

WOMEN SELF CARE PROJECT

PIMA FEMALE WING

VISION

Our vision is to become a nation wide NGO that will contribute significantly to the decrease of morbidity and mortality cancer rates among Pakistani women and will foster the union and collaboration of all NGO's involved in this issue.

A society in which there is a early diagnosis of these two cancers, so as to prolong survival and provide better quality of life.

MISSION

To strive to seek the pleasure of Allah by elevating the miseries of breast and cervical cancer in Pakistani women by giving awareness and education

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INTRODUCTION

The two most common cancers among women are those of the cervix and breast. The most heartening fact is that morbidity and mortality due to these cancers can be reduced significantly when detected early and treated promptly. But sadly more than 70% of all cancers are found when the disease is so advanced that the treatment becomes much less effective.

Women selfcare project (WSCP) is a project of Pakistan Islamic Medical Association Female Wing and it will campaign to address this lack of awareness through education and will help to raise level of awareness about the above mentioned diseases in pakistan, particularly where economic or cultural issues are barriers to even the most basic of care.

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STRATEGIC PLANNING

- ① Policy making and planning (Short term and long term)**
- ② Assessment of present situation through survey and SWOT analysis**
- ③ National Cancer Program can provide frame work but should be adapted to local needs, available resources and existing facilities**
- ④ Application of SMART goals**
- ⑤ Fund raising and budget allocation**
- ⑥ Training of health care professionals**
- ⑦ Formation of teams and work assignment**
- ⑧ Brochures in English and Urdu language**
- ⑨ Logos and slogan**
 - **“Show your care and be aware”,**
 - **“Early detections is best protection”**
 - **“Together we rise”**



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STRATEGIC PLANNING

10 Personalized give aways

11 Public awareness planning

Online

- WhatsApp
- Facebook
- Instagram
- YouTube
- Linked In
- Hashtag
- Twitter
- Webinars
- Media coverage

Onsite programs in Hospitals Clinics, Institutes, Colleges, universities, courts, Prisons, factories rural and urban residential areas

- Talks
- Seminars
- Interviews
- Workshops
- Training of trainers
- Training of HCW

12 Establishment of systems for screening and guidance and proper referral to specialist for latest investigation procedures and treatment modalities

13 Arrangements for survey and research

14 Establishment of survival and support groups

15 Rehabilitation



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**PIMA
WOMEN WING**

SLOGAN

“SHOW YOUR CARE, BE AWARE”

**“EARLY DETECTION IS THE BEST
PROTECTION”**

**PIMA
WELCOMES YOUR
PHYSICAL
FINANCIAL &
MORAL SUPPORT**

*Insha'allahu
Khairan*