

Fighting Breast Cancer in a Developing Country: Insight from Pink Pakistan Trust's Technology-driven Initiatives

In a country where speaking about health issues specifically related to women is a taboo, urging people to take these issues seriously is an onerous task in Pakistan. This harsh and tragic reality aggravates the inequity surrounding women's breast health education initiatives in the local community. Breast cancer has been declared the most common cancer by the World Health Organization, which claims the lives of thousands of women globally every year.

Pink Pakistan is a non-governmental organization established with the mission to empower women of Pakistan. Among 17 SDGs, our prime aim is to ensure Pakistani women's well-being and good health, gender equality, and quality education to build a better and prosperous future. In our country, the overall health facilities and infrastructure is in a dilapidated state and women's health is the most ignored sector in terms of awareness, accessibility and acceptance. We believe that technology integration can be the solution for creating awareness about women's health, especially breast cancer, in Pakistan.

This presentation will highlight the insight from the following technology-integrated initiatives taken by Pink Pakistan Trust to provide holistic support to breast cancer patients with screenings, diagnostics, counselling and treatment.

Breast Cancer Mobile App:

This free app provides breast cancer awareness, self-assessment instructional videos and online consultations. The app has been made available in the local languages and voice integration has been done for better understanding and prompt use.

Telemedicine:

Pink Pakistan Trust provides breast cancer patients free of cost online consultation with leading national and international doctors and therapists.

Breast Cancer Awareness Centers:

Several Breast Cancer Awareness Centers have been set up in universities across Pakistan to conduct face-to-face and online seminars and workshops about the disease.

Open Source Cancer Registry:

An open source cancer registry of Pakistan is being established in collaboration with international agencies for research and development in the field of medical science.