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**HER EXCELLENCY MRS. SALMA KIKWETE
AND PINK RIBBON RED RIBBON®**

A Case Study of the George W. Bush Institute's First Ladies Initiative

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INTRODUCTION

The George W. Bush Institute's First Ladies Initiative engages and supports First Ladies from around the world to effectively use their unique platforms to advance pressing issues for women and children in their countries. This case study examines the progress made by Her Excellency Mrs. Salma Kikwete, First Lady of the United Republic of Tanzania, in promoting cervical and breast cancer programs through partnerships with Pink Ribbon Red Ribbon and the First Ladies Initiative.

THE FIRST LADY AS AN ADVOCATE

Her Excellency Mrs. Salma Kikwete has been the First Lady of Tanzania since her husband, Jakaya Kikwete, took office as President in 2005. Prior to her role as First Lady, Mrs. Kikwete served as a primary school teacher for more than 20 years. Over the past nine years, the First Lady has championed women's and girls' rights, access to education, economic opportunity, fistula awareness and treatment, and HIV/AIDS prevention. She is an advocate for Comprehensive Community-Based Rehabilitation in Tanzania (CCBR), and is an active member of the Organization of African First Ladies Against HIV/AIDS (OAFLA). "Mama Salma", as she is fondly known in Tanzania, has a history of addressing health issues with great passion, and has even been tested for HIV/AIDS with her husband in public. Leading by example, the First Lady's seeks to inspire Tanzanian women to take proactive steps to care for their personal health.

"[A]s a First Lady, I have the opportunity to save [the] lives of many fellow women. When a woman hears from a fellow woman that she trusts, it is very easy for her to come out and utilize the services."

—H.E. Salma Kikwete

Mrs. Kikwete amplifies her influential role as First Lady through her leadership of the Wanawake Na Maendeleo (WAMA) Foundation, a nongovernmental and nonprofit organization which works to improve the lives of Tanzanian women, girls, and orphans

and vulnerable children by increasing access to education and health services. WAMA provides these groups with access to adolescent and sexual reproductive health care, HIV/AIDS care and services, and maternal and newborn health services.

CERVICAL CANCER IN TANZANIA

During Mrs. Kikwete's time as First Lady, the global community has made significant strides in containing the great pandemics of infectious diseases. Tanzania is no exception. HIV/AIDS incidence rates have fallen, and other communicable diseases are actively being controlled with support from the government and international organizations. However, demographic and lifestyle changes now mean the developing world is facing another challenge: non-communicable diseases, especially cancer. Women are particularly vulnerable.

While cervical cancer is preventable and treatable, it is the number-one cancer killer of women in sub-Saharan Africa and the second most common cause of cancer deaths in women worldwide. Tanzania has the second-highest rate of cervical cancer in sub-Saharan Africa, and cervical cancer is the leading cause of cancer-related morbidity and mortality for Tanzanian women. Approximately 11 million women over the age of 15 in Tanzania are at risk of developing cervical cancer.¹

The complications and costs associated with women's cancers are exacerbated by the lack of infrastructure, resources, and human capital in the health care system. From prevention with the human papillomavirus (HPV) vaccine to palliation, a significant lack of resources remains across the entire continuum of cancer care in Tanzania. Most Tanzanian doctors, nurses, and technicians have not yet received training in cancer prevention screening.

Women are often the social glue of communities, as they are the main caregivers of their families. In the rural regions of developing nations, women are responsible for collecting firewood and clean water, cooking, cleaning, and caring for children.² In many developing countries women also actively participate in the agricultural sector.³ While in wealthier countries cervical cancer is primarily a disease of older women, in Africa the disease affects women in their 20s, 30s, and 40s, the prime of their lives and caretaking years.⁴ These women are responsible for their families and communities, and

¹ Lyimo, Frida S., and Tanya N. Beran. "Demographic, Knowledge, Attitudinal, and Accessibility Factors Associated with Uptake of Cervical Cancer Screening among Women in a Rural District of Tanzania: Three Public Policy Implications." *Bio Med Central*. BMC Public Health, 10 Jan. 2012. Web. 30 Oct. 2014.

² Tsu, Vivian D., and Carol E. Levin. "Making the Case for Cervical Cancer Prevention: What About Equity." *Reproductive Health Matters* 16.32 (2008): 104-12. 2008. Web. 30 Oct. 2014.

³ Engelman, Robert, and Jill Sheffiled. "The Critical Role of Women in Sustainable Development." Worldwatch Institute. N.p., 11 July 2012. Web. 29 Oct. 2014.

⁴ "Inside Knowledge Fact Sheet: Cervical Cancer." Centers For Disease Control And Prevention, July 2012. Web. 30 Oct. 2014.

when a woman is diagnosed with cervical cancer, her entire family is impacted, both economically and socially. When a mother falls ill, she can no longer work the same amount as she did prior to the illness, and her family's income declines.

A study conducted in Tanzania by the World Bank demonstrated that children who had experienced the loss of an adult woman in their family were in school for half the amount of time compared to children who had not suffered the same loss.⁵

According to Dr. Twalib Ngoma, the Executive Director of the Ocean Road Cancer Institute (ORCI) in Dar es Salaam, currently the only health care facility in Tanzania that offers comprehensive cancer treatment, radiology, and chemotherapy⁶, it will be necessary for the Government of Tanzania to create an established system of standardized cervical cancer services. A standard system of care will ensure that cervical cancer remains a top priority in terms of resource allocation, which will in turn affect the prevalence of cervical cancer and sustainability of cancer-control programs.

"When First Ladies in Africa decide to support the fight against cervical cancer, I think that decision is very appropriate because cervical cancer in sub-Saharan Africa is the most common cancer in women in their prime of life, when they are expected to be the breadwinners of their family...When the mother is ill, or has died from cancer, that family is going to be devastated."

– Dr. Twalib Ngoma, Director of Ocean Road Cancer Institute

INVESTING IN WOMEN: THE LAUNCH OF PINK RIBBON RED RIBBON® IN TANZANIA

On July 2-3, 2013, in Dar es Salaam, Tanzania, the George W. Bush Institute, in partnership with ExxonMobil, convened an African First Ladies Summit, *Investing in Women: Strengthening Africa*, to highlight the critical role First Ladies play as advocates for women and girls.

Eight African First Ladies, including Mrs. Kikwete, joined President and Mrs. Bush, First Lady Michelle Obama, and more than 200 leaders from corporations, foundations, government agencies, and nongovernmental organizations (NGOs) at the Summit. President and Mrs. Kikwete helped to open the event, by welcoming guests and calling attention to the importance of empowering women and girls in Africa. The Summit emphasized the connections between the inclusion of women in society and the stability

⁵ Tsu and Levin, "Making the Case for Cervical Cancer Prevention: What About Equity."

⁶ "Ocean Road Cancer Center." UICC. UICC, n.d. Web. 30 Oct. 2014. Bugando Medical Centre in Mwanza will open a radiotherapy unit in late 2014, to become the second comprehensive cancer-treatment center in Tanzania.

and prosperity of countries through a focus on women's health, girls' education, and women's entrepreneurship and agriculture. Panel discussions engaged experts, practitioners, and First Ladies to provide examples of successful interventions for women and girls that could be adopted and replicated to transform countries. A Networking Village spotlighted successful programs—created by both NGOs and private corporations—that are advancing opportunities and the overall welfare of women and girls.

President Kikwete and President George W. Bush utilized the Summit to launch the Pink Ribbon Red Ribbon program in Tanzania. Mrs. Kikwete followed this announcement by committing to personally champion cervical cancer awareness, education, and prevention.

PINK RIBBON RED RIBBON IN TANZANIA

The George W. Bush Institute, the Bristol-Myers Squibb Foundation (BMSF), the U.S. President's Emergency Plan for AIDS Relief (PEPFAR), and the United Nations Joint Programme on HIV/AIDS (UNAIDS) are all global partners of Pink Ribbon Red Ribbon. In Tanzania, they have teamed up with local partners such as the WAMA Foundation, ORCI, the Medical Women's Association of Tanzania (MEWATA), Tanzania Marketing and Communications (T-MARC), Tanzania Youth Alliance (TAYOA), and the Mbeya HIV/AIDS Network to address the growing concern of cervical cancer.

- Over five years, PEPFAR will donate \$3 million to help expand screenings and treatment in three Regions of Tanzania: Iringa, Mbeya, and the Lake Region. These funds will build upon existing PEPFAR initiatives to develop capacity to screen for and treat pre-cancerous cervical lesions at three referral hospitals and surrounding satellite clinics, and establish referral networks for the treatment of larger lesions and suspicious cancer. PEPFAR will also provide resources to the Tanzanian Ministry of Health and Social Welfare (MoHSW) to support its national cervical cancer activities. This includes helping the MoSHW Reproductive Health Cancer Unit to develop a national quality-assurance approach for cervical cancer screenings and treatments.
- UNAIDS has provided local NGO Tanzania Health Promotion Services (THPS) with \$30,000 to raise awareness regarding the risk of cervical cancer among women with HIV, as well as to increase the availability of screening and treatment services.
- The Bristol-Myers Squibb Foundation has provided \$1.2 million for three years to support local organizations MEWATA, TAYOA, T-MARC, the Mbeya HIV/AIDS Network, and the WAMA Foundation. These local organizations have hit the ground running with the influx of support:
 - In Mwanza Region, TAYOA has played a large role in Pink Ribbon Red Ribbon's grass-roots outreach, by raising awareness of the referral system for patients in the community to access district health facilities, mobilizing more than 4,000

- women to seek screening, and creating 38 networks of women and men volunteers called Community Popular Opinion Leader Mobilizers who link women to health centers and women's groups;
- In Iringa Region, T-MARC, Tanzania's behavior change communications group, has assisted Pink Ribbon Red Ribbon by training 40 community volunteers from Tanzania Rural Women and Children Development Foundation (TARWOC) on how to educate 30,000 women on cervical cancer general knowledge by December 2014. T-MARC also developed and integrated Cervical Cancer Community referral cards to strengthen community access to services, and to track and monitor cervical cancer screenings and treatment efforts which are the result of the efforts of community volunteers; and
 - In Mbeya Region, the Mbeya HIV/AIDS Network has collaborated with screening and treatment sites sponsored by Pink Ribbon Red Ribbon to create demand through community awareness sessions and advocacy; approximately 1,447 women have been sensitized and referred for screening at facilities so far.

A FIRST LADY'S INFLUENCE

Throughout her time as First Lady of Tanzania, Mrs. Kikwete has been an active champion of programs that empower women and girls. With the expansion of Pink Ribbon Red Ribbon to Tanzania in 2013, Mrs. Kikwete's leadership and passionate public advocacy have been an integral part of holding the coalition together.

On March 8, 2014, International Women's Day, the First Lady led a mass screening in Mwanza as the first official Pink Ribbon Red Ribbon activity in Tanzania. MEWATA, the MoHSW, the WAMA Foundation, and TAYOA worked together to train health care providers on visual inspection with acetic acid (VIA) and cryotherapy, and conducted outreach to the local communities to mobilize women to attend. As the keynote speaker, Mrs. Kikwete delivered a powerful message on the importance of these services, and emphasized the need to address health issues directly to reduce stigma. The First Lady also delivered 16 cryotherapy machines, donated by PEPFAR through its partnership with Pink Ribbon Red Ribbon, to regional health officials.

Mrs. Kikwete's presence drew much larger crowds than the organizers expected. Over the course of two days, more than 5,000 women were screened for breast cancer,⁷ and 3,287 women for cervical cancer.⁸ Following the campaign, women continued to flow into local health facilities requesting to be screened.

⁷ Twenty women were suspected to have breast cancer.

⁸ Of these, 245 women were VIA-positive and received cryotherapy treatment; nine women were VIA-positive and received Loop Electrosurgical Excision Procedure (LEEP) because their lesions were too large for cryotherapy; and 26 women were suspected to have cervical cancer. For suspected cases of both breast

The First Lady has used her platform at the WAMA Foundation to advocate for cervical cancer support at the Parliamentary level and among Regional Health leaders in Tanzania. She has urged policy-makers at all levels to increase the budget for screening and treatment for women's cancers.

In an interview with a team from the Bush Institute, Mrs. Kikwete identified that she has had great success in reaching out to Tanzanian women because she makes cervical cancer and other health care issues personal. She believes that "[if you are] a leader [you] should show the way."

Stigma is an enormous barrier to addressing cervical cancer globally. Women often hide or ignore symptoms. Mrs. Kikwete is working to remove the stigma associated with cancer, and is encouraging women to care for their health so they can care for their families. President Kikwete has voiced his support for cervical cancer awareness and screenings, reinforcing this message and the importance of women's health. The overflow crowds from the March campaign in Mwanza are proof that Tanzanians are listening.

"Mama Kikwete, as the mother of the nation, is leveraging her platform as First Lady to create a grassroots awareness and movement among women and girls that paves the way for a cervical-cancer-free Tanzania. She is indeed a role model."

– Dr. Doyin Oluwole, Executive Director, Pink Ribbon Red Ribbon

MOVING FORWARD, TOGETHER

In October 2015, the President and First Lady's term ends. Nevertheless, Mrs. Kikwete intends to continue her role as a cervical cancer champion through the WAMA Foundation. In seeking to address cervical cancer and other important issues in her country both in her current role as First Lady, and after her husband steps down from the presidency, Mrs. Kikwete and her senior staff have identified a number of areas in which they need support. Aside from the need for resources for women's cancers, which Pink Ribbon Red Ribbon is providing, Daudi Nasib, the Executive Secretary of the WAMA Foundation, identified the need for support as Mrs. Kikwete and her staff transition out of the Office of the First Lady. This includes the need for a focused agenda, a structured team, streamlined management, higher capacity, and sustainable relationships with public and private partners.

and cervical cancer, doctors performed biopsies, which were sent to Bugando Medical Center in Mwanza for processing and follow-up.

The Bush Institute's First Ladies Initiative is actively engaging with and providing technical assistance to Mrs. Kikwete and her office team, as part of a continent-wide effort to help African First Ladies as they seek to use their platforms to promote issues and programs that improve the lives of women and children.

Recent support includes, but is not limited to the following activities in 2014:

- ***Investing in Our Future at the U.S. - Africa Leaders Summit***
As part of the U.S. – Africa Leaders Summit, the Office of the First Lady, the George W. Bush Institute, and the U.S. Department of State hosted Investing in Our Future at the U.S.-Africa Leaders Summit, a day-long spouses forum at the John F. Kennedy Center for the Performing Arts. The forum brought together First Lady Michelle Obama, Mrs. Laura Bush, African First Ladies from nearly 30 countries, leaders from nongovernmental organizations and nonprofits, private sector partners, and other leading experts. The forum emphasized the critical role first spouses play and focused on the impact of investments in education, health, and public-private partnerships, further growing the First Ladies' robust network.
- **First Ladies Initiative Luncheon**
Mrs. Bush hosted a luncheon in New York City for African First Ladies and several corporations and NGOs that are working on the African continent to support women and girls. The luncheon highlighted the work of Pink Ribbon Red Ribbon and the impact First Ladies can have on improving women's health in their respective countries.
- **First Ladies Roundtable**
The First Ladies Initiative convened First Ladies, Senior Advisors, and select private sector organizations for a roundtable discussion in New York City. To help foster introductions and identify mutual areas of interest, attendees briefly shared the main initiatives and areas in which they work. The group dialogue was followed by break-out discussions to provide First Ladies and organizations with an occasion to meet and determine if there are potential opportunities for partnership.
- **Advisor Training Program**
Capacity building enables First Ladies' staff members to support the First Ladies' agenda and platform. In 2014, the Bush Institute's First Ladies Initiative launched the Advisor Training Program, hosting inaugural sessions for First Ladies' senior staff in Washington, D.C. and New York City. Welcoming the participation of advisors from seven countries across Africa, recent curriculum focused on "Strategic Planning for Effective National Programs" and "Creating a National Plan for Cervical Cancer".

Mrs. Salma Kikwete has been a critical force in improving women’s health in Tanzania, and her influence as First Lady has assisted in gaining ground in the fight against cervical and breast cancer. A key figure in the work of Pink Ribbon Red Ribbon, her leadership has helped to save lives, empowering both local communities and the country as a whole. Building on her efforts as First Lady and her dedication to the WAMA Foundation and women’s advocacy, the First Ladies Initiative is eager to support Mrs. Kikwete and her team, now and in the future.

FIRST LADIES INITIATIVE

The George W. Bush Institute’s First Ladies Initiative is a program that supports First Ladies from around the world, with the initial focus in Africa, to effectively use their platforms to promote issues and programs that improve the lives of women and children in their respective countries. The First Ladies Initiative helps prepare First Ladies’ senior advisors and staff through training sessions that build capacity and skills to effectively manage a First Lady’s office. Additionally, the First Ladies Initiative fosters public-private partnerships by connecting First Ladies with funding partners, corporations, and NGOs.

Objectives of the First Ladies Initiative:

- **Convene** First Ladies to promote best practice sharing and create a robust network
- **Partner** with First Ladies to advance pressing issues for women and children, including health, education, and economic opportunity in their respective countries
- **Prepare** their senior advisors by providing training sessions and the relevant tools to build capacity and develop effective First Ladies’ offices, identify the most critical policy initiatives for their respective First Lady to adopt, and help their principal become an effective advocate for pressing issues
- **Foster** sustainable public-private partnerships by initiating introductions and access to potential partners, opportunistic matching guidance, and a network of internal and external relationships

PINK RIBBON RED RIBBON

Pink Ribbon Red Ribbon® is the leading public-private partnership aimed at catalyzing the global community to reduce deaths from cervical and breast cancer in sub-Saharan Africa and Latin America by raising awareness of these diseases and increasing access to quality services to detect and treat them. Its activities integrate prevention — including increased access to vaccination against HPV— screenings, and treatment into existing health care programs. Organizing members of the partnership include the George W. Bush Institute, PEPFAR, Susan G. Komen®, and UNAIDS. Corporate and foundation

members include Becton, Dickinson and Company; the Bill & Melinda Gates Foundation; the Bristol-Myers Squibb Foundation; the Caris Foundation; GlaxoSmithKline; IBM; Merck; and QIAGEN. More information is available at www.pinkribbonredribbon.org.

The George W. Bush Institute is providing this case study as an educational public service to explore how First Ladies use their unique platforms to impact the lives of women and children. While the Institute strives toward this public service purpose in producing the case studies and focuses on specific works and activities, it does not necessarily endorse all of the methods, views, or opinions expressed by the First Lady or her country's government. Thus, this publication and the content discussed is intended solely for information purposes and is not to be construed, under any circumstances, by implication or otherwise, as an endorsement of national policies or government actions in Tanzania.