

Breast Cancer Awareness Month & Think Pink!

It is that time of year when many members of SIGBI will be preparing to attend the annual Conference, this year in [Cardiff](#).

The programme will be interesting and informative, full of excellent speakers, Programme Action presentations and panel discussions.

One of our keynote speakers is Michael Kaufman, co-founder of the White Ribbon Campaign, which works to engage men and boys in promoting gender equality.



For those attending, may I ask you to wear a white ribbon on the Friday, to show support for the campaign.

As you will read, opposite, October is also Breast Cancer Awareness month - so you may also like to wear pink!

We have a session on anti-trafficking and I know many of you will have been working on the global blanket campaign - please bring along photos of your work on this - we intend to take this forward further after the Conference.

Some clubs will be returning after a summer break, it has been great seeing all that members have been doing over the summer months, trips, fund raisers, holidays and so on.

Sadly we have also witnessed natural disasters in our Federation. The UN has estimated that 41 million people have been affected by the South Asia flooding. I will be talking more about this in my [monthly blog](#) on the website.



For those of you who are attending Conference for the first time be prepared to have your mind *blown* - it is an amazing experience.

Barbara Dixon
Programme Director

October is [Breast Cancer Awareness Month](#), a worldwide annual campaign involving thousands of organisations, to highlight the importance of breast awareness, education and research.

The key message from the [WHO](#) (World Health Organisation) is that breast cancer remains the most common cancer in women, both in the developed and the developing world; the incidence is increasing in the developing world due to increased life expectancy and the adoption of western lifestyles.

Early detection, in order to improve breast cancer outcome and survival, remains the cornerstone of breast cancer control.

This year, over 50,000 women in the UK will hear the words *it's breast cancer* and around 11,500 women will die from it. What, as Soroptimists, can we do? There are plenty of ways we can be involved.

Share information Breast Check Now - it could save your life. Join the [Touch - Look - Check](#), Campaign. Women need to know about checking their breasts. Ensure your daughters, granddaughters, female relatives and friends know how to regularly check their breasts. If every woman regularly checked her breasts, 1,500 lives a year could be saved; at the moment, less than half of all women in the UK check regularly.

Raise Awareness You can also raise awareness among local communities; there are quick and easy things you can do. In one minute you could post a message on Facebook or Twitter sharing TLC. Or, if you have a bit more time, you could [order the free TLC leaflets](#) and distribute them in your local area. For example, you could ask if you could to leave some at your local GP or dental surgery, at slimming groups, gyms and exercise classes and at leisure centres and halls. Visit the [Breast Cancer Now website](#) to find out more, including a pocket-sized information leaflet and a brand [new app](#), free to download, and follow the latest news on Twitter at [#breastchecknow](#)



Campaign Check if your MP is a [Breast Cancer Ambassador](#). Ask your MP to join in the [Wear it Pink Campaign](#) and campaign to help women access breast cancer drugs they need wherever they live.

Learn Learn about the Breast Cancer Now [Tissue Bank](#) and tell others about it. The tissue bank provides high-quality, ethically-collected biomaterials and data from breast cancer patients and individuals without breast cancer. It provides the breadth of materials needed for breast cancer research.

During October, and particularly on Friday 20 October, [Wear Pink](#). Wear a little pink, organise a pink event, shake a pink bucket, join a pink walk or bake a pink cake!

This Breast Cancer Awareness Month do something great - make life-saving research happen and help [Breast Cancer Now's](#) aim to secure a future where, by 2050, every woman who develops breast cancer lives - and lives well.

Rita Beaumont - APD Food Security & Healthcare

World Food Day - 16th October

World Food Day is celebrated every year, in almost every country around the world, on 17 October in honour of the date of the founding of the Food and Agriculture Organization (FAO) of the United Nations in 1945. Achieving food security for all is at the heart of FAO's efforts – to make sure people have regular access to enough high-quality food to lead active, healthy lives. Events are set up worldwide to involve people all over the world and set them into action against hunger. From hunger walks and World Food Day dinners to meal packaging.

The FAO's three main goals are a) the eradication of hunger, food insecurity and malnutrition; b) the elimination of poverty and the driving forward of economic and social progress for all; and, c) the sustainable management and utilisation of natural resources, including land, water, air, climate and genetic resources for the benefit of present and future generations.

Events marking World Food Day are organised in over 150 countries, making it one of the most celebrated days of the UN calendar. The focus of the day is that food is a basic and fundamental human right. Yet, in a world of billions, 805 million people worldwide live with chronic hunger, 60% women and almost five million children under the age of five die of malnutrition-related causes every day.

This year's focus is on [Sustainable Development Goal 2 - Zero Hunger](#). There are eight reasons why Zero Hunger matters:

- 1) Zero hunger could save the lives of 3.1 million children a year
- 2) Well-nourished mothers have healthier babies with stronger immune systems
- 3) Ending child undernutrition could increase a developing country's GDP by 16.5%
- 4) A dollar invested in hunger prevention could return between \$15 and \$139 in benefits
- 5) Proper nutrition early in life could mean 46% more in lifetime earnings
- 6) Eliminating iron deficiency in a population could boost workplace productivity by 20%
- 7) Ending nutrition-related child mortality could increase a workforce by 9.4%
- 8) Zero hunger can help build a safer, more prosperous world for everyone



Global warming is expected to have a significant impact on future yields of everything from rice to fish, particularly in countries situated closer to the equator.

And yet the world actually produces enough food to feed every person on the planet, but close to a billion people go to sleep hungry every night. The problem is that many people in the world don't have sufficient land to grow, or income to purchase, enough food. Hunger is not a random condition.

Heather Knott (PAM Editor)

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