



Unit 1 Plot 51573 Phakalane | P.O.Box 1842 Riverwalk, Gaborone Botswana info@joh.org.bw | www.johb.org

TEN YEARS OF HOPE

*"I pledge to touch and look at my breasts, once a month, every month.
If I notice anything unusual, I will go and check with my doctor"*

This pledge has been chanted by men and women in clinics, hospitals, kgotlas and offices throughout Botswana, as 'The Pink Ladies' lead them in Breast Cancer Awareness.

The decision to undertake this awareness happened over 10 years ago – in 2008. This is when a group of about 10 women got together to fundraise for a friend's breast cancer treatment. After this, 3 of the ladies – Bev Denbury, Rita Keevil and Marilyn Garcin – identified a bigger need, to empower communities about the importance of Early Detection of Breast Cancer. ***In 2009, Journey of Hope Botswana was formally registered as a Botswana-based charity which aims to educate about breast cancer and promote early detection.***

In 2010 the 'Pink Ladies' undertook the first Big Journey to Maun, Gweta, Nata, Francistown and Palapye, before heading back to Gaborone. ***2019 is therefore the 10th year that the Big Journey will be taking place. This year it will go from Sekoma to Tsabong.***

Perhaps it was the nickname 'Pink Ladies' or the fact that most of the riders were Caucasian women, but for a long time there was a misconception that Journey of Hope Botswana was for a specific demographic – this could not be further from the truth. Journey of Hope Botswana is made up of volunteers who take time out from their busy schedules to contribute how they can. ***These volunteers are both men and women, and represent all races.***

It is important to state that the **riders**, crew and **support team** who go on this journey are not health professionals, but rather volunteers who believe in the power of educating all women about breast cancer. They also include breast cancer fighters and survivors, who use their own experiences to give newly diagnosed patients hope.

A team of trained professionals who include Botswana **Nurses, Doctors** and **Medics** accompany the volunteers, in order to provide quality examinations and make referrals, where necessary.

Our main **target audience** (60%) **is women who are 40 years of age and above**. The remaining 40% target group is a female audience from puberty until their late 30s. Whilst men are not our target audience, they play a key supportive role for their wives, sisters and daughters. Because men can also get breast cancer, they are encouraged to attend the talks and even get breast exams if they so wish.

During the Big Journey, we have **teaching aids** and information in the form of **leaflets** and **posters** that we disseminate and leave in our wake wherever we go. These illustrated teaching aids **are written in both English and Setswana** to cater for our target audience's needs. Thanks to sponsorships we give away hundreds of **awareness t-shirts** as an incentive to people to see our nurses and doctor.

Following the Big Journey, all patients with referral slips are assisted to come for further tests in Gaborone. We then assist those who test positive for Breast Cancer, to be seen at the Breast Clinic in Princess Marina Hospital.

The Big Journey happens once a year, but our message is on-going. Our website (www.johb.org) and Facebook page (www.facebook.com/Journey.of.hope.Botswana) also provide valuable information and updates about our activities.

TOUCH. LOOK. CHECK | TSHWARA. LEBA. TLHATHOBA

Journey of Hope Botswana is a registered charity (No: CR 8865) involved in taking Breast Cancer awareness to communities throughout Botswana

Management committee:

Bev Denbury, Ciara McCann, Marilyn Garcin, Rita Keevil, Tanya Marlin, Susannah Steenkamp, Sian Williams, Sandi Field, Brenda Gerber, Melanie Beukes, Andrea Kampmann and Onica Lekuntwane.