



FRIENDS
OF CANCER
PATIENTS
We are always with you



القافلة الورديّة
Pink Caravan
Riding for Courage - سوارات الشجاعة

Impact Report

2024

Pink Caravan Breast Cancer Awareness Campaign



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Executive Summary

The Pink Caravan's October Breast Cancer Awareness Campaign has been a huge success, reaching important milestones in educating the public, promoting early detection, and providing free breast cancer screenings. Throughout the campaign, the Pink Caravan organized 112 medical activations, including 4 community engagement events and a 20-day fixed clinic across all seven emirates, helping people understand the importance of early screening and offering them the chance to get checked.

Thanks to the efforts of our volunteers, healthcare professionals, and corporate partners, we were able to provide free breast cancer exams to 16,615 individuals, including both women and men. This incredible achievement shows just how far the campaign has reached and how committed we are to making breast cancer awareness and early detection available to everyone, no matter their gender.

Breast Cancer Awareness Campaign

Impact at a Glance



112
Medical activations



16,615
Clinical breast examination



12,371
Female




3,485
Male



10 Days
Community engagement Activations



Over
9,000⁺
Hours
Contributed by
Medical professionals



759
Mammogram Screening



Over
10,000⁺
Participants

Community Engagement events



Sponsors:

Main Partner


نفت الهلال
Crescent Petroleum

Venue Partner



Bronze Sponsor


هيئة الشارقة
للإذاعة والتلفزيون
SHARJAH BROADCASTING AUTHORITY


مدينة الشارقة للإعلام
Sharjah Media City


شركة فاست لتقنيات البناء (ذ.م.م.)
FAST BUILDING CONT. CO. (L.L.C.)


مؤسسة نفط
الشارقة الوطنية
SNOC



Aljada 3-Day Awareness Activation


3 Days
Duration


987
Breast Cancer Screening

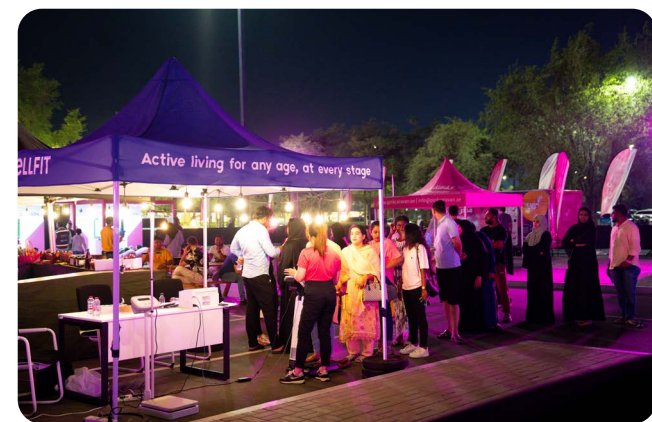

Over 7,000
Participants

Breif: The Aljada Awareness Activation was a three-day event hosted in Sharjah, designed to engage the community in a vibrant and educational environment as part of our October Breast Cancer Awareness Campaign.

Event Highlights:

- **Attendance:** Attracted over 7,000 attendees, creating a vibrant and interactive atmosphere.
- **Activities:** Featured nine engaging activities, including a dedicated kids' fun area, ensuring a family-friendly experience.
- **Screenings:** Conducted 987 breast clinical examinations on-site, offering free mammogram and early detection screenings.

Impact: The event successfully combined fun, education, and healthcare to foster awareness and encourage proactive health practices. By hosting this event, we created a significant impact in the community, increasing knowledge about breast cancer while directly offering clinical services to nearly 1,000 individuals. This initiative also strengthened community bonds and highlighted the importance of early detection in the fight against breast cancer.



Breast Cancer Awareness Campaign

Community Engagement events



The Ride Across the 7 Emirates



3 Days

Duration



400 km

Distance Covered



150 Riders

Participants

Breif: We collaborated with Los Habibies team of this symbolic ride, which traversed all 7 emirates. The ride emphasized unity and aimed to spread awareness about breast cancer screening and prevention.

Impact: The Ride Across the 7 Emirates had a profound impact, generating an impressive 15 million views for the official ride reel. Additionally, the event fostered a strong sense of solidarity among participants and viewers, inspiring countless individuals across the UAE to prioritize their health and actively support the cause.



Battle Cancer Fitness Challenge



628

Athletes



928

Participants



110

Breast Cancer Screening

Breif: Partnering with Battle Cancer, we supported this high-energy fitness challenge, where participants and audiences united to show strength and resilience in support of breast cancer awareness.

Impact: Inspired action within the fitness community and reinforced awareness about the importance of early screening and healthy lifestyles.

Medical activation sponsor: AstraZeneca

Hudayriyat Island Wellness Festival



Over 500

Participants



72

Breast Cancer Screening

Breif: The Hudayriyat Island Wellness Festival, a collaborative initiative, spanned three days of impactful activities designed to promote health, wellness, and breast cancer awareness.

Impact: Strengthened our outreach efforts by collaborating on this holistic wellness event, engaging families and individuals in breast cancer awareness.

Medical activation sponsor: AstraZeneca




Breast Cancer Awareness Campaign

Awareness Activations


Breif: As part of the campaign’s mission to promote breast cancer awareness and early detection, a total of 112 awareness activations were organized, including 47 public events and 65 corporate activations. These initiatives aimed to foster a culture of health and well-being while ensuring easy access to educational resources and health services.

Impact: This extensive activation effort successfully bridged public and workplace health initiatives, empowering individuals with knowledge and access to early detection resources. The campaign’s comprehensive approach highlighted the importance of collaboration in creating impactful health and wellness programs.




112

Medical activations



Over 5,000

Clinical breast examination



Over 700

Mammogram Screening

Activation Highlights:

Awareness Sessions: Educated corporate employees about the importance of early detection and breast cancer prevention.

Screening: Offered 759 free breast cancer mammogram screenings and over 5,000 clinical examinations to ensure easy access to essential health checks.

Engagement: Encouraged workplaces to prioritize employee health and create supportive environments for awareness and wellness initiatives.

Outreach: Reached diverse audiences, ensuring both community members and employees had access to vital information and health services.

Collaborative Efforts:

We collaborated with over 100 partners, including corporate sectors, government entities, and educational institutions. Some of our key partners included: Adnoc, DMCC, Nakheel, Global Village, Emirates Airlines, Dubai Schools, Sharjah Retail, Tecom, Nissan Middle East, Sharjah Asset Management, Shams, Emarat, Al Fahim, Al Rostamani Real Estate, Ghantoot, Mubadala Investment, Victoria Secret and many more!



Breast Cancer Awareness Campaign

Fixed Clinic Activations



20 Days Fixed Clinic Activation – 7 Emirates

Breif: As part of our October Breast Cancer Awareness Campaign, we successfully completed a 20-day fixed clinic activation across all seven emirates. This initiative emphasized the importance of early detection and breast cancer awareness on a national scale.

Impact: The 20-day fixed clinic activation was a landmark achievement, with over 10,000 clinical breast examinations performed. This remarkable milestone underscored the campaign’s effectiveness in promoting early detection and delivering life-saving services to communities across the UAE. The initiative exemplified the power of collaboration and community outreach, leaving a lasting impact on public health and breast cancer awareness.



Over 10,000
Screening in 8 Fixed clinic

Sponsors:



Breast Cancer Awareness Campaign Collaborations



Key Partners:

- University Hospital Sharjah
- Advanced Care Oncology Center
- Emirates Health Services / Saqr Hospital
- Health Point
- Emirates Hospital Group
- Clemenceau Medical Center Hospital

Medical Collaboration Partners

Breif: Our October Breast Cancer Awareness Campaign was strengthened by the generous support of our medical collaboration partners, who played a crucial role in promoting early detection and providing vital health services to the community.

Impact: These invaluable contributions ensured that hundreds of individuals across the UAE were empowered with access to early detection services. The unwavering support of our medical partners underscored the significance of collaboration in the fight against breast cancer, enabling us to reach more communities and inspire proactive health measures.

Total Contributions:

- **Doctors & Nurses:** A team of Doctors and nurses provided for a total of 24 days
- **Mammogram Vouchers:** 1,000 mammogram vouchers
- **Ultrasound Vouchers:** 370 ultrasound vouchers
- **Biopsy Services:** 20 biopsy services

Breast Cancer Awareness Campaign Collaborations



Mobility Partner

Breif: As a vital partner in the success of our October Breast Cancer Awareness Campaign, Thrifty provided exceptional logistical support to ensure the seamless movement of the Pink Caravan's Mini Mobile Clinic.

Impact:

Thrifty's commitment and logistical expertise played a crucial role in our campaign's ability to reach thousands of individuals, spreading awareness and providing essential health services in alignment with our mission to promote early detection and save lives.

Key Highlights:

- **Extensive Coverage:** The Mini Mobile Clinic traveled over 7,000 kilometers across 70+ locations in all seven emirates, ensuring accessibility for communities in urban and remote areas.
- **Operational Excellence:** Over a 30-day period, Thrifty's reliable support allowed us to bring breast cancer awareness, education, and clinical screening services directly to the community.



Breast Cancer Awareness Campaign

Media Overview

PR Insight

 **9**
Press Materials

 **133**
Media Clippings

 **15**
Media Interviews

Social Media Insight

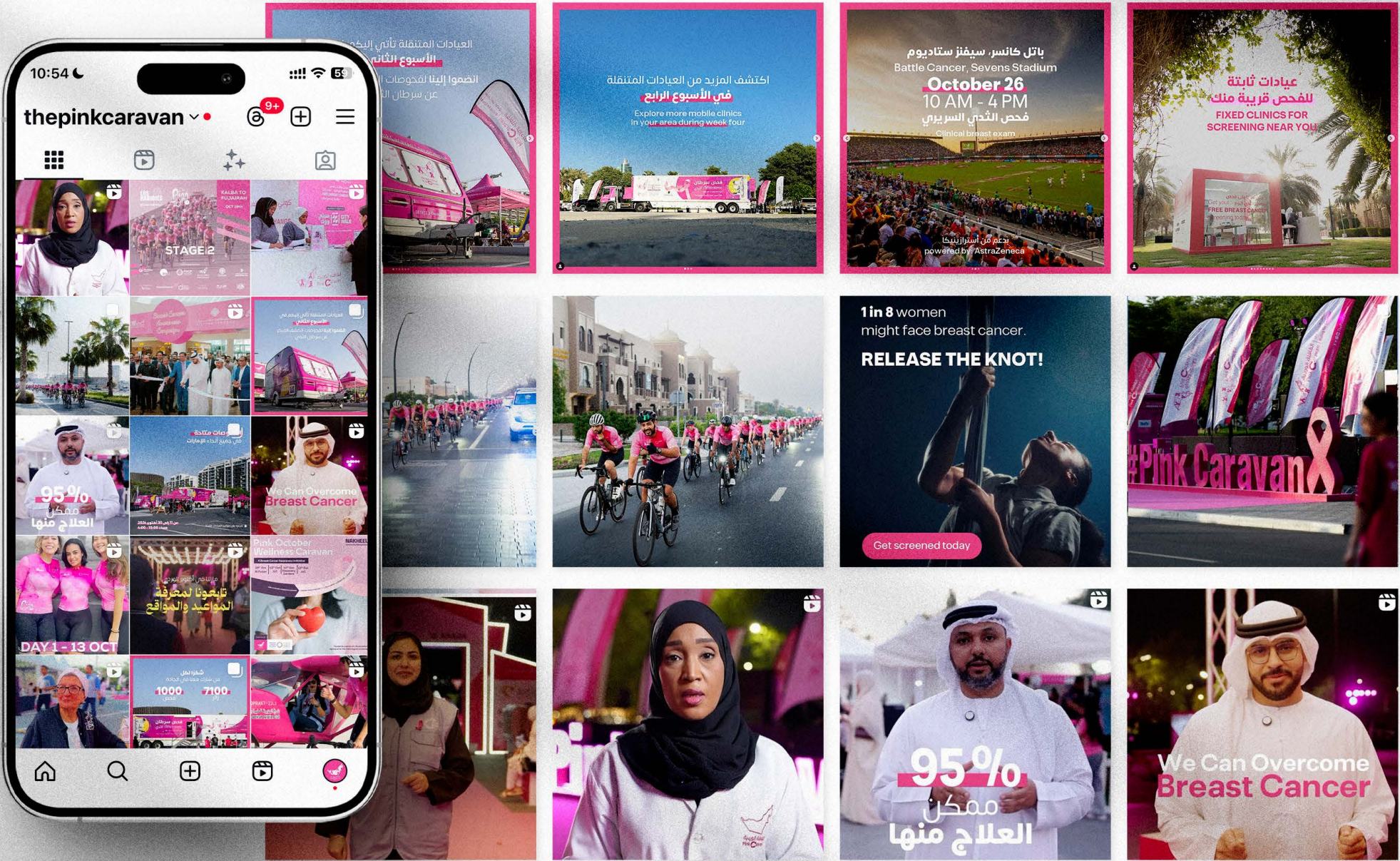
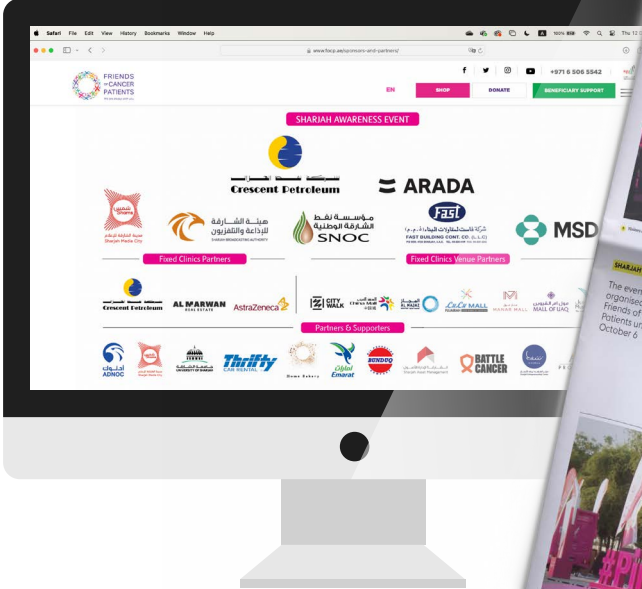
 **4.6M**
Impressions

 **1.65M**
Reach

Website Insight

 **19,161**
New visitors

 **19,322**
Total visitors



Breast Cancer Awareness Campaign

Partners and Supporters

Sharjah Awareness Event Partners



Fixed Clinics Partners

Mobility Partner



Fixed Clinics Venue Partners



Partners & Supporters



اصطلي مجاناً على فحص
سرطان الثدي اليوم
FREE BREAST CANCER
screening today

 www.focp.ae

      ThePinkCaravan