

PINK RIBBON RUN-WALK 2023

October is marked as the Breast Cancer Awareness month every year, across the world. Pink Ribbon Run-Walk is an annual awareness and fundraising event carried out by Cancer Society of Maldives (CSM) since 2015. We started doing this activity across all atolls in 2017. The Pink Ribbon Run-Walk took place in more than 35 islands in 2022. This year we hope even more islands would participate and we would be able to create awareness in more islands.

Date: 14th October 2023, Saturday

Time: 4 pm – 6 pm

Age: Any age

Route: Councils can decide on the route, start and end point and any other additional activities

Purpose: To raise awareness on breast cancer, honour and support the families touched by cancer and raise funds for the cancer awareness and screening programs conducted by Cancer Society of Maldives across the nation

Interested islands can sign up on the google sheet in the link below before 31st August 2023:

https://docs.google.com/spreadsheets/d/1GDs018hVGYyUMlxJgPsvTgu-10A_zVS/edit?usp=sharing&ouid=115514947234414902406&rtpof=true&sd=true

Bibs:

Will include 3 types of bibs (*Photo of bibs from PRR2022 below*)

1. Main run bib (with the run logo and an awareness message)
2. In honour of (to honour someone who has gone through cancer), any name can be added
3. In memory of (to remember someone who has passed away from cancer), any name can be added



Additional Material (all additional material will be provided by CSM)

- Pink Ribbon Run-Walk Banner
- Awareness posters to use during run
- Social media flier for each island with the run details and map
- Awareness message graphics for social media & networking groups
- Information videos for social media & networking groups
- Audio recording of awareness messages and music to use during run

Council Roll (We will include logo of council in the banner)

- Partner with CSM in the Pink Ribbon Run- Walk with support from health facilities, schools, WDCs, NGOs, etc (CSM will contact and write to all the institutions separately)
- Collect donations, distribute bibs and manage the donations
- Focal point to CSM



CANCER SOCIETY OF MALDIVES

Cancer Society of Maldives (CSM) is a national community based (non-profit/non governmental) organization formed for the purpose of reducing the incidence and impact of cancer in the Maldives. We aim to contribute towards the well being of our community by creating awareness about cancer, providing support and circulating information and resources so as to enhance the experience of people fighting against cancer. It is one of our top priorities to conduct cancer research and to create a cancer patient registered database in the Maldives

Our Aims:

- To create awareness on prevention and treatment
- To increase the quality of cancer care in the Maldives
- To provide psycho-social support to patients, survivors and caregivers

Our Mission

To ensure:

- All cancer patients have lifelong access to high quality, effective, affordable and compassionate care;
- Accurate information is available so as to enhance informed decisions about cancer prevention and treatment;
- The incidence and impact of cancer on our community is minimized through advocacy, research, education and by providing people affected by cancer with support to enhance their quality of life.

Our Values

- To serve our community to reduce the impact of cancer.
- To respect and value the community, volunteers and our staff.
- To work toward our vision and mission through teamwork and collaboration
- To act with integrity and honesty.
- To strive to achieve equity in the provision of programs and services across the Maldives in the most effective way.