# The Arm Our Youths (ArOY) Health Campaign

Capacity Building for NYSC staff ahead of the ArOY Campaign introduction into the regular corps members orientation activities

# **MODULE 1a: Introduction**

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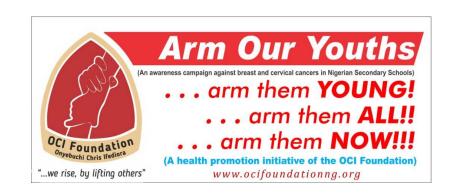
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### <u>OUTLINE</u>

- 1. The Facts
- 2. Introducing the ArOY Health Campaign
- 3. Importance of the ArOY Health Campaign
- 4. Trial Quizzes





"...we rise, by lifting others"

## INTRODUCTION: THE FACTS 1

- Research-evidence show that anti-breast and anti-cervical cancer campaigns should:
  - 1. Primarily target teenagers (boys and girls) and youths (NYSC)
  - 2. In senior secondary (high schools) of developing countries.
- The primary goals of the ArOY Health Campaign are:
  - Integrating preventive cancer strategies;
  - Into the academic curricula of senior secondary (high) school students
  - Targeting them in their mid-teens
- The Campaign is vital, since:



Both have their roots in the teenage years





## **INTRODUCTION: THE FACTS 2**

- The ArOY Health Campaign in Nigeria:
  - The only accessible, affordable, sustainable and realistic approach
  - Gives millions of women and youths the chance of survival against the 2 cancers.
- Empowers Young Nigerians:
  - With self-awareness and confidence
  - Necessary to take charge of their own health.
- The acquired knowledge:
  - Helps them adopt positive attitudes and preventive behaviours
  - That will ultimately prolong their lives.
    - It offers governments and concerned stakeholders
      - An evidence-based, cost-effective and sustainable life-saving intervention option
      - A way around bottlenecks that limit
      - Large scale implementation of other effective but capitalintensive strategies.



#### **INTRODUCTION: THE FACTS 3**

- The ArOY Health Campaign:
  - Also reaches out to youths across the country, through:
- 1) The CerviBreast Mobile Phone Application
- 2) Multiple partnerships, like:
  - a) The NYSC
  - b) The Nigerian Cancer Society (NCS)
    - a) The National Orientation Agency (NOA)
    - b) Others: WHO Nigeria, FMWA, FMoH, FCT, etc.
    - Please see/watch/read the relevant sections below.



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#### **INTRODUCTION: THE AROY HEALTH CAMPAIGN 1**

- The Arm Our Youths (ArOY) Campaign is a Health Promotion initiative
  - Novel
  - Harvard-endorsed and WHO-supported
  - Evidence-based



- Introduces anti-breast and ant-cervical cancer teachings into the academic curriculum:
  - Targets all senior secondary schools in Nigeria
  - As way of tackling both breast and cervical cancers
- It aims to:

- Start from the high (senior secondary) school years
- When most young adults are teenagers
- Reach all other Nigerians through the <u>FREE CERVIBREAST MOBILE</u>
   PHONE APP



#### **INTRODUCTION: THE AROY HEALTH CAMPAIGN 2**

- Must Include <u>MALES</u> (not just <u>FEMALES</u>)
  - Given that sexual pressure from <u>MEN</u> contributes significantly to the problem
- Women also need the support of MEN in the fight:
  - To maintain the required lifestyle
  - Provide funds for tests, screenings, and so on
- Males, therefore, <u>MUST</u> be empowered alongside the women
  - They need to be part of the solutions:
    - If long term beneficial outcomes are to be realized





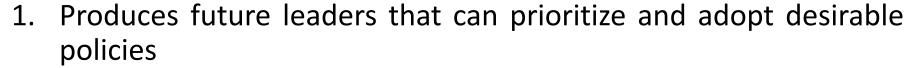
#### IMPORTANCE OF THE ArOY HEALTH CAMPAIGN

#### PRESENT:

- 1. For the foreseeable future (at least), the unfortunate reality is that:
- 2. The Campaign is the only option available to tens of millions of Nigerians

#### • FUTURE:

- 1. Complements future government-sponsored programs on screening and vaccination
- 2. By preparing an informed and compliant population
- 3. Will help overcome vaccine-hesitancy
- 4. Will help increase uptakes to screening and vaccinations
- 5. Ensures the efficacy and sustainability of any existing or future programs



- 2. Could provide the missing puzzle for cervical cancer eradication (overcomes hesitancy)
- The Campaign has significant support from reputable institutions:
  - Including those from Nigeria, Australia, Canada and the USA.



## THE END

## Let us join hands to ARM OUR YOUTHS

- ... While Young
  - ... All of them
  - ... Right Now



"...we rise, by lifting others"

... Let's do it for our families, our states, and for our Country

THANK YOU!!!!

