Report on PINK October Event
Awareness Session on Breast Cancer

Organized By: KIABI Fondation

In cooperation with:
## Table of Contents

<table>
<thead>
<tr>
<th>Subject</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>01</td>
</tr>
<tr>
<td>Event background</td>
<td>02</td>
</tr>
<tr>
<td>Event Summary</td>
<td>03</td>
</tr>
<tr>
<td>Annexure</td>
<td>05</td>
</tr>
</tbody>
</table>
Introduction

KIABI, a family owned French Retail Company specializing in ready-to-wear garments for the whole family, was founded in the Lille metropolis, with the first store opened in Roncq in 1978. The Mulliez family owns, in addition to KIABI, many different companies, particularly in the retail business, such as Auchan, Decathlon, Leroy Merlin and Boulanger. 36 years after foundation, KIABI currently operates 448 stores in France, Spain, Italy, Portugal, Morocco and Russia. In France, KIABI is ranked 2nd in terms of sales value and volume as of December 2013.

The aim is to continue expanding the chain, particularly by establishing new shops in France, Southern and Eastern Europe and Russia.
Event background

Breast cancer develops from breast tissue which is mostly affects/occurs among women. Each and every day about one thousand and two hundred fifty are dying from breast cancer globally. This number is increasing day by day. In regular screening this can be detected and cured successfully. To reduce the death and increase the awareness among women the “Awareness Session on Breast cancer” from 1st October to 30 October is observed. According to WHO, about 138 crore women affected and among them 4 lac 58 thousand died of breast cancer. These rates are predominant in developing countries including middle and low incoming countries women’s. Reason behind of it the disease is identified the irregular livelihood, urbanization and following the culture activities of developed countries. It is said that about 2 lac 69 thousand women died due to lack of awareness.

On the other hand limited access to quality healthcare is one of the major problems faced by the RMGs workers. The existing health care system including awareness among women is not up to the mark, while lacks quality standards. There is a need for awareness among all women which will be accessible and affordable for all in decreasing the disease fatality. If we can provide quality health services through awareness to RMG’s worker it will be profitable to us to increase productivity through a sustainable approach.

With these demands at-stake, the KIABI Fondation, launched the PINK October Event focusing on Breast Cancer to increase awareness among RMGs workers.
Event Summary

a. Course Participants
A total of 61 female participants attended the event held at Abanti Colour Tex Ltd in Narayangonj. Participants from different section of RMGs attended the sessions. The Management of Abanti Colour Tex Ltd ensured the participants for the event as per advice of KIABI Fondation.

b. Resource Persons/Facilitators
Skilled and experienced resource persons/facilitators having exposure to Awareness on Breast Cancer facilitated the course. The resource persons facilitated the course in a participatory manner following the concept of adult learning. The facilitators made all put efforts to make the sessions lively and interesting. The lists of resource persons are given in the schedule of the event courses (Annex: )

c. Contents of the Event Program
The topics and issues covered were relating to the event for that day’s course. The contents of the course were as follows:

- Brief concept on Breast and usefulness of breast feeding
- Different Breast disease and their Management
- Introduction on Breast Cancer
- Consequences of Breast Cancer
- Breast Cancer signs and symptoms, diagnosis, treatment and prevention
- Audio and presentation on Breast Cancer
- Breast cancer case screening

d. Course arrangement/Coordination
The preparation for the course started long before its actual commencement. Review of the topics, module and material development, production of event materials/slides, evaluation templates etc had to be drawn out well ahead of the course. Continuous coordination had to be maintained with the Abanti Colour Tex Ltd who was organizing the participants, the venue for timely arrival of everyone as per schedule. Mr. Nothouel Mrong from KIABI, worked as Event Coordinator for the entire event program. He coordinated with the Abanti Colour Tex Ltd for all the detailed activities. Abanti Colour Tex Ltd also provided overall management support to make the event successful. Nigher Sutana, Senior Officer (Welfare & Counselor) of Abanti Colour Tex Ltd assisted the training team/resource persons, participants in meeting the administrative and logistic support throughout the course and also looked after all logistic requirements of the participants, trainers and the training needs promptly at all times.

e. Methodology and Materials
Methodology: The facilitators gave emphasis on participatory approach to make sure that all the participants played active role and took part in the awareness session. Adult learning strategy was followed during design and conduction of the event sessions. The following specific methods were used in the event:
• Experience sharing
• Presentation
• Demonstration
• Brain storming
• Question–answer

Materials: The facilitators used laptop, multi-media projector, handouts and evaluation sheets as event materials and aids. All the participants were active and seemed to be keen in putting forward their experiences.

f. Brief description of the event
Inaugural session: The event program started with the registration and distribution of handouts to the participants. The sessions took off in a friendly and congenial environment in presence of Mr. Nothouel Mrong, Nigher Sutana, Senior Officer (Welfare & Counselor) of Abanti Colour Tex Ltd and resources from RTMI.

Welcoming the participants, resource persons highlighted the significance of the event and encouraged all participants for their active participations. They mentioned that the awareness session on selected topics such as Breast Cancer was very important for the participants, as this would give them the opportunity to be aware themselves and the community as well.

Conduction and facilitation of the session: The sessions were conducted by a professional trainers/resource person. The resource persons conducted/facilitated the sessions following the schedule. The sessions were conducted from 11 am to 1 pm followed by 1 hour lunch break. Dr. Mustafiza Rushdi conducted the all sessions while Ms Arjoda Khatun assisted her. After completion of theoretical part RTMI resource persons emphasized on Audio & Video demonstration of Breast Self-Examination through multimedia projector. They enjoyed the session with a courageous attitude. After demonstration, the question and answer session was performed while participants spontaneously asked questions to know the details from resource person. Due to time constraint, KIABI Fondation requested all participants to defer some of their questions as those could be discussed during the screening session which was also conducted by Dr. Mustafiza Rushdi and Ms Arjoda Khatun in a separate room with confidentiality. A total of 40 clients were screened among them 5-6 cases were detected as suspected case through Breast self-Examination. This session was also pressed due to time constraint.

Closing session: Finally, KIABI Fondation and RTM met the factory management for sharing the details and requested for referral of the clients who were identified as a suspected cases. Mr. Nothuel thanked Abanti Colour Tex Ltd and RTM for their excellent support for endeavor of the success of that event.
Pictorial Coverage’s of the PINK October Event

A moment of PINK October Event- participants from Abanti Colour Tex Ltd listening to the Doctor attentively

Mr. Nothuel Mrong briefing about the objectives of event prior to start of the sessions

Participants receiving the handout materials of the event
Dr. Mustafiza Rushdi conducted the session on Breast Cancer

KIABI Fondation and Abanti Colour Tex Ltd management persons also present in that event

One of the female participants sings a song in front of audiences for making the event fruitful
During the question and answer session, a female participant shared about the bitter experience of her relative who suffered it.

One of the clients who made up his mind to screen while Dr. Rushdi asked prior to screen.

KIABI Fondation, Abanti Colour Tex Ltd and RTMI posed a photo session for remarking of that event.

The entire participant showed a victory sign for fighting against Breast Cancer.
Schedule of the PINK October Event

**PINK October Event**

*Awareness Session on Breast Cancer*

Organized By: KIABI Fondation

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Facilitator</th>
</tr>
</thead>
</table>
| 11:00-11:30  | - Registration, Welcome and introductions  
               - Session 1: Ground Rules  
               - Tea Break                  | Dr. Md. Al Mozahid                             |
| 11:30-11:45  | Session 2: Introduction on Breast Cancer                               | Dr. Mustafiza Rushdi                            |
| 11:45-12:00  | Session 3: Session on Different Breast disease and their Management      | Dr. Mustafiza Rushdi & Ms Arjoda Khatun          |
| 12:00-12:15  | Session 4: Breast Cancer sign and symptoms, diagnosis, treatment and prevention | Dr. Mustafiza Rushdi & Ms Arjoda Khatun          |
| 12:15-12:30  | Session 5: Audio and video demonstration on Breast Cancer                | Dr. Mustafiza Rushdi & Ms Arjoda Khatun          |
| 12:30-01:00  | Session 6: Session on Breast Cancer and its consequences                | Dr. Mustafiza Rushdi & Ms Arjoda Khatun          |
| 01:00 - 2.00 | Lunch and Prayer Break                                                  |                                                  |
| 02:00-04:30  | Session 7: Suspected breast cancer case screening through Physical Examination by Doctor | Dr. Mustafiza Rushdi & Ms Arjoda Khatun          |
| 04:30-05:00  | Appraisal meeting with the factory management for the next steps and referral and Conclusion and end of day review | RTMI & KIABI Fondation                         |
Research, Training and Management (RTM) International

RTM Complex, 581 Shewrapara (Level 3, 4 & 5)
Begum Rokeya Sharani, Mirpur, Dhaka 1216, Bangladesh

Tel : +8802 8034638, 8034814, 8034638, 9005117,
     8005136, 044-76850136, 4476850137
Fax : +8802 8034638, 9886354

E-mail : rtm@rtm-international.org
Web : www.rtm-international.org