



DEPARTMENT OF PERSONNEL MANAGEMENT
Office of the Secretary

CIRCULAR INSTRUCTION NO: 13 OF 2025

DATE: 13th October 2025

FILE: 1-4-12(A)

TO: ALL DEPARTMENTAL HEADS
ALL PROVINCIAL ADMINISTRATORS AND
HEADS OF OTHER FUNDED PUBLIC AUTHORITIES
ALL PUBLIC SERVANTS

**SUBJECT: ALL PUBLIC SERVANTS TO OBSERVE OCTOBER AS 'BREAST
CANCER AWARENESS MONTH' (PINKTOBER)**

This Circular is served to notify all Public Servants that October is Breast Cancer Awareness (Pinktober) Month. It is an annual campaign to raise awareness of this complex disease with this year's **Theme: 'Think Pink. Think Prevention. Small Steps, Big Impact.'**

Papua New Guinea proudly marks its 50th Golden Jubilee of independence, a significant milestone achieved despite challenges including health threats like breast cancer and other prevalent cancers. This year's theme emphasizes the importance of proactive health measures and early detection in combating breast cancer. It also encourages individuals to embrace the iconic pink symbol of awareness while actively engaging in preventative behaviors and regular screenings to significantly improve outcomes.

The breast cancer awareness Month is an annual day of observation which is one of the activities in GESI in terms of GESI's Advocacy and Awareness efforts in the public service. Pinktober is also an annual observance that plays a significant role in the gender equity and Social Inclusion (GESI) initiative, particularly in its advocacy and awareness efforts within the public service sector.

"RISE UP, STEP UP, SPEAK UP"

Therefore, all public servants are urged to wear the colour pink on **Friday 24 October 2025** and to organize certain activities within their agencies through respective GESI Help Desks. As Public Servants, we are committed to playing a proactive role in our workplaces; by raising awareness and taking action, we empower individuals and communities to join the fight against breast cancer.


TAIES SANSAN (MS)
Secretary



“RISE UP, STEP UP, SPEAK UP”