

# **NEWSLETTER MAY 2019**



### **Special Feature on**

## **WORLD NO TOBACCO DAY**

31st May



admn@sanjeevani-lifebeyondcancer.com

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# MESSAGE FROM FOUNDER

The month of May was a month of scorching heat at most of the places Sanjeevani works in.

But as they say that the fire of passion surpasses all adversities. The regular activities of handholding patients and teaching them tools for leading a better quality of life and ensuring that each patient whom Sanjeevani angels touch, looks at life differently, continued at all levels.

With 31st May being celebrated as 'World No Tobacco Day', our teams decided to create a buzz around it. Our young coordinators went all for it and instead of a buzz, we ended up creating a huge VOICE.

Hordes of youngsters were motivated by our teams in schools and colleges to participate in specially curated events like Poster making competitions, Essay writing competitions, Talks on awareness of ill effects of tobacco, Creating short films on harmful effects of tobacco consumption and then the Halla Bol moments through street plays.

An amazing energy got created and people participated in big numbers to show solidarity. The most beautiful part of the whole thing was the participation of doctors and medical practitioners who held our hand and became a part of the whole awareness process.

I am ever grateful to the Directors and Doctors of Regional cancer centers we work in, for their guidance and active participation.



### Ruby Ahluwalia Founder

Sanjeevani...Life Beyond Cancer



Helpline: +91 8691 000 800



Dr. Amal Chandra Kataki M.D.(Hons.), UICC Fellow Director Dr Bhubaneswar Borooah Cancer Institute A Grant-in-Aid Institute of Department of Atomic Energy, Gol

And a Unit of Tata Memorial Centre (Mumbai)

Guwahati-781016, Assam



### MESSAGE

Every year, 31st May is celebrated as World No Tobacco Day to create public awareness on harmful affects of tobacco on health. The theme for this year's WNTD is 'tobacco and lung health'. The campaign will focus on (1) the negative impact that tobacco has on people's lung health, from cancer to chronic respiratory disease and (2) The fundamental role lungs play for the health and well-being of all people.

Globally, an estimated 165,000 children die before the age of 5 of lower respiratory infections caused by second-hand smoke. Those who live on into adulthood continue to suffer the health consequences of secondhand smoke exposure leading to Chronic Obstructive Pulmonary Disease (COPD).

In India, 38.7% of adult are exposed to smoke at home and 30.2% in workplace as per Global Adult Tobacco Survey (GATS-2) Report. Though the National prevalence of tobacco consumption has dropped from 34% (GATS-1) to 28% in GATS-2, it is significantly higher in the North Eastern Region of our country. Consumption of smokeless tobacco products has increased significantly in the country which is a major public health concern. It is therefore highly important that we should protect the younger generation who are very vulnerable to initiate this habit.

I appeal to all the citizens of our country to take a pledge to make a tobacco free world for a healthy and productive life.

Dr A C Kataki, M.D.(Hons.)

Director Dr B Borooah Cancer Institute Guwahati-16

### **Acharya Tulsi Regional Cancer Treatment** & Research Institute, Bikaner

Dr. M.R. Bardia, Director, Acharya Tulsi Regional Cancer Treatment and Research Centre, Associated Group of Hospitals, S.P. Medical College, Bikaner-334001, Rajasthan.



### MESSAGE

I would like to thank team Sanjeevani for organizing such event and the idea of poster competition so that kids can also be involved as well as the display of poster will draw the attention of the other people visiting the hospital, he added that apart from poster the patients who are suffering from disease when share their experience this adds the authenticity of side effects shown on the posters. He said that, the motto of the celebrating this day is to draw the public attention globally to spread the message about hazardous effect of consuming tobacco and its complications on others as well. It's not only the government that will help you to leave the habit of chewing tobacco but it's you. You should value your life once you lost it you will never get it back. He congratulated team Sanjeevani for the successful execution of the event and appreciated that team Sanjeevani is always proactive on such awareness days and he is looking forward for more such events.

Dr. M.R. Bardia Director A.T.R.C.T.R.I., Bikaner

### Message from Director, **GCRI**, Ahmedabad

The member states of the World Health Organization (W decided to celebrate World No Tobacco Day in 1987 which is observed around the world every year on May 31. It is intended to encourage an absolute abstinence from all forms of tobacco consumption around the globe. The day is further intended to draw attention to the widespread prevalence of tobacco use and its negative health effects, which currently leading to nearly 6 million deaths each year worldwide, including 6,00,000 of which is the result of nonsmokers being exposed to second-hand smoke.

To spread awareness among smokers as well as nonsmokers, WHO has announced theme of this year's World No Tobacco Day is "Tobacco and lung health."

Tobacco use has long been linked to head and neck cancers, particularly in tissues through which inhaled tobacco smoke must pass. Men who smoke have a 27-times higher rate of oral cancer than men who do not smoke.

The Gujarat Cancer & Research Institute (GCRI) since its inception from 1972 is giving a tough fight against cancer and is at present listed as State Cancer Institute. GCRI has treated successfully millions of patients so far suffering from cancer from early to advance cancer cases. GCRI is one of the pioneer institutes for not only providing excellent cancer care but also effective screening, education and awareness for public.

Ahmedabad: (source: Ahmedabad Urban Population Based Cancer Registry report 2012-13)

tobacco

Tobacco Related Cancers (TRCs) accounted for 56.34% of all

in males and 19.87% of all cancers in females. Among the

related cancer sites in males, cancer of the oral cavity was the most common site (36.10%) followed by cancer of tongue (20.3%) and lung (14.8). These three sites together constituted 71.2% of total TRCs. In females, cancer of Mouth alone accounted for (24.1%) of the total TRCs followed by Tongue (23.0%) and oesophagus (22.2%).



#### GCRI:

		MALE		FEMALE			TOTAL		
YEAR	Total Male Cancer	TRC in Male	TRC %	Total Female Cancer	TRC in Female	TRC %	Total Cancer	Total TRC	Total TRC %
2016	13173	7791	59.14	8775	1873	21.34	21948	9664	44.03
2017	13089	7788	59.50	8587	1908	22.22	21676	9696	44.73
2018	12592	7184	57.05	8127	1768	21.75	20719	8952	43.21

Only Microscopically confirmed cases are included.

\*The anatomical sites associated with the use of tobacco as per National Cancer Registry Programme, ICMR are LIP, BASE OF TONGUE, OTHER PART TONGUE, GUM, FLOOR OF MOUTH, PALATE, OTHER PARTS MOUTH, OROPHARYNX, PYRIFORM FOSSA, i!YPOPHARYNX, PHARYNX, ESOPHAGUS, LARYNX, BRONCHUS & LUNG and URINARY BLADDER.

\*These cases are numbers of Tobacco Related Cancers. These cases are not necessarily using tobacco.

Thus, it is evident that tobaccc. is the single most preventable risk factor for causing cancer. Moreover, tobacco is responsible for 22% of cancer related death. To spread this message and to make people educated, World No tobacco Day should be celebrated throughout the year.

> Dr. Shashank Pandya (Ahmedabad)

### **Message from Dy Director GCRI**, Ahmedabad



## **LET IT BEGIN WITH ME**

Tobacco use is a leading cause of cancer and of death from cancer. People who use tobacco products or who are regularly around environmental tobacco smoke have an increased risk of cancer because tobacco products and second hand smoke have many chemicals that damage the DNA. There is no safe level of tobacco use.

My special message to all cancer survivors & Sanjeevani team members to take a pledge to make their own home to bacco free.

Dr. Pariseema Dave

# Message from Principal and Controller SMS Medical College & attached Hospitals Jaipur



The Efforts put by Sanjeevani for Cancer Awareness
Exhibition was heartening.

The posters created by small children are praiseworthy.
I compliment working of
Sanjeevani for such a noble cause

Dr. Sudhir Bhandari









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# **FACULTY** SPEAK



#### BHAVISHA SANADHYA

Bhavisha Sanadhya is an Art Based Therapy Practitioner and Educator with two decades of experience of working in the health sector with patients and their caregivers. She is the founder of a non-profit organization called Guidance and Care Foundation. Its mission is to offer Art Based Therapy sessions for patients and caregivers and to train professionals to heal with love and compassion.

Her sessions are designed using different art forms like visual art, music theatre, movement, story, games and much more. This encourages the patients and the caregivers who engage in the sessions to express their emotions freely and also to occupy their minds in a joyful, colorful, and imaginative world.

Each batch that enrolls for Sanjeevani's Wellness Program is unique. Some love the rhythm sessions, some love the web of stories and some love to play games.

"It gives me immense satisfaction and pleasure to see the smiles on their faces, to see them forget about their pain and to see a room filled with laughter," when asked how she feels working in Sanjeevani.



# **MUMBAI CHAPTER**

#### **COMMUNITY AWARENESS**

#### PROGRAM AT DHARAVI

Team Mumbai spent their time among the residents of Dharavi, educating them about our organization, how the use of tobacco and related products like guttka, beedi, masheri can cause mouth cancer, head and neck cancer, lung cancer, and throat cancer.

Participants were also made aware of the signs and symptoms of oral cancer like red and white patches in the mouth, burning sensation in the mouth, unable to open mouth fully.

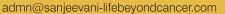
They also told them about the signs and symptoms of breast cancer and ovarian cancer.

Over 50 participants attended the workshop and thanked the Sanjeevani team members profusely for taking this initiative of visiting communities and conducting awareness programs.

Hey did you know: World No Tobacco Day was created in 1987.

















# **AHMEDABAD** CHAPTER

#### DRAWING COMPETITION AT

#### NADIAD BALKAN – JI – BARI.

To spread awareness among children of age group 7-15, Sanjeevani in collabration with Nadiad Balkran ji Bari organized a drawing competition on the theme "Hazards of Smoking and Tobacco consumption".

The program began with the guests sharing their views on the hazards of tobacco and smoking among the children. Among the guests who shared their views, 5 students also shared their point of view. Ms Ila Vora talked to the children about how using tobacco can effect one health.

70 students presented their drawings and the three best drawings were selected and a small prize was given.

Present were the trustee of Maha Gujarat Cancer Hospital, Trustee of Balkan-ji-bari and the Sanjeevani team.

It was a heartening moment when few of the young participants shared that they will go home and tell their fathers who consume tobacaoo about the hazards of tobacco addition.





#### AWARENESS PROGRAM ON

### HARMFUL EFFECTS OF TOBACCO USAGE

Team Ahmedabad held an awareness session at the wellness center. This was done to educate the women who struggle with tobacco addiction about the harmful effects of tobacco usage

Dr. Rajal Thaker (Gynecologist and Obstetrician, V.S. Hospital) and Nurse Ms Heena (GCRI) specially came to our centre to conduct this program. They informed the participants about the types of cancer caused due to tobacco usage as well as the importance of personal hygiene. It was a full house with over 40 participants.

We would like to thank Dr. Thaker and Nurse Ms Heena for coming and sharing their knowledge.

# BIKANER CHAPTER

#### POSTER MAKING

#### **COMPETITION**

Bikaner team organises a Poster making competition at Bikaner. The them was "ill effects of tobacco consumption" on the occasion of World No Tobacco Day.

For our organisation such days are as important as festivals are in any religion, we always look up on such awareness dates as an opportunity to reach out to the people and speak about our organisation's moto. Such dates recharge us to work towards our goal in a more enthusiastic way.

Present at this event were ADJ Pawan Aggarwal, Director Dr. M.R Bardia, Dr. Neeti Sharma, Dr. Shankar Lal Jakhar. This event was one of our most successfully executed event because in this event we were able to gather gentry of every age group. It had kids, patients, regular hospital visitors, hospital staff. Posters were the highlight of the event. Apart from doctors and patients interaction on the side effects of tobacco on them and their family created a huge impact on the listeners.

Dr. Sharma said that tobacco gives you pleasure for a while but these are the only products that will take your life away. The hazardous effects can be seen in all age groups.



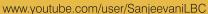












### Essay Competition on

### Remedies to Tobacco Consumption in India

Team Guwahati held an open essay competition on 'Remedies to Tobacco Consumption in India'.

The winner Mr. Suraj Jyoti Changkakoti, wrote about his own story and his father's struggle with tobacco consumption. He also gave the reason to tobacco consumption, statics and remedies on an individual and social level. He says strong will power and yoga is important on an individual level. On society level he suggests more Ngos, the role of tobacco companies in bringing awareness and the role of parents and colleges. A very special award was given to Ms. Minati Roymedhi who is a retired teacher. Her essay was entitled the 'Story of Tobacco.'

The awards were handed over to winners by Dr Kataki, Director of BBClin a glittering function. Congratulations to Suraj Jyoti Changkakoti, Bedanta Upadhaya and Moonme Baruah.

Hey did you know: Tobacco consumption in India is the highest in the six north-eastern states of Mizoram, Meghalaya, Manipur, Nagaland, Tripura and Assam: On average, 70.7% men here use tobacco in some form or the other. Mizoram tops the north-east list.











### HALLA BOL ... **AGAINST CANCER**

Team Sanjeevani in collaboration with volunteers and cancer club members from Royal Global University, Dispur College, Ustm and Pragjyotish College organisd Street plays all across Gawahati to create awareness and conversations around ille effects of tobacco consumption.

The plays were of 11 scenes with a song in hindi between every scene. They were mostly on Gutka, Cigarettes, Bettle nut, Marijuana, Relation between smoking and pregnancy. It was vey well received by the public and the police.

We would like to thank the police for the permission and support and encouraging words, the interns and volunteers and cancer club members.

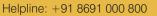
Hey, did you know: There are approximately 120 million smokers in India.















#### **SHORT** FILMS

To create awareness on harmful effects of tobacco and allied products out Team at Guwahati took the brilliant initiative of creating short documentaries that could be used for mass awareness programs.

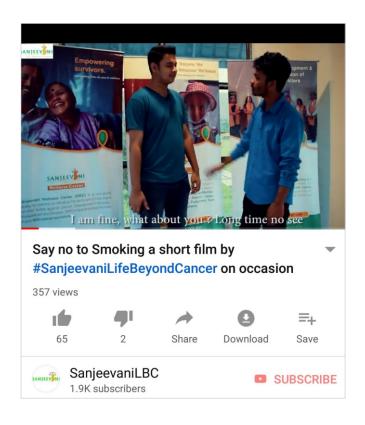
Penned and directed by our very own Sumki Begum, she and her team of Interns from Royal Global University and members of Guwahati's Can Clubs created four short films to create awareness on ill effects of consumption of Gutka, Betul Nuts, Smoking Marijuana.

These films have been hosted on our YouTube Channel and Facebook page. In a short span of a week these films have recorded viewership of over 2000 views. A fantastic faet for a subject as dry as cancer.

Please visit https://www.youtube.com/user/SanjeevaniLBC click on the link to watch these and more videos. Please do subscribe to our channel

We would like to thank all our volunteers for their hard work and dedication in spreading awareness

Hey, did u know: Nearly 9 out of 10 smokers start before the age of 18 and almost all start smoking by age 26.













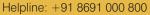


### NEWS Collage of Guwahati

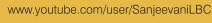












# **JAIPUR** CHAPTER

#### POSTER MAKING COMPETITION

To make the youngsters aware about harmful effects of tobacco and cancer, Sanjeevani\_LBC Jaipur in collaboration with RADIOTHERAPY DEPARTMENT, SMS HOSPITAL organized a poster making competition. The competition was organized amongst the students of schools and colleges in Jaipur. The main motto behind the competition was to teach the young to inculcate right habits and to spread the awareness about ill effects of consuming tobacco. "Tobacco causes cancer"-this has been an opportunity to teach the kids about this. We got overwhelming response from many schools and colleges in Jaipur.

Exhibition of Posters at Radiotherapy Department :The program was inaugurated by MS, Dr. D. S. Meena and Principal and Controller of SMS Medical College, Dr. Sudhir Bhandari. The program was attended by all the doctors of Departments of Medical oncology, Radiotherapy and Surgical Oncology. The exhibition continued till two days (31st May and 1st June).

All the posters were displayed in the exhibition, still we had to decide the best one. We invited two doctors, a professor from Rajasthan University and an artist, cancer survivor himself for the judgment. Judgements were made on the basis of content, creativity and finishing. Prizes were distributed into two categories: junior and senior. 1st, 2nd and 3rd winners were felicitated in the both categories. Again there were consolation prizes in both the categories. All the participants were given certificates too.



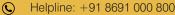


# JAIPUR CHAPTER

#### **NEWS ARTICLE**















# **KOLKATTA** CHAPTER

### **WORLD NO TOBACCO DAY AT**

### ARANGHATA GODHULI LODGE

The programme started with a drawing competition between 30 students. This was followed by a music performance by Gitabitani Sangastha.

Mr Sujit Kumar Hota, Lion's club president gave a welcome speech and shared his thoughts about Tobacco and Pediatric cancer. Dr. Ashis Mukherjee gave a presentation on tobacco and 2nd hand smoking exposure.

Sanjeevani's Sudip Das gave a presentation on our organization, wellness center and harmful effect of tobacco consumption.

Quiz and Essay competitions were held and winners were given prizes by Mr. Saptorshi Sengupta (Secretary, Lion's Club).

The program ended with a music performance by Gitabitani Sangastha.

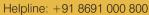
Thank you to, Mr. Sujit Kumar Hota, Sri Kallol Banerjee (Panchayet Pradhan), Ms Shikha Biswas (Teacher, Aranghata School), Ms Manashi Biswas (Gram Panchayet Pradhan) and Sh Debasish Tarafder (Teacher) for being present at our event.















# WARDHA CHAPTER

### POSTER MAKING **COMPETITION**

Once Josh Billings said," Health is like money. You never know the value of it until you lost it."

This World No Tobacco Day, Team wardha held an event where relative's of the patients made posters depicting the harmful effects of tobacco usage and a presentation about the same was given. Present were Dr. Ashok, Dr. Deepika, Dr. Manoj, Dr. Mona, Sangita Hude (Social worker) and the relatives of patients.

Hey did you know: According to the World Health Organization, tobacco kills more than 7 million people each year. Over 6 million deaths are a result of direct consumption, whereas 890 000 are the result of passive smoking. Nearly 100 million premature deaths have been recorded in the 20th century and the figure is set to increase to 1 billion by the 21st century.



# **PUDUCHERRY CHAPTFR**

### **AWARENESS PROGRAM AT** ST. PETIT SEMINAR SCHOOL

Class 9th and 12th students of the St. Petit Seminar School were present at Sanjeevani's World No Tobacco Day event. Ms Divya Annadurai gave the welcome address and introduced Sanjeevani.

Dr. Banu Prakash made an enlightening presentation to the students about various types of cancer caused by the usage of tobacco. This was followed by play act mime, performed by volunteers from MIT college, about passive smoking and its effects.

At the end the students and teachers took an oath to abstain from using tobacco and the related products.

Hey did you know: There is absolutely no awareness about passive smoking (second-hand smoking) and it being injurious to health like first-hand tobacco smoking.

# **GOA** CHAPTER

The Goa Chapter, on the occasion of 'World No Tobacco Day', May 31st 19, Organised a 'Street Play' to create Awareness on the life threatening issue of Cancer caused by tobacco use in smoking cigarettes, chewing tobacco, and gutka!

This was in association with UZWAAD - The Rays of Hope, an NGO that is socially active in sensitization of society towards various issues!

The Street Play was performed at the Kadamba Bus Stop in Mapusa and at the Dona Paula jetty in North Goa. The play aimed to sensitize the audience gathered in large numbers about the issues related to tobacco use. The play depicted the hazard of smoking in public places and bus stops, which affect not only the user but causes discomfort to public and fellow travelers. Smoking is even a health risk to pregnant women who may have abnormal births or congenital risks. The use of cigarettes by parents in the home cause health risk to the children, and they may be influenced by the bad examples of parents and follow in their footsteps.

Sanjeevani-Life Beyond Cancer presented the members of UZWAAD-The Rays of Hope with a Certificates of Appreciation for their selfless service!

















Sanjeevani Counselling and Rehabilitation Centers (SCRCs) motivate and encourage patients to complete their treatment and keep a positive outlook towards treatment as well as life. SCR Centers across Mumbai, Nagpur, Wardha, Ahmedabad, Bikaner, Jaipur, Kolkatta, Guwahati, Shillong, Bangalore & Puducherry have enriched lives of over 1,50,000 patients.



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