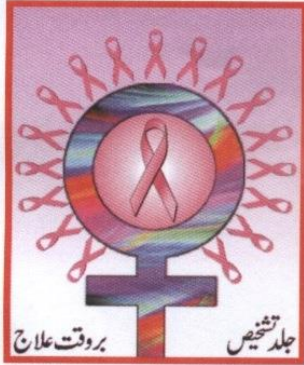
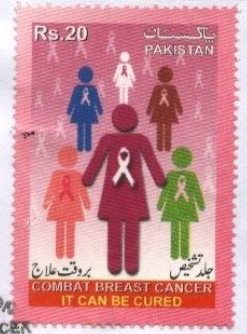


**FIGHT AGAINST  
BREAST CANCER  
IT CAN BE CURED**



*First Day Of Issue*



**PINK RIBBON  
BREAST CANCER  
AWARENESS**

11-11-2020

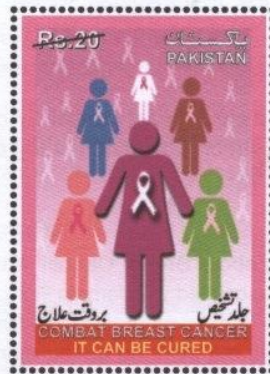
**PHILATELIC BUREAU KARACHI**

**PINK RIBBON-BREAST CANCER AWARENESS  
SPECIAL POSTAGE STAMP**

November 11, 2020

**SALIENT FEATURES**

Size of Stamp	:	50.5 x 35 m.m.
Size of Print	:	50.5 x 35 m.m.
Number of Stamps in a sheet	:	(4 x 5) = 20 Stamps
Perforation	:	13 C
Denomination	:	Rs. 20/-
Colours	:	CMYK
Printing Technology	:	Lithography (Offset)
Paper	:	100 GSM W/M Gummed Paper
Gum	:	PVA
Quantity	:	0.2 Million (Two Lac)
Designer	:	Adil Salahuddin <small>Sitara-e-Imtiaz / Pride of Performance</small>
Printer	:	National Security Printing Company, Karachi.



**PINK RIBBON - BREAST CANCER AWARENESS  
SPECIAL POSTAGE STAMP  
November 11, 2020**

**Statistics of Breast Cancer in Pakistan**

- 1 out of 9 women is at risk of having breast cancer in Pakistan
- 40,000 women die from breast cancer every year in Pakistan
- Average 90,000 cases are diagnosed each year
- Over 10 million in Pakistan are at risk of Breast Cancer
- Pakistan has the highest rate of Breast Cancer in the whole of Asia.
- Breast Cancer's prevalence (38.5%) is highest amongst all cancers, in Pakistan.
- Around 70% of Breast Cancer patients come for treatment at stage III, therefore survival rate is very low in Pakistan.
- If detected at an early stage, the chance of surviving increases by up to 90%.

**INTRODUCTION**

Pink Ribbon Pakistan is a volunteer-driven, non-funded, self-sustained and the only organization in the country which is dedicatedly working on the issue of breast cancer with nationwide outreach since 2004.

We strive to significantly reduce breast cancer mortality in the country by creating widespread awareness through community engagement on prevention, early detection and increased access to treatment.

Our scope of work is holistic from strategic interventions to public awareness including patient-aid and service delivery.

To provide relief to poor people, we are setting up a dedicated Breast Cancer Hospital where deserving patients will get free of cost treatment under one roof.

**VISION**

We are envisioning a future where breast cancer victims will be treated with world class healthcare technology. We are setting up Pakistan's first dedicated BREAST CANCER HOSPITAL in Lahore which will, significantly, reduce breast cancer mortality in Pakistan. In our Journey towards a cancer free Pakistan, we are committed to build more breast cancer hospitals in the future.

**MISSION**

Our mission is to prevent and cure breast cancer by creating widespread awareness through community engagement on prevention, early detection and increased access to treatment.

**BACKGROUND**

At the outset in 2004, talking about Breast Cancer was not easy in the society where this fatal disease was largely associated with female sexuality, but Pink Ribbon campaigned so effectively that not only the taboo was broken and Breast Cancer was included in the narrative of mainstream media but also the government acknowledged the cause and made Breast Cancer a priority in national health agenda.

This impressive campaign of spreading Breast Cancer awareness and building alliances with public and corporate sector organization led Pink Ribbon win IPRA Frontline Golden World Award. Pink Ribbon continued its struggle over the years, achieving one milestone after another. Gradually, we moved from campaigning and advocacy to service delivery and launched National Breast Cancer Screen Program through Mobile Mammogram Units.

Realizing the utmost privation of quality healthcare facilities for Breast Cancer, Pink Ribbon laid the foundation of Pakistan's first dedicated Breast Cancer Hospital in 2017. The Hospital will be operational by June 2019. Support Pink Ribbon in this redemptive cause.

### **REACHING OUT TO THE COMMUNITY**

We have empowered 12,000,000 women through community-based education on breast health, provided free clinical breast examination to 29,000 symptomatic patients, free mammograms to 3,700 of the poorest-of-the-poor women and educated at least 1,326,658, young girls, through direct interaction in 200 Universities and Colleges.

### **PROGRAMMES**

- Prevention
  - Healthy Lifestyle Campaign (a Healthy lifestyle can lower the risk of breast cancer)

Studies shows that around 40% of breast cancer are preventable by adopting healthy lifestyle. Researches reveal that diet, nutrition and physical activity affect the cancer risk including breast cancer. Pink Ribbon's focus is now on prevention so women and girls who are at risk of developing breast cancer can be saved by this ailment.
- Awareness Program:
  - Early Detection Campaign
    - Early Detection Can Save lives
    - Lack of awareness causes a delay in detection, that's why 70% of our women reach to hospitals at stage III of cancer leading to more deaths.
  - Youth Engagement Programme
    - To educate young girls on breast self-examination techniques.
  - Community Outreach Programme
    - To empower women and girls with life-saving techniques of early detection.
  - PINKtober
    - Annual month long awareness campaign that focuses on all the stakeholders to gather maximum support for the issue of breast cancer.
- Patient Support Programme
- Advisory services
  - We advise, support, and connect patient to a best suitable health facility.
  - Counseling
    - Emotional support
  - Survivor Programme

- Treatment

- National Screening

- Provided free mammograms to 3700 poorest of the poor women

- Medical Co-Pay Assistance Programme

- Setting up Pakistan's first dedicated breast cancer hospital to provide free of cost treatment to deserving patients.

Pink Ribbon - Breast Cancer Awareness, Pakistan Post is issuing a Special Postage Stamp of Rs 20/- denomination November 11, 2020.

### **TERMS OF SALE**

The Special Postage Stamps will be available for sale from November 11, 2020 at all important Post Offices in the country.

Overseas orders for Stamps, First Day of Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau, Karachi GPO or Manager, National Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.

Issued by

**THE DIRECTOR GENERAL, PAKISTAN POST, ISLAMABAD.**

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