

Walking the Journey Together

There isn't much about 2020 that we'll miss. The ongoing pandemic has turned all our lives upside down. And the walls we needed to raise to hold the virus at bay has physically separated our cherished sisterhood of breast cancer warriors. Even as of this writing – we continue to miss the wide-open hugs, the arms around our shoulders, and the unsparing smiles that have always characterized our special sorority.

But the ICanServe Foundation was always more than a physical collective. We exist as a shared imagination of a vision, and we would never let a thing like a global pandemic get in our way. While many of our activities remain suspended, we endure and find ways to pivot amidst the uncertainties of our times, thanks to the many whose support and action continue to give us every reason to remain hopeful.

The pandemic has made our work doubly difficult, so we've simply doubled our efforts. ICanServe remains committed to making changes and impacting the lives of its stakeholders in underserved communities in positive ways.

The celebration of Women's Month this March has special resonance for ICanServe. For this year, we commemorate a special kind of woman: a breast cancer survivor in the time of COVID-19—heroines whose mettle had already been forged by the impossible, now propelled by experience and generosity to persist in the vision of building walls of love and support around every pilgrim on a cancer journey. We are women who walk the journey together and know that one step back to help another is worth more than a thousand steps forward alone. Together we fight the battle. Together we soldier on. Together we survive.

We're here to walk with you and talk you through it every step of the way. Meanwhile, keep in touch and keep safe!

Your ICANSERVE Family

A member of:



ICANSERVE Mission Statement

The ICANSERVE Foundation provides hope and help to women with breast cancer. It promotes and conducts early breast cancer detection programs in local communities providing sustained access to accurate diagnosis, timely treatments and patient navigation.

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Kamay Gabay Campaign Rolls Out Info Kits Across the Country

Our barangay-based early screening activities may have taken a back seat for now, but nothing could stop the October launch of KAMAY GABAY SARILING SALAT SA SUSO campaign. Instead of in-person breast screenings, we arm women with the next best thing: a tool kit containing life-saving information. The Kamay Gabay kit provides a resource guide on myths and facts about breast cancer, signs and symptoms, factors that increase the cancer risk, and an illustrated step-by-step guide on how to correctly

perform a breast self-examination (BSE). The kit, available in English, Tagalog, and Bisaya also includes a beaded charm, serving both as a visual resource and reminder. Last October 16, 2020, San Juan City distributed Kamay Gabay kits to female healthcare workers at the City Health Department. Massive shout out to Philam Foundation for their donations that helped fund kits distributed to various households located in both Taguig and Pasig City. Outside of Metro Manila, kits were well-

PHOTOS Clockwise from Top-left: Pasig Mayor Vico Sotto and ICS Founding President Kara Magsanoc-Alikpala; Tagum Turnover of Kamay Gabay Kits; Kamay Gabay Kit recipient; Kamay Gabay photo Muntinlupa; San Juan Kamay Gabay Kit Turnover; Myrna Guibao (center), ICS Office Administrator at the Marikina City Health office with Arnie Tapales and Rhea San Juan

Yes, I want to serve!

Online Donation

Thank you for your support. Your contribution will help the foundation continue its advocacy in favor of women at risk for or living with breast cancer.



received in Tacloban, Isabela, Baguio, Cebu, Bacolod, Cagayan de Oro, Palawan, and Cavite. The Tagum City local government also accepted the kits through the assistance of Rotary Tagum. So far 2,720 kits and counting have rolled out. Help us keep the campaign going! Interested in purchasing kits for your community? **Please contact Myrna at +63919 006 9445.**

Ating Dibdibin Program Continues Cancer Education Efforts

The Taguig City Ating Dibdibin Program (now on its 9th year) in collaboration with ICanServe Foundation, turned over Kamay Gabay kits at Taguig City Hall last October 14 for Breast Cancer Awareness Month. This will allow the city government to continue raising awareness and encourage women of Taguig to be vigilant with their health, especially amid the pandemic.

PHOTOS Top: Taguig City Health Officer OIC Dr. Norena Osano with Taguig Councilor and SK Federation Chair Beng Maximo; Bottom: Taguig City Mayor Lino Cayetano and the city's health team



Ating Dibdibin Program Established In Tagum City

Great News! Last October 2020, Tagum City signed an ordinance effectively making Ating Dibdibin a lifelong commitment. We look forward to working closely with Tagum City and updating you on their progress.

PHOTO: Ating Dibdibin Tagum signing led by Mayor Allan Rellon and Vice Mayor Eva Lorraine Estabillo

Early Detection Guidelines Reminder

AGE
20

Learn and perform a breast self exam (BSE) monthly.

AGE
30

Do a monthly BSE. Have an annual clinical breast exam by a doctor, or trained medical worker.

AGE
40

Continue monthly BSE. Schedule an annual clinical breast exam. Have a mammogram every year.



ICanServe Partners with Metro Manila Mayors' Spouses Foundation Inc. to Distribute Kits

Our heartfelt thanks to Metro Manila Mayors' Spouses Foundation Inc. for being first to partner with ICanServe and for being instrumental in distributing kits to women living in all sixteen cities and one municipality of Metro Manila.

PHOTO: Kamay Gabay kits turnover L-R Eva Nono MMMSFI Exec Director, Janet Olivares, President of MMMSFI, and ICANSERVE representatives Kara Magsanoc-Alikpala and Myrna Guibao.



LGUs and ICanServe Host Virtual Forums for Breast Cancer Awareness Month

Last October, to commemorate Breast Cancer Awareness Month, ICANSERVE collaborated with the Muntinlupa and Taguig LGUs (October 22 and 26, 2020 respectively) for online breast cancer forums.

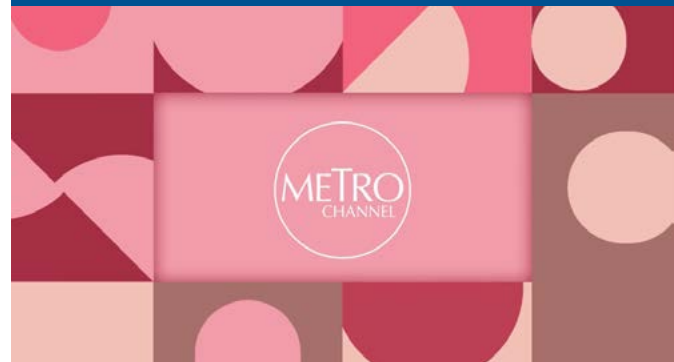
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RECENT EVENTS

#PinkYourselfUp

In celebration of Breast Cancer Awareness Month, FitflopPH in partnership with ICanServe hosted PINK YOURSELF UP via Facebook live, in which breast cancer survivors spoke about the importance of early detection and coping especially during this pandemic.

Ating Dibdibin Manual in the Works

ICANSERVE and Pfizer Philippines Foundation Inc. (PPFI) have signed an agreement to create a digital playbook for local government units eager to set up and customize their own Ating Dibdibin program in their community. The Ating Dibdibin Playbook will be a comprehensive tool that includes training modules, toolkits, templates to create the ordinance, training tests, videos and more. December 2021 is our target for project completion.

#infin8telypink

The pandemic didn't stand in the way of our Zumba October, now on its 8th year. Our pink dancing warriors always find the silver lining amidst the darkest clouds. Held virtually, the Infin8tely Pink Party saw registrants from all over the world demonstrate support through their passion for dance. We can't wait for a repeat this year. Thank you, Zynchronized Concepts Inc.

Novartis and ICS Promote Breast Self-Examination

Through our partnership with Novartis Healthcare Philippines, Inc. and in celebration of Women's Month, ICanServe launched a Breast self-examination video. This animated video, narrated by our very own sister and cancer survivor Bibeth Orteza, will demonstrate the steps needed to correctly perform this life-saving exercise.

Click [HERE](#) to watch the video.

Cancer Coalition Conversations

February marks World Cancer Month. As a member of Cancer Coalition Philippines, we staged several well-attended virtual discussions. The forum series began on World Cancer Day February 4, 2021 drawing attention to *Navigating Cancer with Patients*. Other forums focused on moving *From Policy to Meaningful Action*, *Childhood Cancer During the Pandemic* and *Spotlighting Neglected Cancers*.

St. Peregrine Special Discounts

ICanServe is proud to partner with St. Peregrine Surgical and Cancer Center, a DOH-licensed and Philhealth accredited ambulatory surgical center, which now provides special discounts for its associate members. Patients receive up to 50% off on various check-ups, procedures and professional fees.



ICS Welcomes Associate Members

Sign up & be an ICanServe Associate Member today! As an Associate Member, not only will you be making a sustainable difference for cancer patients and their families, but you will also receive special donor updates, access to webinars, exclusive invites to special events and discounts and privileges from our growing list of partners and sponsors. This membership is open to all. Annual fee is P300. Interested? [Download the registration form](#) available at our website and email the signed form to info@icanservefoundation.org.



Kapatiran para sa Kanser

Kapatiran Para Sa Kanser is extended for another year. This collaboration between ICANSERVE and Detoxicare aims to distribute select cancer medicines free of charge. Upon approval by Detoxicare accredited doctors, patients gain access to the cancer drugs docetaxel, anastrozole and letrozole. Please contact Myrna at +63919 006 9445.

Care for Cancer Program Extended

Care for Cancer Program, a collaboration with Pfizer and Grab, promises free rides for breast cancer patients for another year. The program is open to any breast cancer patient, whatever her stage, living in Metro Manila. The initiative ensures patients get to their Metro Manila hospital for chemotherapy treatment. Fifty-six women are currently enrolled for 2021, and the program is accepting more applicants.

Hatid namin sa inyo ang
CARE for CANCER

Mas pagagaanin namin ang inyong biyahe.

- Libreng sakay sa Grab
- Tipid sa oras
- Mas ligtas at komportableng biyahe

Ano ang mayroon sa serbisyong ito?

- Maaring gamitin ng 2 beses sa araw isang buwan
- Hanggang 12 beses papunta sa inyong treatment o doktor
- Maaring magamit sa loob ng 6 buwan

Ano ang kailangan ninyong gawin?

- Ibigay ang inyong consent, pangalan, at contact number sa ICanServe Foundation.
- Hintayin ang mensahe mula sa ICanServe
- I-download ang Grab app

Mag-email sa careforcancer.pphi@gmail.com o tumawag sa ICanServe hotline (09190069445) para mag-register

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