

The City of Joburg and PinkDrive commemorate World Cancer Day

For Immediate Release

Today, City of Joburg in partnership with PinkDrive commemorated World Cancer Day by providing health screening to residents of Alexandra, East of Johannesburg. The event mobilised and empowered residents of East bank and surrounding communities with knowledge around cancer as well as screening opportunities.

World Cancer Day was established by the Paris Charter adopted at the World Summit against Cancer for the New Millennium in Paris on 4 February 2000. This Charter aimed at the promotion of the research for curing as well as preventing the disease, upgrading the provided services to patients, the sensitisation of the common opinion and the mobilisation of the global community against cancer. The theme for 2019 is I AM and I WILL, a given for all South Africans especially Public, Private, NGO's and SOE's. Collectively we can make a difference with regard to CANCER mortality in South Africa.

Member of the Mayoral Committee (MMC) for Health and Social Development in the City of Joburg, Councillor Mpho Phalatse called on residents to undergo health screening and learn how to be cancer conscious. MMC said if cancer is detected early the chances of beating it are good, adding that people should take responsibility for their health and know their health status and rights.

The community attended the event in numbers and were screened for different types of cancers and non-communicable diseases.

MMC took the opportunity of checking her health status at the health service providers who rendered various services at the Eastbank clinic today.

Phalatse announced that through the partnership with PinkDrive, the city's health department will be identifying patients in COJ clinics who will be referred to PinkDrive's mobile facilities for mammogram screening.

"Our partnership with PinkDrive has enabled us as local government to scale up cancer screening services, and to offer those diagnostic interventions that we do not have capacity to carry out. We are waiting for

national government to come on board with an improved cancer management plan so these patients that are diagnosed are not delayed in receiving their treatment”.

Phalatse said through the extended hours of service clinics, the city would like to see more people come for cancer screening. “We currently have 17 clinics in the city that operate for extended hours, and we will be scaling this up to 26 clinics by the end of June 2019,” said Phalatse.

Noelene Kotschan, CEO of PinkDrive NPC said “Early Detection prolong Lives”. “This year, 2019 is the start for aggressive awareness, improved cancer services to communities and increased cancer knowledge to the nation. Cancer is on the rise and every citizen of South Africa is either infected or affected by CANCER”.

PinkDrive announced two pilot programs that will be rolled out in Gauteng Province this year.

These new cancer programs’ primary audience will be millennial. It has been observed locally, regionally and globally that we do not have packages that are designed for young adults. As a start, PinkDrive will be rolling out Cervical (Sexually active only) and Breast Cancer (infected only) screening packages/offerings for millennial.

The programs will also be supported by the CEO, Dr Ramneek Ahluwalia, National Higher Education and Training Centre (DHET) as one of the partnerships that will allow PinkDrive an opportunity to work with the millennials.

The city and PinkDrive would like to thank all the organisations that have supported this WORLD CANCER DAY activation.

ENDS

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