

INTERNATIONAL BREAST CANCER AWARENESS MONTH - 2025  
#PINKTOBER

PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN #PINKTOBER  
پاکستان  
EARLY DETECTION SAVES LIVES  
Rs. 30 INTERNATIONAL  
BREAST CANCER AWARENESS MONTH - 2025



PAKISTAN SECURITY PRINTING CORPORATION 2025

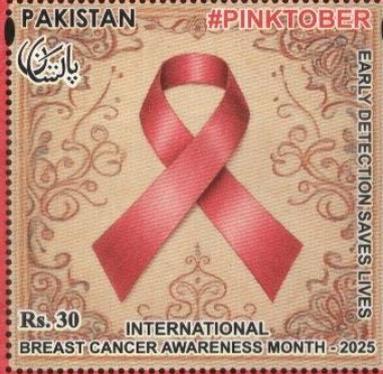


PAKISTAN



HANDS UNITED  
IN PINK:

Rs. 30



FIGHTING BREAST  
CANCER TOGETHER

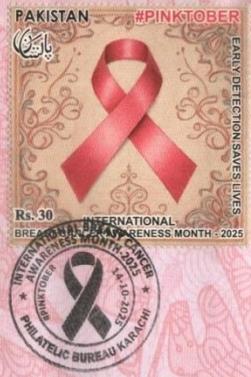
#PINKTOBER



INTERNATIONAL BREAST CANCER  
AWARENESS MONTH - 2025

**#PINKTOBER**

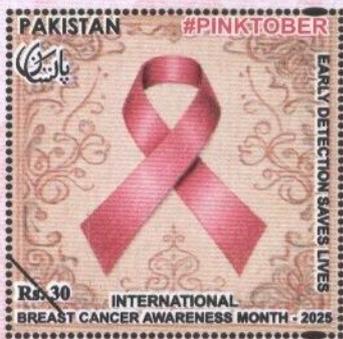
FIRST DAY OF ISSUE



2025-21



**INTERNATIONAL BREAST CANCER  
AWARENESS MONTH  
(#PINKTOBER)  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
OCTOBER 14, 2025**



**INTERNATIONAL BREAST CANCER  
AWARENESS MONTH  
(#PINKTOBER)  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
OCTOBER 14, 2025  
SALIENT FEATURES**

Size of Stamp : 56 x 56 mm

Size of Print : 56 x 56 mm

Size of Sheet : 210 x 211 mm

**Number of Stamps**

in a Sheet : 3 x 3 (9 Stamps)

Perforation : 13 C (Elliptical)

Denomination : Rs.30/-

Size of Souvenir Sheet : 180 x 91.5 mm

**Denomination of Souvenir**

Sheet : Rs. 30/-

Colours : CMYK

Printing Technology : Lithography Offset

Paper : 100 GSM Water Mark

Gummed Paper

Gum : PVA

Quantity of Stamps : 0.1 Million (1 Lac)

Quantity of Souvenir Sheet : 10,000

Designer : Abu Obaidah Ayyaz &

Hasnain Mahmud

Printer : Pakistan Security Printing

Corporation, Karachi

**INTERNATIONAL BREAST CANCER  
AWARENESS MONTH  
(#PINKTOBER)  
COMMEMORATIVE POSTAGE STAMP  
AND SOUVENIR SHEET  
OCTOBER 14, 2025**

**Breast Cancer Awareness and Control**

Breast cancer has become one of the most pressing public health challenges in Pakistan. Current statistics highlight the scale of the problem: one out of every nine women in Pakistan is at risk of developing breast cancer; nearly 90,000 new cases are diagnosed each year; and approximately 40,000 women lose their lives annually. With the highest incidence rate across Asia, Pakistan carries an alarming disease burden, where almost 70% of patients reach hospitals at stage III, when survival chances are minimal.

Scientific evidence underscores that if breast cancer is detected at an early stage, survival rates can reach up to 90%. This makes prevention, awareness, and early detection the most powerful tools available to counter the crisis. Recognizing this, the Government of Pakistan has progressively aligned its health policies to incorporate breast cancer as a national priority.

**Government's Recognition and Policy Integration**

Over the past two decades, sustained advocacy and community awareness have brought breast cancer out of the shadows of taboo into the national health agenda. This transition is significant, as it reflects a policy shift where breast cancer is no longer treated merely as a private medical concern, but as a systemic challenge requiring government-led solutions.

The Ministry of National Health Services, Regulations and Coordination, in consultation with provincial health departments, has taken steps to integrate cancer prevention and treatment into the broader primary and secondary healthcare framework. Initiatives such as mobile screening units, early detection awareness campaigns, and inclusion of breast health in women's primary healthcare consultations mark the beginning of a more structured national response.

### **1. Strategic Interventions**

- National Screening and Early Detection  
Expansion of mammography and diagnostic services through public hospitals.
- Integration of breast examination and awareness into Lady Health Worker (LHW) programmes to ensure outreach to rural and underserved communities.
- Establishment of clear referral pathways from primary to tertiary healthcare facilities.

### **2. Awareness Campaigns**

- Launch of sustained, nationwide public awareness drives highlighting the importance of self-examination and early medical consultation.
- Leveraging national media platforms, including radio, television, and digital media, to ensure consistent messaging across all provinces and regions.
- Engagement of schools, universities, and workplaces to instill awareness in younger demographics, thereby creating generational change in health-seeking behaviors.

### **3. Capacity Building**

- Training of doctors, nurses, and paramedics in specialized oncology care, counselling, and palliative support.
- Development of specialized units in teaching hospitals dedicated to breast health and oncology.
- Inclusion of mental health support and counselling services within treatment protocols to address the emotional impact on patients and families.

### **4. Infrastructure Development**

- Strengthening oncology departments in tertiary care hospitals across provinces.
- Establishment of dedicated breast cancer facilities in regional hubs to reduce travel and financial burden on patients.
- Long-term plans to build specialized centers of excellence in collaboration with medical universities and research institutions.

### **Role of Civil Society**

While government policy remains the backbone of national response, civil society initiatives have played a valuable supporting role. Organizations such as Pink Ribbon have, over the years, contributed to breaking the silence surrounding breast cancer, raising awareness, and facilitating patient support programmes. Their work complements state initiatives and underscores the importance of consistent advocacy in sustaining national attention on this issue.

### **Annual Observance and Awareness Mobilization**

The observance of October as Breast Cancer Awareness Month (Pinktober) provides an opportunity to mobilize all stakeholders around a unified national campaign. Under government leadership, Pinktober is increasingly being recognized as a national health observance, ensuring visibility at the highest levels of state. Official endorsements, public service messaging, and national-level events contribute to making breast cancer awareness part of public discourse.

This observance also reinforces the need for year-round action. Awareness must not be limited to one month in the calendar; instead, Pinktober should act as a launchpad for continuous, sustainable interventions across all provinces and communities.

### **Challenges and Way Forward**

Despite progress, Pakistan continues to face challenges:

- **Late Detection:** A large majority of women report symptoms at advanced stages due to stigma, lack of knowledge, or poor access to healthcare.
- **Geographic Disparities:** Rural populations remain underserved, with screening and diagnostic services concentrated in urban centers.
- **Financial Barriers:** High costs of treatment make it inaccessible to lower-income groups, necessitating expansion of free or subsidized care.
- **Cultural Barriers:** Social taboos and misconceptions about breast health continue to discourage open conversations and timely medical intervention.

To address these, a stronger, government-led national response is required. The way forward should emphasize:

- Institutionalizing breast cancer screening and awareness in all public health facilities.
- Ensuring budgetary allocations within federal and provincial health strategies dedicated specifically to breast cancer control.
- Expanding public-sector treatment facilities with subsidized or free services for low-income patients. Engaging educational institutions for youth-focused awareness programmes.
- Establishing a robust data collection and cancer registry system to guide evidence-based policymaking.

### **Conclusion**

Breast cancer is both preventable and treatable, provided it is addressed with urgency and coordinated policy. Pakistan has made significant strides in acknowledging it as a national priority, but the challenge requires sustained action. Government leadership, institutional support, and continuous awareness are the pillars upon which success depends.

The focus must remain clear: every woman in Pakistan deserves access to knowledge, screening, and treatment that can save her life. By placing breast cancer firmly within the national health agenda and ensuring implementation of structured interventions, Pakistan can move toward reducing mortality, improving survival rates, and ultimately transforming breast cancer from a fatal disease into a manageable health condition.

On International Breast Cancer Awareness Month (#Pinktober), Pakistan Post is issuing the Commemorative Postage Stamp and Souvenir Sheet of denomination Rs. 30/- on October 14<sup>th</sup>, 2025.

### **TERMS OF SALE**

This Commemorative Postage Stamp and Souvenir Sheet will be available for sale from October 14<sup>th</sup>, 2025 at all important Post offices in the country.

Overseas orders for Postage Stamp and Souvenir Sheet, First Day Issue Covers and Leaflets should be addressed to the Manager, Philatelic Bureau Karachi, GPO or Manager national Philatelic Bureau, Islamabad GPO, accompanied by a Bank Draft or Crossed Cheque encashable in Pakistan.

Issued by  
**THE DIRECTOR GENERAL, PAKISTAN POST, ISLAMABAD**  
[www.pakpost.gov.pk](http://www.pakpost.gov.pk)