

Wednesday, 6 September 2023

Liga Contra el Cancer, Peru

Category 1: UICC Full member organisation

Impact

Liga Contra el Cancer has been developing actions for the prevention of cancer in Peru for 68 years; focusing mainly on people with fewer economic resources, thus being the first institution at the national level to work to deal with this disease and positioning itself as a leading institution in cancer issues, thanks to the fact that it applied the "Population Screening" model for the first time. through Mobile Units and the formation of Networks of Community Agents for the prevention of cancer at a national level.

This intervention model was accompanied by a strong communication strategy, which allows us to disseminate our messages through different media, both through television and radio channels and mainly through social networks. To achieve a greater reach, we have managed to ally ourselves with influencers, politicians, national athletes, Chefs, among other recognized characters in the country. This has led us to have an impact at the national level, becoming a benchmark in cancer prevention.

Among our quantitative results, Liga Contra el Cancer has vaccinated 149,966 schoolchildren, attended more than 2 million women throughout the country and has a network of community agents located in each district, ensuring the sustainability of promotional actions. .

Likewise, it annually carries out screening campaigns, which manage to have a national impact. Among the most successful is the campaign aimed at preventing cancer in men "I love my balls", which had different recognitions and is considered the most successful in Peru, then we have Mochica Balls, which transcended borders from Peru and became international thanks to the fact that it combined culture and health to prevent cancer.

Equity

Peru throughout the centuries has been characterized by its high levels of inequity in access to health. According to the working document, prepared by Grade, of the 44 countries that were analyzed, Peru showed the highest levels of inequity in health to the detriment of the poor; since there are two main barriers that hinder care for the beneficiary, which are: Economic and socio-cultural. The first barrier has to do with the economic income of the person to perform preventive exams (mammograms, Pap smears, among others),

since they are below the vital minimum. The second barrier is the socio-cultural one, for this Liga Contra el Cancer implemented three strategies to minimize the barriers: First, it articulates with the different public institutions and private companies who co-finance the actions, making the attention totally free; Second, to break down socio-cultural barriers, we train community agents, community leaders in whom the residents trust. Together with the health post and the Cancer League, they carry out educational activities (talks, workshops and training). Third, we move the Mobile Units to the most vulnerable areas of Peru so that the beneficiaries have easy access to receive care. This is how we bring quality medical care to the doors of your homes.

This is how Liga Contra el Cancer was born, as a response to those most in need and with the dream that people with fewer economic resources can access quality health in cancer and with the clear idea that all people should have a fair chance to reach their maximum health potential and not be exposed to avoidable disadvantages that restrict that potential.

Global recognition

In 2018, Liga Contra el Cancer received the Carlos Slim Health Award for the exceptional institution in Mexico City.

In 2010, it received the prestigious Clarence H. Moore Award, for being the organization that has contributed the most to health in all of the Americas, by the Pan American Health Organization (PAHO / PAHEF).

Likewise, in 2009 it was recognized by the Peruvian State with the order "EL SOL DEL PERU", in the rank of GRAND OFFICER. Award for his selfless work of more than 60 years against cancer, its prevention and concern for reducing the suffering of people who suffer from it.

Also, in 2013, Liga Contra el Cancer was awarded by the Municipality of Lima with the highest distinction the "Lima Medal" on behalf of the city, for its hard work in prevention and early detection of cancer in Peru.