**Community-Based Women's Cancer Awareness**

**Innovating Health International (IHI)**

**OVERVIEW:** Communities in Haiti have low awareness of BC and often do not engage with cancer care services until the disease is at a very advanced stage. This research-led initiative aims to raise BC awareness through a multimedia campaign, designed in Creole, including pamphlets, videos, t-shirts, and wallets for the public and a training manual for HCPs.

**Objectives:** Understand awareness, perceptions and challenges around ABC/mBC in order to address misunderstandings and barriers to early diagnosis and treatment. Reduce the number of ABC/mBC diagnoses and empower patients to take ownership of their ABC/mBC narratives

**Unmet needs addressed:**
- Low awareness of BC, including prevention, diagnosis, access to care and treatment outcomes
- Poor access to and awareness of cancer detection and care services, especially for rural populations

**Key components:**
- Research through a survey of 414 participants and 35 focus groups across Haiti
- Co-creation of a multimedia BC awareness campaign, in Creole, for healthcare providers and the public

**Challenges:** Gender health inequity and fear/stigma associated with cancer, which was overcome by training female cancer survivors as community health workers

**Outcomes:** In 2016–17, nearly 30,000 people were educated and nearly 7,000 women examined for breast and cervical cancer, with >1100 cases of BC treated in the last five years through the program. The percentage of women presenting with ABC/mBC has decreased from 39% in 2014 to 22% in 2018

**Development:** This initiative was designed by 10 people from 5 organisations and materials were distributed through IHI and local partners

**Cost:** >€30,000 (initiated with SPARC funding)

**Timeline:** 2016–present (ongoing)

**Targeted to reach:** >300

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**Early ABC/mBC-diagnosis**

**Area of focus:**
ABCD/mBC awareness & promotion of earlier diagnosis

**Target population:**
General population of Haiti (women and men of all ages)

**Unmet needs addressed:**
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**For more information:**

https://www.innovatinghealthinternational.org; www.kanseayiti.com

Email: innovatinghealthinternational@gmail.com