

The Arm Our Youths (ArOY) Health Campaign

an OCI Foundation's initiative for Nigerian Youths against breast & cervical cancers

MODULE 1: AN INTRODUCTION AND BACKGROUND FOR STATE PROGRAM MONITORS

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OUTLINE

1. *The Facts*
2. *Introducing the OCI Foundation's ArOY Campaign*
3. *Trial Quizzes*



INTRODUCTION: THE FACTS 1

- The primary goals of the ArOY Health Campaign are:
 1. Integrating preventive cancer strategies:
 - Into the academic curricula of senior secondary (high) school students
 - Targeting them in their mid-teens
 2. Including the ArOY Campaign principles into the 3-week orientation activities
 - a) Of all NYSC camps across all of Nigeria's 36 states and the FCT
 - b) Promoting the OCI **CerviBreast Phone App**: for breast and cervical cancers
- Research-evidence show that anti-breast and anti-cervical cancer campaigns should:
 - Primarily target teenagers (boys and girls) and young adults
 - The ArOY Campaign is vital, since:
 - Cervical cancer particularly, and breast cancer, to a reasonable extent
 - Both have their roots in the teenage years and young adulthood



"...we rise, by lifting others"



INTRODUCTION: THE FACTS 2

- The ArOY Health Campaign in Nigeria:
 - The only accessible, affordable, sustainable and realistic approach
 - Gives millions of women 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 capital-intensive strategies.



INTRODUCTION 1: THE ArOY HEALTH CAMPAIGN

- 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 :
 - Commence from the high (senior secondary) school years
 - When most young adults are teenagers
 - Reach all other Nigerians (including NYSC/Corpers), through the:
 - **FREE CERVIBREAST MOBILE PHONE APP**



INTRODUCTION 2: THE ArOY HEALTH CAMPAIGN

- Must Include MALES (not just GIRLS)
 - Given that sexual pressure from MALES contributes significantly to the cervical cancer 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, MUST 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 women in Nigeria

- **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 programs
6. Produces future leaders that can prioritize and adopt desirable policies
7. Could provide the missing puzzle for cervical cancer eradication (overcomes hesitancy)

- **The Campaign has significant support from a number of 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

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

THANK YOU!!!!



"...we rise, by lifting others"



Arm Our Youths
(An awareness campaign against breast and cervical cancers in Nigerian Secondary Schools)

... arm them **YOUNG!**
... arm them **ALL!!**
... arm them **NOW!!!**

(A health promotion initiative of the OCI Foundation)
www.ocifoundationng.org

"...we rise, by lifting others"