

Report after Six Months of Implementing the Breast Cancer Awareness and Screening Project for Pink October and Preparing for Lung Cancer Screening in November 2024

Introduction

Over the past six months, our project aimed at strengthening cancer prevention and early detection efforts has made significant progress. Through targeted social actions, including breast and lung cancer screening campaigns, we have been able to raise awareness among at-risk groups and facilitate access to screening exams for socio-economically disadvantaged communities. This report outlines the results achieved so far, the challenges encountered, and the planned actions for the upcoming months.

1. Breast Cancer Awareness: Pink October



At the halfway point of the October Rose 2024 campaign, the Dar Zhor association has focused all its digital communication on raising awareness about breast cancer. Through 11 video capsules broadcast in three languages (Arabic, Amazigh, and French), we have educated a wide audience on risk factors, symptoms, available treatments, and the importance of early detection of breast cancer. These videos included expert interventions as well as touching testimonials from patients, emphasizing the vital importance of screening.ect to have all results by the end of the month.

Videos online :

- ↳ <https://vm.tiktok.com/ZMhm86eDd/>
- ↳ https://www.linkedin.com/posts/association-dar-zhor_octobrerosesantaezdesfemmes-daezpistagepraezcoce-activity-7252000321965539328-eYvB?utm_source=share&utm_medium=member_android
- ↳ <https://www.instagram.com/reel/DA1XmpONOJE/?igsh=dW93dmdlZTFvNGNI>
- ↳ <https://www.facebook.com/share/v/XihkHADLumbhxsJZ/>
- ↳ https://youtu.be/ZG5_R4_9h9E?si=M0I9XQWvi26m7TIV

2. Social Actions and Screening

On October 10, 2024, during National Women's Day, Dar Zhor organized a social action for 100 women in precarious situations. These women received in-depth awareness on breast cancer and were each given a voucher for a free breast ultrasound. Screening began on October 14, at a rate of 45 women per week, in collaboration with two radiology clinics offering highly competitive rates. We expect to have all results by the end of the month.

By the end of the month, another social action will be held in Marrakech in partnership with another association, offering the same free ultrasound screenings.



3. Workshops and Corporate Interventions

Since the beginning of October, our team, supported by oncologists, gynecologists, and radiologists, has conducted awareness sessions in nine companies, directly reaching 350 people. Eleven more sessions are scheduled by the end of October, with the goal of raising awareness among over 1,000 employees.

On October 31 in Casablanca, Dar Zhor will organize a workshop with a genetic oncologist for families at risk, where participants can ask questions and receive specific guidance.



4. Partner Activities and Upcoming Events

Partners have supported the association through events such as Dance Therapy, which not only allowed participants to have fun but also contributed to funding Dar Zhor's actions.



On November 10, 2024, a major event will be held in Casablanca: a Solidarity Walk/Run at the Arab League Park, where over 500 people are expected. This will be an opportunity to further mobilize the public and raise awareness of the importance of early cancer screening.

The ultimate goal of the association is to bring about a change in public behavior and mindset regarding the importance of early cancer detection while also promoting the beneficial impact of physical activity in preventing various diseases, including cancer.

5. Preparation for the Lung Cancer Campaign



In parallel with the breast cancer campaign, Dar Zhor is actively preparing a lung cancer awareness campaign for November. This campaign, set to launch soon, will follow the same strategy as October Rose, with a digital communication plan in three languages and a social action benefiting 100 smokers who will receive a low-dose CT scan. Anti-smoking awareness sessions will also be offered in training centers, schools, and companies.

Conclusion

Although we have already achieved many of our goals, we remain determined to continue our efforts to raise awareness and encourage early cancer screening, particularly by mobilizing more funding. Without the continued support of our partners, this success would not have been possible. We are confident that we will meet all of our objectives for Pink October 2024, and we sincerely thank everyone who supports us in this fight against cancer.

Acknowledgments

We would like to express our deepest gratitude to our partners and donors who make these actions possible. Thanks to your support, we can hope for a lasting impact on the health of our communities.