



ACTIVITY REPORT

Think Pink Europe

ABC Project Health Days in Western Balkan

NOVEMBER 2022

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Summary

Although in the past few years the focus was on fighting the coronavirus, unfortunately breast cancer (BC) has not disappeared. Breast cancer is the most common malignant tumour and one of the leading causes of premature death among women. Different data, researches and reports by International organization, such as European Commission reports and GLOBOCAN data have shown and indicated decrease of undertaking mammogram check-ups during the pandemics, not only in middle-income EU member states, but in high-income countries as well.

Having that in mind, when we talk about non-EU countries, such as countries in the Western Balkans, due to the poor economic, education and geopolitical situation in the region, the situation is even more difficult, from the fact that in Bosnia and Herzegovina and Kosovo, there is no screening program for early breast cancer detection, to Serbia, where specifically vulnerable groups of society, from Roma community are disregarded when it comes to early detection and women's health empowerment.

The overall instability in the region, high rates of nationalism and corruption among government institutions, lack of medical procedures and medical professionals, the trend of migrations towards EU countries, where young medical professionals are leaving for better life, affects the ones in need and broadens the gap and discrepancies in women's health empowerment, early detection, treatment and care among women in Europe.

Thus, Think Pink Europe with the support of socially-responsible company Roche, and in cooperation with its Think Pink Europe members from Western Balkans, Organization Think Pink – Zajedno smo jedno from Sarajevo, Bosnia and Herzegovina, Association Renesansa from Prizren, Kosovo and Association Europa Donna Srbija from Belgrade, Serbia, has organized Health Days during the autumn 2022, with the ultimate aim of closing the gap in health services provision, providing with free mammography check-ups and additional health check-ups in some locations (such as glucose level measurement, blood pressure and consultations with gynaecologists) **449 women**, living in disregarded communities.

During the Health Days, women were as well provided with all relevant information and were educated about early detection and the importance of regular mammogram check-ups. Thus, the Health Days have multiple goals: direct services provision to underserved women through which we literally save lives, promotion of healthy lifestyles and changing population's health habits, raising awareness about women's health and the importance of early detection, with ultimate goal of decreasing mortality rates among women, taking into account that the incidence and mortality rates are three times higher in low-income countries.

Due to different findings in the field, identified needs and possibilities in each of the three countries to provide women with health services, in Bosnia and Herzegovina Health Days were provided in **5 different locations** using mobile mammogram unit, focusing on both, women living in remote and rural areas who don't have opportunity to undertake mammogram exam in their local health institutions, and urban women in Sarajevo, since the poor level of consciousness for regular mammogram check-ups among women and the lack of screening program for early breast cancer detection. Health Days were organized in: Pale-Prača, Sarajevo, Pazarić, Tarčin and Stolac-Uzinovići, taking into account to provide services no matter the nationality, place of living, economic situation, or any other affiliation.

In Serbia, free mammogram check-ups were provided to women from Roma population in the neighbourhood of Belgrade – specifically vulnerable group of society with a lack of opportunity to undertake mammography, and take care of their health in general.

In Kosovo, although small Western Balkan Country, but with high level of detected breast cancer cases each year in late stage, and the lack of screening program as well, the mammography was provided to women from several cities and places: Prizren, Priština, Vitine, Gnjilane.

In our mission of decreasing discrepancies and closing the gap in health services between European countries, striving toward equal opportunities and rights to health for each woman and man, organization of Health Days events in Western Balkan Countries is a huge success in making positive changes, changing the code of conduct among women and raising awareness about early detection.

No.	Location	Date	No of check-ups
Health Days in Bosnia and Herzegovina			
1.	Sarajevo	24.09.2022.	51
2.	Pale-Prača	26.09.2022.	26
3.	Tarčin	27.09.2022.	58
4.	Pazarić	28.09.2022.	51
5.	Stolac Uzinovići	29.09.2022.	52
Health Days in Serbia			
1.	Belgrade	15.10. – 27.10.2022	51
Health Days in Kosovo			
1.	Prizren, Priština, Vitina, Gnjilane	10.09. – 31.10.2022.	160
	TOTAL		449

Health Days in Bosnia and Herzegovina

Partnering organization Think Pink – Zajedno smo jedno is one of the most successful women's health organization in Bosnia and Herzegovina and has huge experience in providing different activities related to breast cancer awareness, educational outreach and direct health services provision, to both breast cancer patients and healthy population.

In Bosnia and Herzegovina, besides mammogram exams provision to women, Health Days are organized in a manner to provide additional medical check-ups, such as glucose level measurement, blood pressure level, consultations with gynecologists, PAP smear tests, psychologist, nutritionist etc., in order to empower overall women's health.

With Think Pink Europe and with support of Roche, in BIH were organized 5 Health Days, where 238 women were provided with medical services.

Free mammogram check-ups are provided with mobile mammogram unit, and are executed by the engineer of radiology with over 15 years of experience in the field of mammography. Exams are read and issued by specialist – radiologist with 20 years of experience.

On the mobile mammogram unit, logo of the company La Roche Ltd. was posted.



Sarajevo, 24.09.2022.

On the 24th of September 2022, for the first time the Community Health Day was organized in Sarajevo, as an introduction into 15th Anniversary of the Race for the Cure and the International Breast Cancer Awareness Month.

The Community Health Day in Sarajevo was held in the center of town, at Vilsonovo šetalište, biggest park in the city, where we installed our small Health Day Village.

All checkups provided to women were free, and women could have undertaken mammography, breasts ultrasound, thyroid ultrasound. They had consultations with nutritionist, psychologist, gynecologist and were provided with measurement of the glucose level and blood pressure.



51 woman undertook mammogram check-up, out of which, two of them due to the BI-RADS III results were referred to additional checkups for further procedures in the diagnostic process. In total, in Sarajevo, during the Health Day, over 500 different medical exams were provided.

Pale - Prača, 26.09.2022.

Within the project, on the 26th of September, free mammogram and additional medical check-ups were provided in small local community Pale-Prača, where 26 women undertook mammogram exams.

They also had consultation with gynecologist, and several of them were appointed to do PAP smear exam. Two women were referred for further diagnostics, due to the BI-RADS III mammogram result.



Tarčin, 27.09.2022.

In the small village Tarčin, near Hadžići, on the 27th of September 2022, we have provided 58 women with free mammogram check-ups, consultations with gynecologist and blood pressure and glucose level measurement.

3 women with BI – RADS III, due to identified changes in the breast tissue were referred to additional and immediate medical check-ups in health institutions for further diagnostics.

Pazarić, 28.09.2022.

In small village called Pazarić, Health Day was organized on the 28th of September 2022. Free mammogram check-ups, additional medical check-ups (glucose level and blood pressure), and consultations with gynecologist were provided to 51 women living in this community.

Two women were appointed for further diagnostic due to identified tissue changes (BI-RADS III).



Stolac Uzinovići, 29.09.2022.

On the 29th of September, in Stolac, in Herzegovina region, Health Day was organized in cooperation with local Health Institution (HI) that do not have mammogram.

Thus the mobile mammogram unit was placed in front of the HI, where 52 women were provided with free mammography, gynecological consultations and additional medical check-ups.

Three women were referred for further diagnostic in bigger cities due to identified tissue changes (BI-RADS III).



Health Days in Serbia

In Serbia Health Days were organized in cooperation with Association Europa Donna Srbija, from Belgrade, where the target group for free mammography provision were women from Roma community in the neighborhood of Belgrade.

Mammography exams, along with the distribution of educational materials were organized in the period from 15th of October to 27th of October, within the International breast cancer awareness month.

In total, 51 women undertook the exam in the Diagnostic Center Medigroup in Belgrade.

Three women were referred to additional examination, due to identified changes in the breast tissue for further diagnostics.



Health Days in Kosovo

In Kosovo, as in Bosnia and Herzegovina, there is no screening program for early breast cancer detection, and consequently, the level of awareness about necessity of regular mammogram check-ups is at very poor level.

Although Kosovo is small country, it is estimated that each year around 450 women are diagnosed with breast cancer, mostly in late stage.

During Health Days, 160 women from mostly rural communities undertook mammogram exams in four locations: Prizren, Pristina, Gnjilane and Vitina.

Due to suspicious results, and identified breast tissue changes, eight women were referred to additional diagnostic procedures.



Visibility in social media

Activities related to ABC Project and Health Days organized in Western Balkan are published on official organization's social media pages on Instagram and Facebook (www.instagram.com/thinkpinkeurope/ and www.facebook.com/ThinkPinkEurope).

➤ Instagram posts on the page of Think Pink Europe

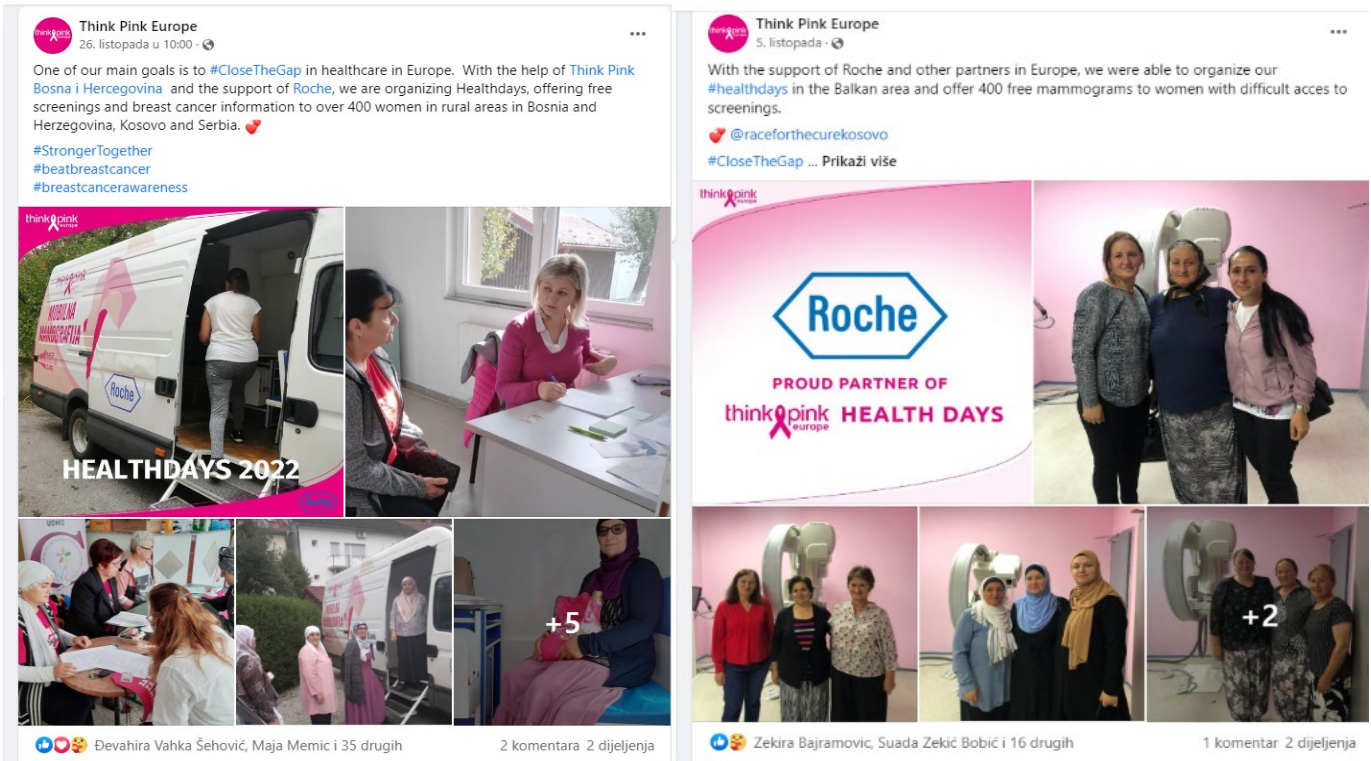
- https://www.instagram.com/p/CkSkaZ9MqvK/?utm_source=ig_web_copy_link
- https://www.instagram.com/p/CkK2C9KoKBJ/?utm_source=ig_web_copy_link
- https://www.instagram.com/p/CkDHpc3hxWp/?utm_source=ig_web_copy_link
- https://www.instagram.com/p/CjEgKIP2_O/?utm_source=ig_web_copy_link
- https://www.instagram.com/p/CjUyPMLtdnQ/?utm_source=ig_web_copy_link
- https://www.instagram.com/p/Ci9m1_7t3YI/?utm_source=ig_web_copy_link

➤ Facebook posts on the page of Think Pink Europe (<https://www.facebook.com/ThinkPinkEurope>)





Visibility on *Think Pink Europe Instagram page*



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