

## END OF YEAR REPORT FOR THE YEAR 2024

As we close another impactful year, we are filled with gratitude to our donors, partners, volunteers, and staff for your unwavering support. Together, we reached over 20,000 individuals with life-saving information about colorectal cancer, provided over 10 patients with navigation services, and strengthened community awareness about early screening and prevention. While challenges like Insufficient Funding, Navigation Complexity, and Death of patients tested our resilience, your dedication empowered us to keep moving forward. Thank you for making our work possible. Let's continue to save lives together.

This year, we made significant strides in the fight against colorectal cancer through education, advocacy, and direct patient support. Our campaigns brought screening awareness to communities at risk, and our patient navigation services guided countless individuals through diagnosis, treatment, and recovery. This report celebrates these accomplishments, shares the stories of those impacted, and lays out our vision for the future.

### KEY ACHIEVEMENTS FOR THE YEAR

#### **DONATION OF PAINKILLERS TO THE ONCOLOGY DEPARTMENT OF LAGOS STATE UNIVERSITY TEACHING HOSPITAL IKEJA**

As part of our commitment to supporting cancer patients and improving access to essential medical care, we facilitated the donation of prescription painkiller medications to the Oncology Department of Lagos State University Teaching Hospital (LASUTH).

This initiative was carried out in close collaboration with Dr Popoola and the medical team, ensuring the donation aligned with the specific needs of cancer patients under their care. The painkillers were donated to help address the critical issue of pain management among cancer patients, many of whom face significant challenges in accessing adequate relief due to financial or logistical constraints.

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#### Key Highlights of the Donation:

- Purpose: To enhance the quality of life for cancer patients by providing necessary pain management support.
- Quantity and Type of Medication: 28 packs of pain relieve
- Beneficiaries: Indigent Patients currently receiving treatment at the Oncology Department of LASUTH.
- Process: The donation was delivered directly to the department, accompanied by all required documentation to ensure proper use and accountability.

We remain committed to continuing such partnerships with healthcare institutions to provide critical support to those in need.

### **LADIES LOUNGE (REAL WOMEN REAL TALK) WITH NOLLYWOOD VETERANS - COLON CANCER AWARENESS ON RADIO MAINLAND 98.3FM**

Our organization had a presentation at the mainland 98.3FM to raise awareness about colorectal cancer during their popular women-focused program, Ladies Lounge (Real Women Real Talk). This platform provided a unique opportunity to reach a wide audience, particularly women, with vital information about colorectal cancer prevention, early detection, and treatment. The program featured discussions with Nollywood veterans, whose influence and relatability helped drive the message home in an engaging and impactful manner. Our organization's representative, Eniola Akintunde, provided insights into the prevalence of colorectal cancer, its impact on families, and the role of early detection in improving outcomes. The program reached an estimated 6000 listeners across Lagos state and online listeners with Nine (9) live calls/messages received, reflecting audience interest and engagement.

### **COLORECTAL CANCER AWARENESS DAY**

Our organization commemorated World Colon Cancer Month 2024 with the Blue Hat & Bow Tie Campaign on March 17 at the Fountain of Life Church, Ilupeju, Lagos. The campaign

highlighted the importance of colon cancer prevention and early detection through engaging activities such as a media launch featuring ambassadors in blue hats and bow ties, public educational talks at religious centres, and impactful partnerships with the Global Colon Cancer Association and local churches. Reaching over 2000 individuals through physical and virtual platforms, the campaign also garnered global attention on social media with the hashtag #BlueHatBowTieChallenge achieving 700 impressions and 50 shares. This campaign successfully united communities to promote awareness and encourage healthy lifestyle choices.

### **GRANT/DONOR SPONSORED PROJECT**

Niola Cancer Care Foundation was awarded a generous grant of Three Million Naira (₦3,000,000) from the Nigeria National Petroleum Corporation (NNPC) and First Exploration & Petroleum Development Company Limited Joint Venture. With the generous sponsorship of NNPC & First E&P, NCCF conducted two impactful colorectal cancer (CRC) awareness campaigns at Lipede Market (July 24) and Omida Market (September 25) also with a radio awareness program on Fresh FM in Abeokuta, Ogun state. Key activities included health education sessions on CRC risk factors, symptoms, and the importance of early detection, complemented by the distribution of informational leaflets. Community engagement was enhanced through inclusive discussions in Yoruba and open question and answer sessions, while lifestyle counselling emphasized healthy habits to reduce CRC risk. The campaigns directly educated over 1000 attendees and reached an extended audience of more than 5,500 individuals, fostering widespread awareness and proactive health behaviours.

NCCF participated in a radio interview on the 25th of September 2024 at Fresh FM Abeokuta. The discussion highlighted the foundation's mission to reduce the burden of CRC through education, patient support, and early detection initiatives. Key topics included the importance of regular screenings, insights on prevention, patient navigation services, and recent milestones like free screening drives and corporate partnerships. The interview encouraged listeners to prioritize their health and support the foundation's efforts. This outreach successfully raised awareness, inspired proactive health actions, and fostered community and partnership engagement.

Similarly in the year under review Niola Cancer Care Foundation (NCCF) was awarded a five-thousand-dollar (\$5,000) grant from the Global Colon Cancer Association (GCCA), this is the second grant received from GCCA. The grant aims to enhance colorectal cancer awareness and screening initiatives. This funding will support targeted educational campaigns, provide free screenings for underserved populations, and expand outreach efforts through partnerships and media campaigns. This grant represents a significant step in NCCF's mission to reduce the burden of colorectal cancer and save lives through education and early detection.

In preparation for the upcoming Colorectal Cancer Awareness and Screening Project in Remo Land, sponsored through the GCCA grant we visited His Royal Majesty, Oba Dr. Babatunde Adewale Ajayi, Torungbuwa II, the Akarigbo and Paramount Ruler of Remo Land. During the meeting, the team outlined the project's objectives, highlighting the role of early detection and education in combating colorectal cancer. His Royal Majesty expressed strong support, encouraging collaboration with community leaders to maximize the initiative's impact

## **PATIENT SUPPORT AND NAVIGATION**

As part of our Founder's Day celebrations 18th June 2024, Niola Cancer Care Foundation provided financial support to cancer survivors to assist with essential needs. The token was intended to cover various needs such as nutritional support, transportation for follow-up care, and other personal necessities.

Furthermore, we provided a unified framework for patient support services for brain tumour and liver cancer patients by addressing shared and unique needs. Centralized navigation ensures seamless access to multidisciplinary teams, medical record management, and clear care plans, while holistic emotional and psychosocial support includes counselling, family engagement, and peer networks. Advocacy for effective pain and symptom management, financial aid, and logistical support is combined with personalized dietary and comfort measures. Education empowers patients and families, while outcome tracking ensures continuous improvement. This initiative underscores our dedication to not only raising awareness and providing education but also offering tangible support to those directly impacted by cancer.

Christmas Support for 70 individuals

In the spirit of Christmas, Niola Cancer Care Foundation distributed 70 fresh food packs and cash support to cancer patients, widows, widowers, and other vulnerable individuals, providing nutritional support and spreading joy during the festive season. Each pack contained essential items to help alleviate the burdens faced by the recipients and their families. We extend our gratitude to our donor Mrs Bolanle Deji-Jemiyo, and the Bridge club who contributed to making this program a success. Their generosity enabled us to bring smiles and relief to those facing difficult circumstances.

### **COLLABORATION WITH IQVIA**

Niola Cancer Care Foundation collaborated with IQVIA in September to conduct research on Colorectal Cancer. Colorectal cancer remains a significant challenge in Nigeria. NCCF granted an interview and provided insights that may contribute to a deeper understanding and improved management of this disease. ·

### **CONFERENCES AND SEMINARS**

Eniola Akintunde, representing Niola Cancer Care Foundation, attended the Global colon cancer association Congress and the world patient's alliance conference in Cape Town from October 18th-20th, 2024. The event convened leaders, healthcare professionals, and patient advocates to discuss advancements in colorectal cancer (CRC) research, treatment, and care. Eniola actively participated in discussions on CRC prevention, shared insights on challenges faced by underserved communities, and explored collaboration opportunities. Key highlights included knowledge exchange on global CRC initiatives, networking with international experts, and advocating for improved patient navigation and early screening access. This participation strengthens the foundation's commitment to enhancing colorectal cancer awareness and patient support.

Similarly, NCCF Participated in the High-Level Regional Seminar on Promoting Cancer Awareness & Advocacy Programmes for States of the Organization of Islamic Cooperation (OIC), Hosted By HE. Sen. Oluremi Tinubu (15th-16th) May, Abuja

NCCF was also at the 2nd palliative and End- of life Conference 2024 held on 15th March. The conference highlighted the challenges of pain management and access to Narcotic Drugs in palliative and end of life care in Nigeria

### **MEMBERSHIP/ PARTNERSHIP**

1. Nigeria Cancer Society
2. Global Colon Cancer Association (GCCA)
3. First exploration and petroleum development company limited/ Nigeria National petroleum Corporation
4. Bio- Ventures for Global Health
5. IQVIA
6. In 2024 NCCF became a full member of World patient Alliance (WPA)

### **LOOKING AHEAD: PLANS FOR 2025**

1. Enhancing Awareness Campaigns
2. Improving Access to Screening and Care
3. Strengthening Patient Navigation Services
4. Expanding Advocacy Efforts
5. Fostering Community engagement

Through these strategic initiatives, we aim to save more lives, support patients and families, and move closer to a future free of colorectal cancer.

## CONCLUSION

As we reflect on the past year, we are deeply humbled by the strides we have made in raising awareness about colorectal cancer, supporting patients through their journeys, and advocating for life-saving early detection. Every milestone achieved, every life impacted, and every partnership forged is a testament to the collective effort of our community—our supporters, volunteers, healthcare partners, and advocates.

While challenges remain, we are driven by the resilience of the patients and families we serve and the unwavering commitment of those who stand with us in this mission. Together, we have laid a strong foundation for the year ahead, and with your continued support, we will build on this momentum to save more lives and create a future where colorectal cancer is preventable, treatable, and ultimately curable.

Thank you for being an integral part of this journey. We look forward to another year of progress, impact, and hope.

**With heartfelt gratitude and hope,**

A handwritten signature in black ink, appearing to read 'Eniola Akintunde', with a stylized flourish at the end.

**Eniola Akintunde  
Executive Director/ Founder  
Niola Cancer Care Foundation**