



UNIVERSITY OF SANTO TOMAS
OFFICE OF THE SECRETARY-GENERAL

UST:SO06-00-CI10
A.Y. 2024-2025

TO : THE THOMASIAN COMMUNITY
FROM : OFFICE OF THE SECRETARY-GENERAL
RE : BREAST CANCER AWARENESS MONTH
DATE : 2 October 2024

The University, in coordination with the UST Hospital Benavides Cancer Institute (BCI), observes *Breast Cancer Awareness Month* this October to raise awareness about breast cancer, promote early detection, offer support to those affected by the disease, and promote research efforts. Below are the activities for the aforementioned campaign:

1. Pink Ribbon Campaign | 1 October 2024

- Pink ribbons, the universally recognized symbol for breast cancer, shall be distributed in the University and UST Hospital (USTH) to show support.

2. Art Exhibit | October 7 to 31, 2024

- The Art Exhibit by Cancer Advocates and Survivors runs shall be held at the upper ground floor of the USTH St. John Paul II Building.

3. Breast Cancer Screening | 19 October 2024, 8:00 am

- The screening will be facilitated by the Outpatient Department of Surgery and will be held at the USTH Ambulatory Care Unit (OPD).

4. Breast Cancer Awareness and Prevention Campaign via ThOMedSS

- The UST Health Service prepared video infographics through the Thomasian Online Medical Services and Support (ThOMedSS).

5. UST TigerTV's LIFELINE Breast Cancer episode | October 11, 17 and 25, 2024

- Dra. Pam Paulino, a Breast Cancer Surgeon, discusses the importance of breast cancer screening in four (4) short formats, to be released on the following dates:
 - **11 October 2024:** FACT OR MYTH highlights signs and symptoms of breast cancer and corrects certain myths about it;
 - **11 October 2024:** HOW TO EXAMINE, an educational video, shows self-breast examination and how to do it;
 - **17 October 2024:** WHAT PLACES YOU AT RISK presents different risk factors for developing breast cancer; and
 - **25 October 2024:** DO YOU KNOW presents activities in the University and UST Hospital to increase breast awareness.





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6. Lighting of Campus Landmarks | October 18 to 24, 2024 (Friday to Thursday)

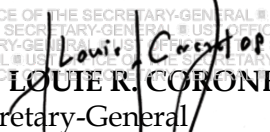
- With the assistance of the Facilities Management Office, the UST Main Building and the Arch of the Centuries will be lit in pink.
- The Thomasians are encouraged to take photos of the lighted campus landmarks and post them in their respective social media accounts using #USTBreastCancerSupport

7. BCI Postgraduate Program | November 13 to 15, 2024 (Wednesday to Friday)

- With the theme "*The Journey of Eve: Current and Future Treatment Landscape of Breast Cancer*," the program includes:
 - a. *Seminar* to be held at the BCI Auditorium, USTH San Vicente Ferrer Building, and AVR, Mezzanine Floor, USTH St. John Paul II Building; and
 - b. *Workshop* at the BCI Coffeeshop, USTH San Vicente Ferrer Building.

As we observe Breast Cancer Awareness Month, let us hold onto the promise found in Philippians 4:13: "I can do all things through Christ who strengthens me." May we draw strength from our faith and work together to uplift and support those affected by breast cancer. Together, we can spread hope and foster healing in our community.

Thank you.


FR. LOUIE R. CORONEL, OP
Secretary-General

