

PLEASE TAP TO OPEN



Can Chetna

*An awareness initiative by
Sanjeevani...Life Beyond Cancer*

LET'S TALK ABOUT CANCER

People treat cancer as if even whispering the name gives it power. Popular substitutes for the word "cancer" include pronouns like "this" and "it." This kind of misguided beating around the bush does no one any favours.

Society's stigma against openly talking about cancer or other serious illnesses needs to stop. The spread of awareness comes to a dead end when people reserve discussion for whispered conversations behind closed doors. Talking about cancer should be loud and from the rooftops, if we have any hope of making progress.

The word should not be a stigma. Choosing not to listen will not make this disease go away. Choosing not to listen will only increase the cancer rates among our people. Those of us who speak about cancer do not bring a message of death – we bring a message of life and hope. And therein lies the reason for our survival and the survival of our people.

#CANCERfreeINDIA

MESSAGE FROM FOUNDER

Awareness is the key to good health.

Though a lot of information is available on the internet on various health issues but net it is a world where one gets lost and the authenticity of information always remains a big question. Apart from that most people in India specially the lesser-educated ones use it for entertainment purposes only.

In view of the fact that cancer is almost becoming an epidemic and also that most people (educated and not so educated) are diagnosed in the later stages of cancer, the need for awareness cannot be undermined, making it difficult to be cured.

Most people also need to know, how they can take care of their wellbeing so that they can considerably reduce the chances of getting cancer.

Keeping in view all the factors mentioned above, Sanjeevani decided to actively take up this issue and now we on a regular basis, conduct awareness sessions in all the 12 cities that we are working in. The focus of awareness is on;



Ruby Ahluwalia
Founder

Sanjeevani...Life Beyond Cancer

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- Symptoms of common cancers
- How to self examine and remain vigilant
- Screening whenever possible
- Ways to healthy living

These sessions are being conducted in

- Communities
- Colleges and
- Corporates

I also take this opportunity to congratulate all the teams in all the cities for doing such wonderful work on this vertical of Can-Chetna.



MESSAGE FROM Dr. Amal Chandra Katak

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

Cancer awareness and early detection: Synonym, yet exclusive!

Around 16 lakh new cancer patients are diagnosed every year in the country. In India, cancers of oral cavity in men and women, and breast and uterine cervix in women are regarded as common cancers. These common cancers are amenable for early diagnosis through public awareness and cancer screening. Cancer screening is done by Visual Examination for mouth cancer and Clinical Breast Examination and Visual Inspection with Acetic acid for breast and uterine cervical cancers, respectively. Data of Indian Council of Medical Research have also revealed that only 12.5 per cent of cancer patients come for treatment in early stages of the disease. The incidence of cancer in the country is highest in the North East India. It is said that NE India is the "Cancer Capital" of the country.

Public should be made aware about nine warning symptoms of cancer. Tobacco consumption in any form, betel nut chewing, alcohol consumption, intake of smoked meat and fish, fermented food, obesity, poor genital hygiene, sedentary life style are important risk factors for cancer. In 5-10% of cases cancer is hereditary. 80% of the early stage cancer can be cured completely. Unfortunately only 20% of patients present in early stage in India. Late diagnosis is largely due to ignorance, illiteracy, poverty, fear and myths associated with cancer.

All men and women who are at risk for oral cancer should undergo oral cavity examination by a doctor or trained health worker every three years in the age group of 30-60 years. Women should perform Breast Self Examination (BSE) regularly and undergo clinical breast examination after 40 years. Mammography should be done every two years in the age group 40 – 50 years and once in year between 50 -65 years in consultation with doctors. For cervical cancer HPV DNA testing or PAP smear test for women over-30 years who can afford it. Visual inspection with acetic acid (VIA test) in women between age 30 and 49 in resource-poor settings or where facilities for PAP smear or HPV DNA testing are unavailable. For prevention and cervical cancer vaccines are now a days available.

Our limited experience has shown that, voluntary participation by vulnerable men and women in population-based cancer screening is extremely poor. Thus, it is of paramount importance to generate necessary public awareness for participation in cancer screening programs. Cancer prevention and control will require collective and pro-active efforts from multiple stake holders. People at large should be encouraged to take lot of green leafy vegetables and fruits coupled with regular physical activities.

Dr A C Katak, M.D.(Hons.)
Director
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MESSAGE FROM Dr. Santanu Chaudhuri

Chairman Centre of Excellence for Oncology,
Nayati Medicity, Mathura
MBBS, DMRT, MD (TMH, Mumbai), DNB,
PGDHA, M.Phil, C.Pall (Stanford.Univ).



Cancer, as before is no longer a word to be afraid of. Over the last decade the path breaking improvements in early diagnosis and treatment of cancer have taken away the unknown fear, and cancer is now conquerable.

In early stages and in later stages too, with discoveries of targeted therapies, genetic engineering, high precision radiotherapy and use of mono clonal antibodies have revolutionized cancer management.

Prevention and early detection in community outreaches had always been the key word for better prognostication. In India, awareness and health education, especially for the commonly occurring cancers like oral cancers, breast cancers and cervical cancers has been put as targeted areas of concern.

Awareness has multi prong incentives. It not only increases early detections but also throws light on quality of healthy lifestyles, knowledge of carcinogens and also guides the community to not fall prey to them, like tobacco abuse.

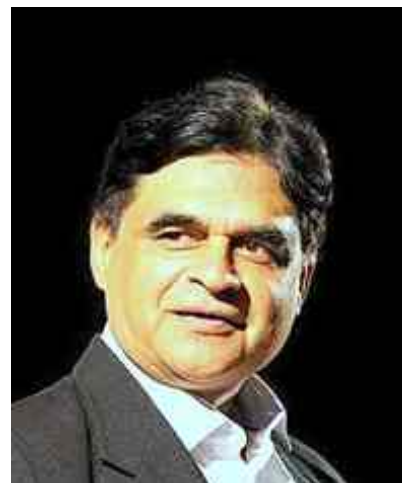
Other than Government machinery, a huge responsibility lies on the NGOs to work forward in field of awareness. I stand proud to be one of the founder members of

Sanjeevani and have seen it grow over nearly last three decades. Such selfless NGOs, many of which are working very efficiently in India now, have to take this responsibility of sensitizing the community about cancer, the disease and the truths related to it. Lots of myths about cancer in the society make the understanding more difficult. The groups dedicated towards crusade against cancer should come together to create positivity, spread knowledge and awareness, promote early detection and thus reduce morbidity and mortality from cancer, saving hugely on the exchequer and also bring in a holistic approach to cancer care. In later stages not only the treatment becomes costlier but outcomes of treatment and prognosis also becomes guarded and intent of treatment mostly becomes palliation.



MESSAGE FROM Dr. Ravi Mehrotra

Chief, Indian Cancer Research Consortium
(Indian Council of Medical Research-
Department of Health Research)
Ministry of Health, Government of India)
Red Cross Road, New Delhi
&
Technical Lead
WHO-FCTC Global Hub for information
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Before joining as Chief of the Indian Cancer Research Consortium (Indian Council of Medical Research-Department of Health Research), Prof Ravi Mehrotra has been the Director at the ICMR-National Institute of Cancer Prevention and Research at Noida, India as well as the WHO-FCTC Global Hub on Smokeless Tobacco Products. He has recently been nominated by India to the Scientific Council of the WHO-IARC (International Agency for Research on Cancer) based in Lyon, France.

In addition to his academic career in various medical schools, Dr Mehrotra has been a leading proponent of using cytology for the quick, inexpensive and appropriate tool for diagnosis of common pathologies. He led successful programs in a broad range of public health efforts. He has guided India's Ministry of Health & Family Welfare in conceiving and implementing the Framework for Cancer Control. He was responsible for shepherding three Indian states to take up HPV vaccination immunization against cervical cancer, the most recent one being Sikkim.

Over and above his expertise in cancer prevention, epidemiology, pathology and public health, Prof Mehrotra has a wealth of experience leading large multi-disciplinary teams, overseeing operations, shaping and implementing national-scale strategic plans, fostering key institutional partnerships and using evidence to influence policy. Has extensive experience collaborating with leaders in government, academia, the private and not-for-profit sectors and has facilitated collaborative projects with well-known international institutions such as the US National Institutes of Health, Centers for Disease Control

and Prevention, National Institute of Health Research, UK, The Union and the World Health Organization- Framework Convention for Tobacco Control. He is an impactful researcher with more than 200 peer-reviewed publications, including in the Lancet, BMJ and Nature, numerous books/chapters and technical reports, he sits on the editorial board of 8 medical journals and was the Principal Investigator of over 10 national and international research grants with major funding.

His research interests are focused on various aspects of public health, especially non-communicable diseases, including the early diagnosis and screening of cancer, diabetes and hypertension, medical education, tobacco control, especially the smokeless variety and mentoring of younger scientists as well as health worker training. He is the winner of many prestigious awards, including the prestigious Dr P.N.Wahi and Dr Lachman award in Cancer prevention as well as the Ernest Fernandes Award of the Indian Academy of Cytologists, in addition to being its' past President.

He is a committed educator who has successfully mentored more than two-dozen graduate and post-graduate trainees in pathology, epidemiology, molecular cancer research and global health. Dr Mehrotra holds degrees in medicine from the Armed Forces Medical College, Pune, MD and Doctor of Philosophy from the University of Allahabad as well as the Fellowship of the Royal College of Pathology from the United Kingdom.

MESSAGE FROM

Dr. Rajendra Kumar Pandey

Head, Department of Radiation oncology,
Bansal Hospital, Bhopal

Rising Incidence of Cancer and Prevention Strategies

Incidence of cancer are rising rapidly in developing world. Last year 12 million new cases were detected in India. This is the effect of westernisation, urbanisation and ageing. Changing life style and food habits are responsible for almost 70-80% cancer. By changing our way of living, we can prevent majority of cancers. Forty five percent cancers are related to tobacco consumption (smoking and chewing) and 30% are due to unhealthy diet.

Like any other disease, there is primary prevention and secondary prevention in cancer. Primary prevention is avoiding or modifying risk factors which can cause cancer. Secondary prevention aimed at early detection and treatment.

Most common cancers in India are Lung, Throat and Oral Cancers in males and Breast and Cervical Cancers in females. More than 80% Lung, throat and oral cancers are due to tobacco consumption in any form combined with alcohol nutritional deficiencies. So, just by quitting tobacco these cancers can be prevented. Cervical cancer are linked to HPV virus in 80% cases and related to promiscuity, unhealthy hygiene and lower socioeconomic status. There is effective vaccine against HPV virus, thus can prevent cervical cancer. Breast cancer is a disease of urbanisation and westernisation. Increasing weight, late first pregnancy (particularly after 25) and less number of children, less duration of breast feeding, lack of physical activity and unhealthy food habits, all these factors are responsible for increasing incidence of breast cancer. By modifying these risk factors, breast cancer can be prevented.



Now coming to secondary prevention- early detection and treatment. First and foremost is awareness. Once persons are aware, they take their early symptoms seriously and consult doctor. There are some screening tools for common cancers like oral, cervix, breast and lung. Self mouth examination in front of mirror every month is very effective for early diagnoses in high risk patients. Same way monthly self breast examination and yearly examination with trained health professionals is a useful tool for breast cancer. There is a Pap Test done very 3 years to detect cervical cancer at very early stage. Persons who are smoking 10 cigarettes or Bidi for > 15 years should go for annual low dose CT scan to detect lung cancer.

So by adopting healthy life and doing simple measures, risk of cancer can be reduced and cancer can be detected at initial stage where chances of cure are very high.



FACULTY SPEAKS

Tanisha Singh

Tanisha Singh studied towards an undergraduate degree in Psychology, specializing in Counseling Psychology as her Masters from Tata Institute of Social Sciences (TISS), Mumbai. She has also pursued additional training for a year, exploring alternative forms of therapeutic practice and completed a Diploma in Dance Movement Therapy from TISS.

Tanisha has worked with various NGOs, juvenile homes, health centers, and academic institutions to bring best practices of mental health into her work and provide ethical counseling services to diverse populations.

Her latest stint was a large scale mental and public health project with state governments in Madhya Pradesh and Rajasthan, UNFPA and TISS. Presently, she's working as a freelance DMT practitioner, integrating movement with other counseling skills and techniques to promote holistic growth.

'Dance has always served as an emotional release for me, allowing me to let go of my inhibitions and feel safe. Sanjeevani has provided a wonderful opportunity and space for a mental health practitioner like me, where I can use this tool of self-expression and catharsis with each batch of survivors/ participants. Meeting the survivors/ participants (and the employees) each month turns out to be a profoundly reflective experience, and I hope to nurture them as much as I feel nurtured and connected to my core. Whether a small or a large group, exploring and depicting authentic movement for the self creates positive energy in each session, helping the whole group (including me!) move ahead in life with more gratitude, love, and happiness.'



ENRICHMENT FACULTY SPEAKS

Veda Dhaul

Bhaktiveda runs a foundation called PRAANAH, founded in 2009. Through workshops, training, and personal therapy sessions, she uses different expressive artistic modalities such as art, dance, music, clay, crafts, poetry, sand play, sound healing and spiritual practices for healing and self-awareness.

Through this work, inner - conflict resolution, positivity, and progress of the self are experienced. In modern medicine, symptoms are addressed on a purely physical level, but no importance is given to the holistic aspect of it to release blocked energies due to stress, unhappiness, and disease. Expressive Art Therapy works with bringing the unconscious to the conscious, bringing things up to the surface so that they are expressed and released.

She has a Masters Degree in Mental Health Counseling with a specialization in "Expressive Therapies" from Lesley University, Cambridge, Massachusetts; the USA and a B.A from Trinity College, the USA in this field.

She customizes the use of the expressive arts-based on requirements of the group and has facilitated numerous sessions around the globe with a variety of populations including special needs, communities, schools, and corporates.

Bhaktiveda teaches with Certification and Diploma training programs in Mumbai, Chennai, and Pune. She is also the co-founder of the Expressive Art Therapy Association of India (EATAI).

" I feel that the work that Sanjeevani is doing is tremendous. It is so heartwarming to see these women who come from such marginalized societies having gone through the trauma or currently battling with a chronic illness and having nowhere to go. It is amazing that Ms. Ruby Ahluwalia and her team have the vision, patience, and facilities to provide such a wide variety of programs for post-treatment and management of life. Truly spreading joy and strength to sustain lives. Keep up the amazing work!"

SESSION
OF THE
MONTH

Date : 22nd August 2019

Location : An programme on "I am Enough" held at Mumbai Rail Vikas Nigam.

Total people attended : 32 Senior officers and Executives.

A special thank you to Anita Sharma (FA & CAOII).



Date : 9th August 2019

Location : Camp and Screening held for the community of Notboma, Sijubari Hatigaon. GUWAHATI.

Total people attended : 87 people



Screening was done in collaboration with Dr. B. Borooah cancer institute & TATA TRUST
A big thank you to Assam Educational & Socio-welfare Society(SEWA)
We thank the entire Team of Tata Trust and our Interns from University of Science and Technology, Meghalaya: Department of Social work and our Volunteers.



Date : 10th August 2019

Location : Camp held for the community
of Purani Basti, Brahmapuri,
JAIPUR.

Total people attended : 150 people



A big thank you to Asha Kiran and Satkar Women's Welfare Society.





#CANCERfreeINDIA

CANCER AWARENESS AND HEALTHY LIFESTYLE CAMP

Date : 14th August 2019
Location : Jai Hind College, MUMBAI.
Total people attended : 18 students from the National Service Scheme Programme



A big thank you to Mr. Ashutosh Saxena, NSS faculty in-charge of Jai Hind College.



Date : 15th August 2019
Location : Camp held at Shibani pur,
 Udaynarayan pur, Howrah,
 KOLKATA.
Total people attended : 200 people



A warm thank you to Dr. Rajib Bhattacharjee
 (Consultant Oncologist CNCI hospital) and
 all the other dignitaries present.



Date : 18th August 2019
Location : The community of Dahod,
AHMEDABAD.
Total people attended : 200 people, 100
students of two nursing colleges.



A big thank you to the 3 lion's club of Dahod,
Blind Welfare Association trust of Dahod, Dr.
Taher and Kinnari Vora.



Date : 19th August 2019

Location : Camp held at Basic PG College,
BIKANER.

Total people attended : 62 students along
with college staff



A big thank you to Mr. Amit Vyas (college director) and his staff.



Date : 22nd August 2019
Location : Goa College of Home Science,
GOA.
Total people attended : 78 students



A thank you to Dr. Mahesh Pai (principal), Dr. Daisy John and Dr. Sophia Rodrigues of Manipal Hospital.



Date : 22nd August 2019
Location : Camp held at Mahapurusha
Srimanta Sankaradeva
Vishwavidyalaya College,
GUWAHATI.
Total people attended : 105 participants
and 88 students taking the pledge

Heartfelt thanks to each and everyone involved and to Bhrigu Kumar Misra (Counsellor from BCCI) for making it a success.



Date : 23rd August 2019

Location : Sydenham College of
Commerce and Economics,
MUMBAI.

Total people attended : 54 students from
the National Service Scheme Programme



We are grateful to Rajendra Mali
(professor in Charge, NSS) and Kunal
Ghadashi (chairperson NSS).



Shot on OnePlus
Powered by Dual Camera

Date : 23rd August 2019

Location : Camp held for the community
of Pareek Mahila Samiti,
BIKANER.

Total people attended : 56 people



A big thank you to the members of Pareek Mahila Samiti.



Date : 25th August 2019

Location : Camp and Screening held for the community of Nizarapar, Noonmati, GUWAHATI.

Total people attended : 124 people in collaboration with BCCI & TATA TRUST

Screening was done in collaboration with Dr. B. Borooah cancer institute & TATA TRUST.

Thank you to Dr. B. Borooah cancer institute & TATA TRUST. We want to thank the Oral Cancer Research Trial Unit and Dr. Satirth Barman and his team of twelve consultant health workers for collaborating with us.



Date : 26th August 2019

Location : Gujarat Vidyapith, AHMEDABAD.

Total people attended : 267 people



A very special thank you to Dr. Rohini Patel, Aanandi Patel, Ishsni Patel, Geeta Vyas, Vipin Parmar and everyone involved in making this a success.



Date : 27th August 2019
Location : Camp held at B. Borooah College, GUWAHATI.
Total people attended : 70 students,
75 participants.



We are grateful to Bhrigu Kumar Misra, counsellor from BCCI, who took out time from his busy schedule to grace our program.



Date : 28th August 2019

Location : Government Polytechnic
College, GOA.

Total people attended : 60 people

A big thank you to the Luis Fernandes (Principal), Jivi Jethaji for their total cooperation and Nancy Coutts (Victor and fighter against Cancer).



Date : 28th August 2019
Location : Oral Cancer Screening Camp
at B. Borooah College, Guwahati
for the people of the Harijan
Community and for the staff
of the college
Total people attended : 65 people



In collaboration with BCCI & TATA TRUST.
Screening was done in collaboration with
Dr. B. Borooah cancer institute & TATA TRUST.
Special Thanks to Taslima Sultana, Jahidul
Islam, Jintumoni Baruah, Sanjib Singha
(Volunteers of NSS unit, B.Borooah College)
for making the program a successful one.
A big thank you to Dr. B. Borooah cancer
institute & TATA TRUST team for always being
so supportive. We are thankful to Satyabrata
Baruah Sir(Program officer- Nss) for giving us
the platform and joining hands together to
eradicate Cancer.



Date : 29th August 2019

Location : Camp held at Kamakhya Ram
Borooh College, GUWAHATI.

Total people attended : 50 students

We are grateful to the principal of the
Kamakhya Ram Borooh College
and the faculty members.



Date : 30th August 2019

Location : HR college of Commerce and
Economics, MUMBAI.

Total people attended : 244 people

A big thank you to Namrata , Professor. Madhu Kelkar (Teacher in charge of SSAC) and the social and selfawareness club.

A special thank you to Madhavi Tulaskar (GNM Tata Memorial Hospital), Shambhavi Alve (Founder of Uurja Manifest the light within and Psychotherapist at the Mumbai wellness center) and Shreya Anand for sharing their valuable time with us.



Date : 30th August 2019
Location : Awareness Camp and Screening held for the community of Sonapur, GUWAHATI.
Total people attended : 60 people



In collaboration with BBCI & TATA TRUST.





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'I'llness Becomes
'We'llness

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