

# PINK OCTOBER IN CROATIA

## A project by Association EVERYTHING for HER (CSO) for International Breast Cancer Month

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### Background

Amongst gynecological cancers at the top lies cancer of the uterus and cervix with 9%. Croatia has three national early cancer screening programs (breast, colon and cervix). It is extremely important to raise women's awareness of the importance of responding to free screening in all three programs. "Pink October Project" was created to inform women in detail about ways to care for their health and early detection of primary breast cancer as well as other cancers following this.

### Material & Methods

The children were instructed to give the leaflet to their mother, and the contents of the leaflet were reviewed by the Croatian Institute of Public Health. In the leaflets, women are called to care for their health and national cancer programs were promoted. While the students were assembled, they were approached by the principal and ambassador (the person who initiated the campaign at that school) with instructions and a request to bring leaflets to their mothers.

### Results

The association implemented the project "Pink October" as a pilot project in October 2017 in Glina and Hrvatska Kostajnica, and then in 2018 in 28 schools across Croatia. 8500 educational leaflets were distributed to mothers by their children.

October 2019, for the third time in a row, the "Mama, Be Healthy" 2019 project was implemented in 31 schools across Croatia.

6,250 students in primary and secondary schools who formed with their bodies pink ribbons holding balloons or recorded a short video with the message "Mama, be healthy". 11,090 educational leaflets were distributed to students and teachers of schools involved in the campaign.



### Conclusion

The project is being implemented to help raise awareness of women's concerns about their own health. We are witnessing morbidity in women of all ages from malignancies, as well as the often late detection of the disease, which significantly reduces the chances of cure. One of the main concerns for a sick woman at that moment is what it is like to be with children. Children can have a positive influence on parents and encourage their more responsible behavior, which is why we designed the project incorporating children as a means for communicating preventative and educational messages to mothers and other female family members, in order to encourage them to have regular check-ups.