Access ‘W’ Initiative Announces Plans for Health Month … Targets 2 Million Women and Families

The 'W' Initiative, a flagship women empowerment programme from Access Bank Plc, has announced plans for its 2019 'W' Health Month aimed at improving community awareness on health issues that affect women and their families by bridging knowledge gap, providing access to health checks and encouraging healthy lifestyle habits. Slated to run all through the month of October, the 'W' Health Month will focus on key areas such as infertility, endometriosis, vesicovaginal fistula (VVF), cancer, maternal and neo-natal mortality.

LAGOS, Nigeria (PRWEB) October 11, 2019 -- The 'W' Initiative, a flagship women empowerment programme from Access Bank Plc, has announced plans for its 2019 'W' Health Month. The plans are aimed at improving community awareness on health issues that affect women and their families by bridging the knowledge gap, providing access to health checks and encouraging healthy lifestyle habits.

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Speaking on the campaign, Victor Etuokwu, the Executive Director Retail Banking, Access Bank Plc, said, “Globally, the month of October is dedicated to raising awareness for Breast Cancer, a major health issue affecting mainly women however, as an Institution with focus on women, we are expanding the scope to shine the spotlight on 5 salient health issues affecting women and their families. The 2017 African Research and Population Centers, estimated 40,000 maternal deaths in Nigeria, making the country the second largest contributor to maternal mortality worldwide. There is need for us to change the story one woman at a time and we at Access Bank have been moving the needle in our own way through our flagship product, the Maternal Health Service Support (MHSS).

Activities planned during the period include free health screenings, health talks by specialists, fitness classes, fundraising to support these causes, etc. The Health Month will wrap up with an advocacy walk tagged: 'Walk for Women’s Health' on October 26th, 2019,” he added.

Established in 2014, the 'W' Initiative, a flagship women empowerment programme from Access Bank Plc offers both financial and lifestyle needs. Under the Initiative, participating women and their families have access to a wide range of privileges including access to credit facilities to meet business and healthcare needs, the ‘W’ community which provides insights on family matters, health, career, lifestyle and finance. This is in addition to special offerings for the home, such as discounts and freebies on health, beauty and fitness.

Health screenings will be held every Tuesday in October at designed partner locations across the country. Click to see screening locations: https://thewcommunity.com/wp-content/uploads/2019/10/screening.jpg.
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