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





"...we rise, by lifting others"

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



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



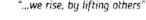
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- Introduces anti-breast and ant-cervical cancer teachings into the academic curriculum:
 - Targets all senior secondary schools in Nigeria
 - As way of tackling both breast and cervical cancers
- It aims to :
- Commence from the high (senior secondary)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



"...we rise, by lifting others"

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

THANK YOU!!!!

