

The Power of Grassroots for Policy Implementation



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I CANSERVE is an advocacy group of breast cancer survivors. Founded in December 1999. We simply responded where help was needed.

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Mission: To promote early breast cancer detection through multi-media campaigns and early breast cancer detection programs for the communities

Vision: Every city in the Philippines will have early breast cancer detection programs for the poor.

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- Philippines has the **highest incidence** of breast cancer in Southeast Asia
- Philippines ranks 9th in breast cancer incidence in the world
- Breast cancer is the leading cancer killer in the country

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- There are 12,262 plus new cases every year according to the Philippine Cancer Society. Survival rate is below 50%
- **Seventy Percent (70%)** of those with breast cancer are indigent. Most of them present late stage cancer.

Women fear breast cancer because:

- they don't know where to get financial help
- they think this automatically means immediate death.



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In 2008

We embarked on the first comprehensive community-based breast cancer screening program.

Ating Dibdibin was launched in Marikina City.

Grant from the American Cancer Society



Ultimate Goal

To save
lives

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The City Mayor agrees :

- To make Ating Dibdibin permanent through an ordinance
- To find partners for medical facilities that can provide free or discounted diagnostics and breast cancer treatments



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The City Mayor agrees :

- To set up a breast cancer trust fund for diagnostics and treatment
- To include Ating Dibdibin in the City Health's annual budget



ICANSERVE

- Trains the city's **medical health team** doctors, nurses, midwives and barangay health workers (BHWs)
- Teaches the women **correct information** about breast cancer, risk factors and dispels myths

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- More women are no longer afraid of seeing a doctor
- More women are not afraid to tackle the topic of breast cancer



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- Community health workers feel a sense of pride with their new knowledge and skills.
- Outlook on cancer is optimistic

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We hope that one day
all cities can embrace
Ating Dibdibin... (Take
your Breast Care to
Heart)

so we **can save more
lives** and keep
families **whole.**

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“This year ICS is once again very fortunate to be a recipient of the Meet the Targets project of the American Cancer Society. It aims to make the Department of Health mandate all cities in the Philippines to do regular community-based breast and cervical cancer screening programs for the poor. All in the name of saving lives. Of keeping families intact. Women are lights of the home and without them, families grope in the dark.



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