine women now having a lifetime risk of the disease. Pakistan has one of the highest breast cancer mortality rates globally⁴.

Pink- Ribbon, is a global symbol to represent conscientious efforts to prevent mortality and morbidity over the world. Pink-Ribbon Day & Month- 2022 was taken on a serious note by Prof. Dr Muhammad Umar the worthy Vice Chancellor Rawalpindi Medical University. He deliberated on it as a serious public health issue which demands prompt preparedness measures at all levels. Under his vision and guide Department of community medicine in collaboration with Department of Surgery (Unit-I) HFH and RCAP RMU initiated a breast cancer awareness campaign in the community to share in international public health efforts in this regard.

In 2021 under initiative Vice Chancellor RMU, Prof. Dr Muhammad Umar a universities forum in twin cities of Rawalpindi-Islamabad was formed to promote breast cancer awareness and other healthcare measures at all levels to prevent breast cancer related ill health in women of the region. Fatima Jinnah Women university and Shaheed Zulfiqar Ali Bhutto University Islamabad joined hands with Rawalpindi Medical University for this cause.

This report contains brief outline of the work done during 2022 and short report of the related work done by Rawalpindi Medical university in 2021.

Breast Cancer Awareness Work 2022

Pink -Ribbon, is a global symbol to represent conscientious efforts to prevent mortality and morbidity over the world. Pink-Ribbon Day was taken on a serious note by the worthy Vice Chancellor RMU Prof Dr Muhammad Umar. Rawalpindi Medical University is already pledged to its own initiative “Universities Forum to raise awareness against BC in masses in Rawalpindi since year 2021.

In the same continuity, this year Vice Chancellor RMU deliberated on it as a serious public health concern which demands public awareness measures at all levels. Specifically, the month of October 2022 was declared to undertake various BC awareness activities at different level. Under this vision the department of community medicine RMU in collaboration with Department of Surgery (Unit-I) HFH and RCAP RMU initiated a breast cancer awareness campaign in the community to share international public health efforts in this regard.

A concise report of the work done is as under:

Team Organization

Pattern in chief: Prof Dr Muhammad Umar Vice Chancellor RMU /Universities
Forum to raise awareness against breast cancer

Organizing team:

- Dr Usman Qureshi Associate Prof Surgery UFH – Breast Cancer Clinic RMU / Department
- Prof Syed Arshad Sabir Dean CM&PH Lead CHC RMU
- Dr Omima Asif RCAP RMU Lead / Department of DME RMU
- Dr Syed Muhammad Ali (IT / Digital Media Lead)
- Dr Khola Noreen Assoc Prof CM
- Dr Nargis Zaidi: CHC- RMU Coordinator Department of Com-Med
- Dr. Asif Butt: CHC- RMU Co-Coordinator Department of Com-Med
- Dr Zahid Minhas Senior Rawallian and
- Faculty member & PGTs of C-Med RMU

Scientific Resource Partners:

- Department of Surgery Unit-I HFH
- Department of community medicine & Public health
- Department Pathology NTB RMU
- Team / members of RCAP RMU

Activity Partners

BC Awareness Seminar & walk (CPC Hall, NTB HFH)

- Vice Chancellor RMU
- Faculties of RMU
- Faculties-SU-I , PGTs and Final year MBBS Students of RMU
- Nurses & Paramedics

Breast Cancer awareness promotion through digital Media

- Dr Syed Muhammad Ali Dept of Pathology & Team
- Students of Final Year MBBS

BC awareness in Community settings (Com-Market Satellite Town RWP)

1. Prof. Muhammad Umar (Chief Guest) Vice Chancellor RMU
2. Prof Dr Syed Arshad Sabir HOD CM RMU
3. Dr Khola Noreen Asso Prof CM RMU
4. Dr Sana Bilal Assoc Prof CM RMU
5. Dr A. Rehman
6. Dr. Maimoona Saleem
7. Dr A. Qudoos
8. Dr Imrana Saeed
9. Dr Bushra
10. CM staff Mr. Ayaz.
11. Students of 4thyear MBBS Batch - ...
12. RCAP RMU Members / Medical Students as under

Kanza Khalid, Manahil Ajaz, Hanna Farooq, Ayesha Muhammad, Zoha Ahmed, Zainab Batool, Arisha Sultan, Mariam Amir, Arooj Altaf, Shumyla Kousar, Kainat Luqman, Mahnoor Razzaque, Leebah Ch, Sara, Saman Riyaz, Nida Arshad, Aneeqa Sarwar, Hanna Ali, Faryha Aslam, Mahnoor Fatima, Aqsa Tufail, Ayesha Masood, Fatima Nazeer, Abdullah bin Kamran, Fatima Tariq, Afshan Mohsin

Breast Cancer Awareness Activity-1

Title of the session: **Breast Cancer Awareness Seminar”.**

Activity Schedule: A “BC Awareness Seminar” was held on 19th Oct 2022 at 9.00am at CPC Hall NTB Rawalpindi Medical University Rawalpindi. Department of Surgery HFH Unit-I was proponent of this session.

Activity brief: **The underlying theme of the session was, “BC awareness is more than a Month”.** The Vice Chancellor RMU chaired the session. The speakers stressed that issue needs continued efforts beyond time limit, for protecting women health from this serious condition. The speakers hold detail discussion on “how people awareness, early detections measures if taken adequately & timely can help in reduction of BC related morbidity and mortality in women. The health gain and economic impact of earlier detection & effective management of the disease was specifically highlighted. Some scientific aspects of the disease, modern management modalities were also reflected there. They highlighted the need of educating people in SEB in resource scarce country like Pakistan. Seminar participants were taken on board for their required role on this public health cause and to raise BC awareness and take other measures at their level.

Faculties of various departments, PGTs and medical students of final year attended the session. Nurses of the institution were specifically called for this seminar.

Participants data:

Faculties & PGTS RMU	Final Year Medical Students	Nurse RMU	Cumulative
215	329	15	559

Glimpses of the session



Breast Cancer Awareness Activity – 2

Title of the activity : “ Breast Cancer Awareness Walk”.

Schedule of the activity: It was held on 19th Oct at 9.45am “ at vicinity of HFH Rawalpindi. Department of surgery SU-I HFH was lead.

Activity brief: BC awareness walk was conducted” in close vicinity of RMU NTB for public awareness. The BC awareness banners were hold by the walk participants to gain attention and communicate simple messages to the people present there.

Participants brief. The VC RMU, Faculties, Nurses, PGTs and Medical students participated in the walk. Approx 200 healthcare professionals took part in the walk.
(Cumulative participants’ number: 759)

VC RMU, Faculties, PGTs, Final Year Medical & Nurse RMU	Cumulative number
200 approx.	759

Glimpses of the walk



Breast Cancer awareness Activity-3

Activity-title: Breast Cancer Awareness Campaign in community settings
(Commercial Market Satellite Town, RWP)

Activity schedule: A public Awareness Campaign in community settings / Commercial Market RWP was held on 25th October 2022 during 11.00am to 2.00pm. Department of Community Medicine RMU and RCAP (Rawallian Community Awareness Program-team) RMU were proponent of the activity, which was backed by SU-I RMU.

Activity Brief: The female population available at this camp site was accessed with consent and ethics. Activity was run for approx. 3hrs. Vice Chancellor RMU, Faculty of Community Medicine, Lead and Members RCAP RMU and 26 MBBS medical students took part in voluntary awareness campaign. VC RMU recorded his message for women of the community at wider level, for their information on the issue and how they by learning simple breast self-examination techniques can help themselves in timely identification of the disease and its effective cure. Approximately 5-6 female individually or in groups were approached and counselled on BC cancer awareness and in ways of performing SEB by female faculties & students. while male faculty aware male population on the issue for their information and required role in healthcare of the women in their family.

Population Coverage: Including Vice Chancellor, and Faculty of Com-Med, Lead RCAP (14) and 26 Medical Students (RCAP Members and 4th year batch students) , communicated BC health message as to approx. 5 person by each communicator. Hence the total population aware, or counselled on breast Health was approx.: 200 persons.

VC RMU, Faculties & students of RMU participation	Population covered	Cumulative number
40 (communicator)	200 approx.	999

Glimpses of the activity



Breast Cancer Awareness Activity – IV

Activity title: Breast health awareness and training / workshop of the students of women university, 6th Road Rawalpindi

Activity Schedule: On theme of CHC-lead CM RMU, a Breast health awareness and training of the female students on SEB was scheduled & held on 26th Oct 2022 at 11.00AM - 01.00PM at PG-women university, 6th Road Rawalpindi.

Activity brief: A team of CHC-CM RMU Comprising following, Dr Nargis Zaidi, Dr Imrana Saeed and Dr Bushra Farooq PGT first communicated a group of students on breast cancer and its early detection through SEB. Then only the students who volunteered were given explicit training of BE. The videos and Manikin (Plastic model of women body for educational purpose.) The students were motivated for performing their own BE and of others female on regular basis. The session was interactive and students showed high interest in learning.

Population coverage: approx. 30 students were communicated on breast health. And 16 students took part in the training workshop session accordingly. 30 and cumulative number of population covered:

Faculties & PGTs of C-Med RMU participation as educator / trainer	Students communicated on breast Health	Students took part in training workshop on BE/SEB (16/30)	Cumulative number
03 communicator)	30 students from various disciplines	16	1032

Glimpses of the Session



Breast Cancer Awareness Promotion using Digital / Social Media (Activity-V)

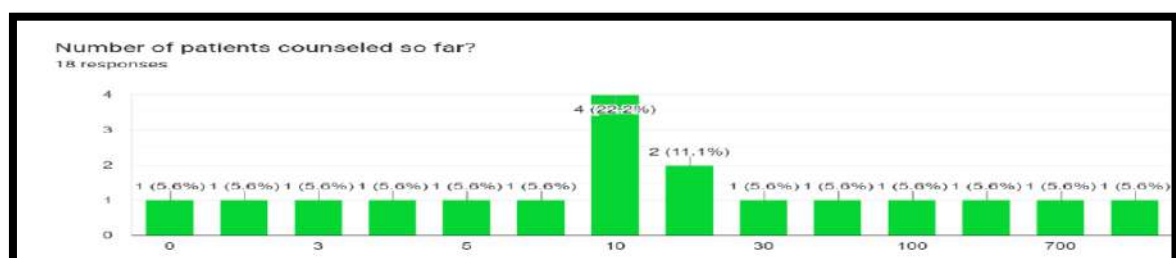
Activity Context: Under vision and instructions of the worthy Vice Chancellor of the Rawalpindi Medical University To promote awareness among faculty, students and masses regarding Breast Cancer digital media was involved for motivating healthcare professionals for their role in spreading breast literacy more effectively. Two modalities were used after session of faculty and students on breast cancer awareness and breast self examination:

- An online survey from faculty regarding their awareness and their experiences on creating breast cancer awareness, on following themes:
 - Knowledgeability on breast cancer as a leading cause of death in women & breast health.
 - Capacity of knowing self-examination of breast (SEB) in earlier detection of BC.
 - Capacity to perform breast self-examination.
 - Experiences of creating Breast cancer prevention related awareness in public after the BC seminar held on 19.11.22.
- Use of RMU-LMS for further sensitizing the students through video with task to spread the message to **at least 10 members** of the community.

Activity Brief: During CPC students were communicated on significance of SEB in protecting health of the women from this leading cancer in women. Upon motivation and considering the need of their profession to educating people in matters of health as prime duty of healthcare professionals, female students (160) of final year MBBS performed BC awareness and taught SEB to female patients & attendants available in OPDs of HFH or elsewhere in professional work settings and in vicinity of their places of residence in their contacts settings on 19.11.2022. each students counselled approx. 10 subjects. (1600 target- number reached 2193)

Female Students of 5 th Year MBBS worked as communicator	Female population awarded on BC health	Cumulative number
160	2193	4185

Glimpses of work



Breast Cancer Awareness Activity-VI

Activity title: BC awareness of the female accessible in OPDs of RMU Allied hospitals
1.11.22 to 30.11.22 (4 days a week)

Activity Context: On advice of Vice Chancellor RMU, Department of Com-Med initiated a regular BC awareness to female available in OPDs (particularly in Gynae-Obs, Medicine, Pediatric) / attending for various health reason. The students of 4th year MBBS on batch rotation in community medicine department were first communicated on this work as part of health education deliverance learning and a voluntary social work. They were provided with a written health message / pamphlet on the subject and were guided how to deliver health talk. Female students were assigned to aware in verbal with due informed consent of the listener female. Only female who were relatively comfortable to listen were made aware. Formal permission from MS HFH Hospital was taken for the purpose. While male students were educated to health educate male patients & attendants on DF prevention. 20-22 batch students were dedicated for this purpose. A Performa was designed for the purpose to keep record of the work and make it mor objectives.

Activity Schedule: Activity was commenced w.e.f. 1.11.2022 (Batch-P under BI Dr Maimoona Saleem SD took the lead. Batch students were scheduled to perform BC awareness work during 10.30 – 11.30 over & above batch routine learning, for all 04 days of the batch rotation of each week except last day, reserved for batch presentations and end of batch assessment work accordingly. Record of awareness work was kept ref to OPD ticket No o the patient. Activity is scheduled to run till 30.11.2022

Population Coverage: as per record 85 patients / attendants of the patients were covered by batch-P students. Cumulative Population Coverage till batch-A (Dr A. Rehman) during period (14.11 to 17 Nov 2022) Pop covered: 315. (Dr A. Quddos students' of Batch-B Pop was aware during 21-24.11.2 : 165) (Dr Muniba Iqbal Batch – Pop was aware during 28-29.11.22 was 60) = 540 total

Faculties C-Med RMU participation as educator / trainer (batches A & P)	Students worked as communicator	Female population aware on BC health	Cumulative number reached
02 supervision of BC awareness work in OPDs	Approx. 20 students per batch of 4 th year batches A, P , B, H	540	4727

Glimpses of the BC awareness work undertaken by Batch-P



Activity- VIII

Title of Activity: Breast cancer surgical-care, screenings and awareness work carried out at Breast Clinic Surgical Unit-I Holy Family Hospital RWP- availing the available opportunity.

Activity Brief: In addition to routing breast care provided by this breast health dedicated clinic, under the initiative of Pink- Month campaign -2022, an awareness campaign against Breast Cancer focusing early identification of the disease through SEB to the attendants of the patients attending Breast Clinic was lunched by healthcare professionals on duty during their routine work on missionary basis. It worked during breast clinic days of the weeks. Specifically Healthcare professionals & Nursing staff played role in it. Campaign was run during Oct- to Nov- 2022. Over 329 clients were covered for the purpose.

The medical staff on duty at Breast Clinic SU-I HFH RWP performed the awareness work in addition to routine professional services.	Female attendants of the clients / patients attending the clinic were aware on Breasts care through SEB	Cumulative number reached at the end of Campaign
Awareness work was done during Oct to Nov 2022	329	5056
Routine breast care data during year 2022		
Total number of clients / patients of breast related complaints seen / treated during the year.	2478	7534
Total number of monographies advised / done and interpreted at Breast Clinic during the year.	638	8172
Total number of Breast surgeries performed under Breast Clinic SU-I during the year.		

Note: all data is supported by records of Breast Clinic SU-I HFH

Fig. A Month wise distribution of number of Breast related clients / Patients seen at Breast Clinic SU-I HFH during year 2022

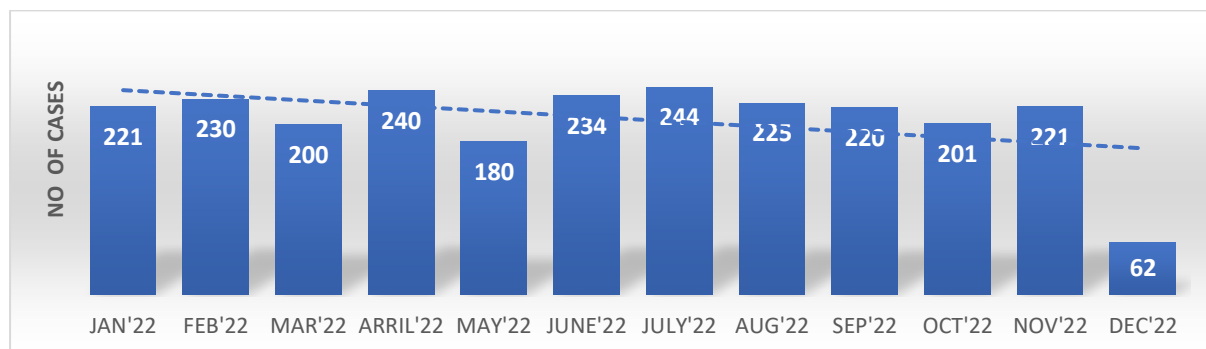


Fig. B Month wise distribution of number of Breast related clients / Patients advised, interpreted and advised for mammography at Breast Clinic SU-I HFH during year 2022

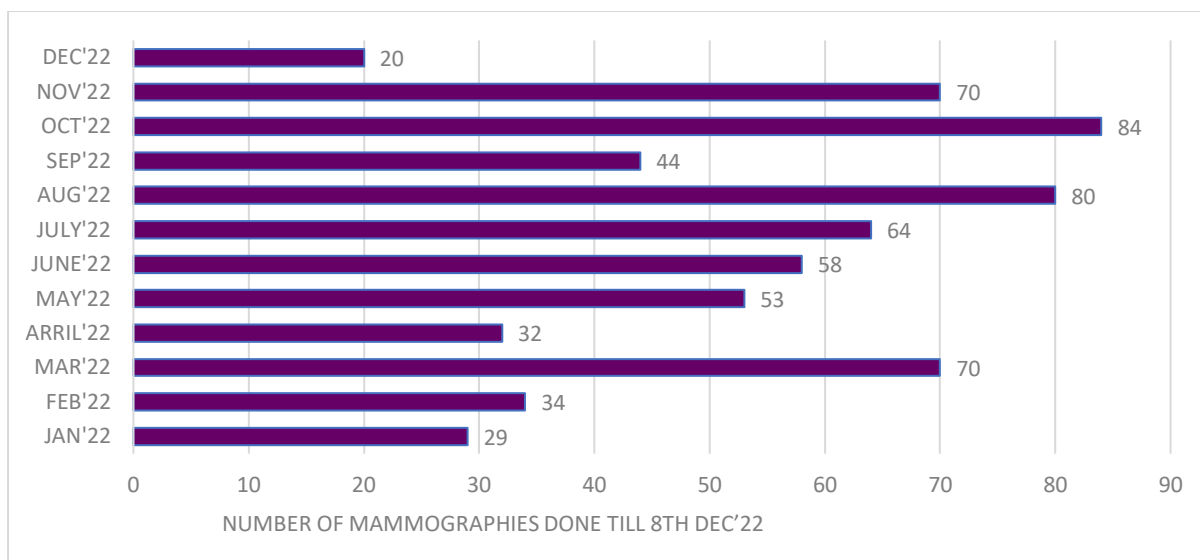
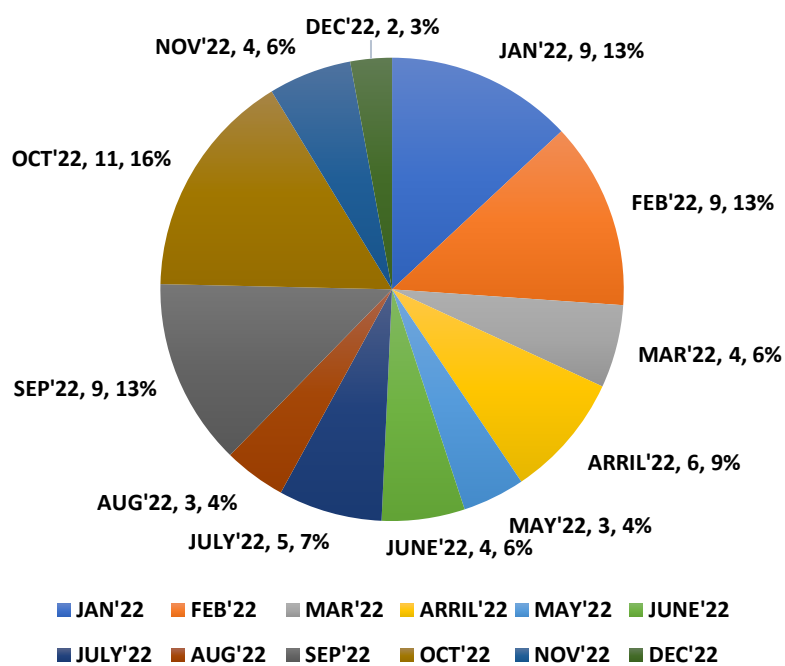


Fig. C Month wise distribution of number of Breast Cancer related Surgeries performed at Breast Clinic SU-I HFH during year 2022





References

1. *Clínica ginecológica* (2022) *World Breast Cancer Day 2022 - Gynecological Clinic*. Available at: <https://www.womens.es/en/oncologia-ginecologica/mama-2/dia-mundial-del-cancer-de-mama/>.
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4. Ali, A. et al. (2022) “The Burden of Cancer, Government Strategic Policies, and Challenges in Pakistan: A Comprehensive Review,” *Frontiers in Nutrition*, 9. Available at: <https://doi.org/10.3389/fnut.2022.940514>.