

Strategic Partnerships and Collaboration in CML Advocacy

INTRODUCTION & AIMS

CML is considered a rare cancer. As such the patient population is not big compared to other cancers such as Breast cancer and cervical cancer. Given that policy people, administrators and politicians think in terms of numbers, pushing a CML specific agenda becomes a big challenge.

BUT!

CML has the best run access program, and the best equipped advocacy team. In order to achieve success in ensuring that CML patients are well taken care of, Henzo Kenya leveraged on the muscle of the bigger umbrella advocacy outfit, to both help create Leukemia awareness and support patients, as well as mainstreaming issues relating to continuous access of treatment

METHODOLOGY

- Target audience

Primary Healthcare Workers, Community Health Volunteers (CHVs), Government and Policy Makers, Community Based Organization (CBOs) and Non Governmental Organization (NGOs) and Civil Societies

• Strategies

- Training of Primary Health workers
- Community Empowerment and Outreach programs
- Seminars and Educational Days
- Observing cancer days
- Food Distribution and Nutrition Programs
- Media coverage of programs and interviews

• Resources required

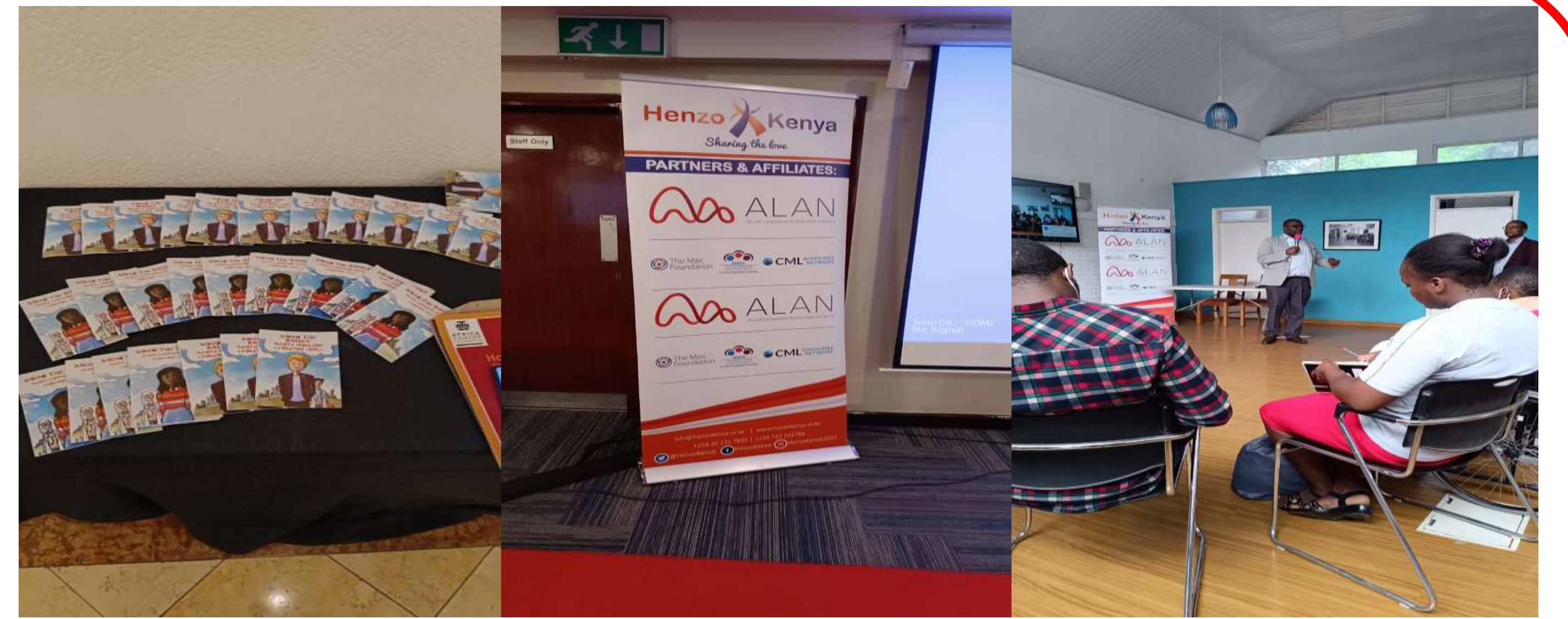
- Development of Educational Materials for training (through partners)
- Trainers to Trainee model
- Programs Coordinators
- Volunteers

• Evaluation strategy)

- Pre and post polls
- Interviews

RESULTS

- Leukaemia Awareness created across the country reaching to over one hundred thousand people.
- Leukaemia patients directly gained food rations reserved for Cancer patients, **cheap accommodation** whenever they travel to the hospital, transportation to and from the hospital through the **Last Mile Program**
- **Improved Access** to treatment through devolution program in partnership with the Government where several Pilot clinics have been opened in major towns across the Country.
- Attendance of Educational days such as CML Day graced by patients and caregivers in great numbers as well as senior Government officials on the Cancer field.



CONCLUSIONS

- Every small step counts! We decided from the year 2023 that our Patient organization will attend all Organized meetings in the Cancer space and through this we have gained partners who are interested in our mission and created lots of Leukaemia Awareness in the process.

- 📢 Make noise! Productive Noise for sure, we have learnt and made sure we increase our visibility out there with every program we are taking part in.

The goal is WE MUST BE SEEN!

Our Partners

