



pink ribbon | red ribbon

A Global Partnership Fighting Women's Cancers

## PINK RIBBON RED RIBBON FACT SHEET

### A Global Organization Powered by Partnerships

Pink Ribbon Red Ribbon®, an independent affiliate of the George W. Bush Institute, leads coordinated action to save women's and girls' lives from cancer in countries where the need is greatest. By working with public- and private-sector and multilateral organizations, Pink Ribbon Red Ribbon builds on the success and lessons of the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), and reaches communities to provide services for the prevention and treatment of women's cancers. Launched in September 2011 by the Bush Institute, the U.S. Government through PEPFAR, Susan G. Komen®, and the Joint United Nations Programme on HIV/AIDS (UNAIDS), Pink Ribbon Red Ribbon has grown to over 20 partners. Together, with the ongoing commitment of former President George W. Bush and Mrs. Laura Bush, Pink Ribbon Red Ribbon engages with national governments, non-governmental organizations, United Nations agencies and key local leadership, to support country-owned, sustainable programs that allow women and girls to access the care they need to have the opportunity to thrive.



*"It's not acceptable to save a woman's life from HIV/AIDS and watch her die from cervical cancer."*

**Former U.S. President George W. Bush**

### The Facts

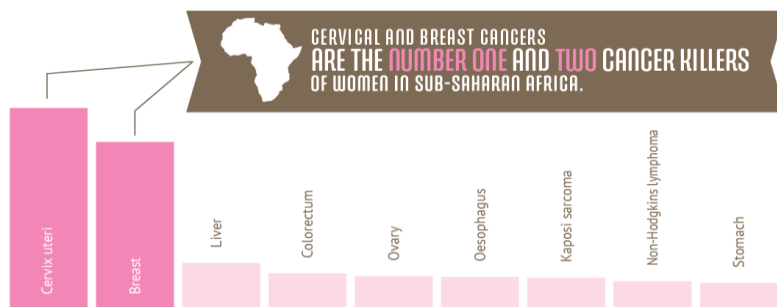
- In low-resource settings (LRS), breast and cervical cancers are the most common cancers among women.
- Over 60% of breast cancer deaths and nearly 90% of cervical deaths occur in LRS.
- There were 1.8 million incident cases and 464,000 deaths from breast cancer, and 485,000 incident cases and 236,000 deaths from cervical cancer globally in 2013.
- Women with HIV are *significantly more likely* to develop cervical cancer than HIV-negative women.
- In sub-Saharan Africa, more than 92,000 women develop cervical cancer each year, and more than 95,000 will develop breast cancer.

### Our Goals

- Reduce deaths from cervical cancer by 25% among women screened and treated in partner countries;
- Achieve at least 80% coverage of vaccination against the human papillomavirus (HPV);
- Screen at least 80% of the appropriate target populations for pre-invasive cervical cancer, and treat those found with lesions;
- Increase awareness and reduce stigma about breast and cervical cancer, and promote the early detection of disease; and
- Create and test innovative approaches to sustainability, financing, service-delivery, and laboratory and data systems that can be scaled up and used globally.

## How We Work

By mobilizing resources from governments, multilateral organizations, foundations and corporations, Pink Ribbon Red Ribbon and its partners work on a full continuum of interventions from prevention to palliative care by:



<b>Educating</b> communities about cancer, and enabling women to access prevention, diagnosis, treatment, care and support.	<b>Vaccinating</b> girls against the human papillomavirus (HPV), the primary cause of cervical cancer.	<b>Screening</b> women for breast and cervical cancer, including through visual inspection with acetic acid (VIA) and HPV DNA testing.	<b>Treating</b> women for cervical pre-cancer with low-cost methods: cryotherapy, thermal coagulation and LEEP.	<b>Increasing</b> access to diagnostics, products and treatments, and providing care and support, including transportation.	<b>Training and equipping</b> public and private healthcare providers to screen and treat cervical and breast cancer.
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## Our Results



**119,226**  
GIRLS HAVE  
BEEN FULLY VACCINATED  
WITH THE HPV VACCINE



**25,663**  
WOMEN HAVE  
BEEN TREATED WITH  
CRYOTHERAPY OR LEEP FOR  
CERVICAL CANCER

**370,124**  
WOMEN HAVE  
RECEIVED  
A SCREENING FOR  
CERVICAL CANCER



**24,140**  
WOMEN HAVE  
RECEIVED  
A SCREENING FOR  
BREAST CANCER



Results from Zambia, Botswana, Tanzania, and Ethiopia (since 2011)

## Our Partners



To learn more, please visit  
[www.pinkribbonredribbon.org](http://www.pinkribbonredribbon.org)

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