



Women Self-Care Project (WSCP)

Imagine a thriving home, a strong family, a united community, and a future filled with hope. **WOMEN'S HEALTH** is the bedrock of all this. It's the power that fuels our homes, fosters strong families, nurtures future generation, —a fundamental contributor to the growth of the nations and The Muslim Ummah. Thus, it is imperative to instill awareness and inspire women to prioritize self-care.

Among the myriad **health concerns** faced by women, breast and cervical cancers stand as the most prevalent. Timely detection and prompt treatment are pivotal in curbing the morbidity and mortality associated with these diseases. Regrettably, over 70% of cancer cases are diagnosed at advanced stages, making treatment significantly less effective.

Cultural stigmas, financial burdens, limited access to healthcare facilities and insufficient awareness about breast and cervical cancer leave many Pakistani women in the dark when it comes to their health.

Here's where **Women Self-Care Project (WSCP) steps in**, lighting the way to a healthier future. Launched in 2011, it stands as an integral initiative of the Relief Department of PIMA Women Wing. More than just a project; it's the embodiment of PIMA Women Wing's spirit of service and core values.



Pakistan Islamic Medical Association, Women Wing

Early detection is the best protection

Aim

The primary aim of WSCP is to seek the pleasure of Allah Almighty. As an integral mean to this aim, WSCP is committed to providing selfless service to humanity, with a specific focus on women's health, by alleviating the suffering caused by breast and cervical cancer among Pakistani women.

Objectives

WSCP is dedicated to these noble objectives, rooted in the principles of faith and service:

- To provide holistic support for breast and cervical cancers, with a focus on prevention, and promotion of healthy lifestyles.
- To reduce cancer-related morbidity and mortality rates, thereby prolonging survival rates and enhancing the quality of life for Pakistani women, achieved by promoting early detection and ensuring access to effective treatment.
- To create awareness among Pakistani women, enabling them to prioritize and take charge of their health, through comprehensive educational initiatives.

Vision

"Building a Pakistan where every woman possesses the knowledge, resources, and support to prioritize her health and subsequently leads a purposeful life, thereby contributing to the development of strong families and communities with healthier women."

Mission

To serve as a beacon of hope and a driving force in reducing cancer-related suffering and mortality among Pakistani women, while exemplifying our ethical commitment and fostering collaboration among organizations serving for this cause.

Values and Principles

WSCP operates on a set of core values and principles that guide our actions and decisions. These include Sincerity, Loyalty, Integrity, Responsibility and Truthfulness.

Activities- Current & Intended

Combating cancer in Pakistan requires a comprehensive strategy, and WSCP's diverse range of initiatives reflects this commitment. We've meticulously crafted programs to address every facet of the healthcare landscape.

Empowering Communities through Knowledge:

- Public Awareness Webinars.
- On-site Programs: Talks, seminars and interviews.
- Multilingual Brochures.
- Social Media messages and engagements.

Collaboration with organizations & institutes

Investing in the Future: Training of trainers for awareness:

- Workshops.



Building a Comprehensive Healthcare System:

- Screening & Referral Networks: Establish streamlined systems for early detection, providing guidance and referrals to specialists for advanced investigations and treatment modalities.
- Training Healthcare Professionals: Empower healthcare workers across Pakistan through workshops and programs, equipping them with the knowledge and skills to effectively manage cancer cases.
- Collaboration: Partner with hospitals, organizations, and research institutes to advance knowledge and develop effective interventions.
- Fostering Resilience: Moral support for patients, Establishment of survival and support groups.

Policy Development: Advocacy for and contribution to the development of short-term and long-term policies that improve cancer care and support in Pakistan.

Fueling the Fight with Research: WSCP is committed to demonstrating the effectiveness of its efforts. Our research study, "Awareness Regarding Breast Cancer: A Global Health Concern," published in 2017, is a testament to our dedication to evidence-based approaches.



Together we rise

A Lasting Legacy

Through this multifaceted approach, WSCP aspires to make a lasting impact on the landscape of cancer care and support in Pakistan. We aim to create a future where communities are empowered with knowledge, effective policies are designed and executed, healthcare systems are equipped to handle the challenge, and research continues to pave the way for better treatments and outcomes.



Call to Support

Join us in this fight!

Share our awareness messages, participate in our programs, and support our research initiatives. Together, we can make a difference.

United, we can forge a brighter and healthier future for our community and nation, dedicated to serving humanity and benefitting future generations, all while seeking the pleasure of The Creator.



Contact Information

For inquiries, collaboration opportunities, or any kind of support, you can reach us at the following:

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