



RISE AGAINST CANCER

NEWSLETTER

QUARTER II
APR-JUN 2024



Review

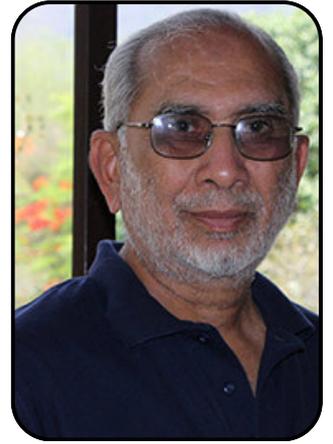
Kishore Rao

Chairperson Karnataka Branch

The Theme for World No Tobacco Day 2024 centered on “Protecting Children From Tobacco Industry Interference”. With 8 million deaths annually from tobacco consumption, it is imperative to: a) spread awareness about the risks of tobacco use; b) conduct oral cancer screening tests in communities; and c) encourage smokers and tobacco users to quit.

ICS screened nearly 2,000 people for Oral Cancer and provided Tobacco Cessation Counselling to tobacco users in a campaign that covered 20 villages of Kalaghatagi Taluk (Dharwad). These kinds of community-based interventions can go a long way in lessening the adverse impact of tobacco.

With confirmed CSR donations, our project sizes have expanded, necessitating additional training, team building and an increase in team members. I welcome Dr Swathi Acharya and all new joinees to the team.



ಸಂವಾದ SAMVAAD

12-13 APRIL, 2024, BANGALORE

Entire teams of ICS Karnataka attended the informative training cum meet-up conference titled ‘Samvaad’. ICS Committee members and team members brought varied perspectives on the work that ICS does. Best practices, team activities and project compliance related information formed the content of the conference.



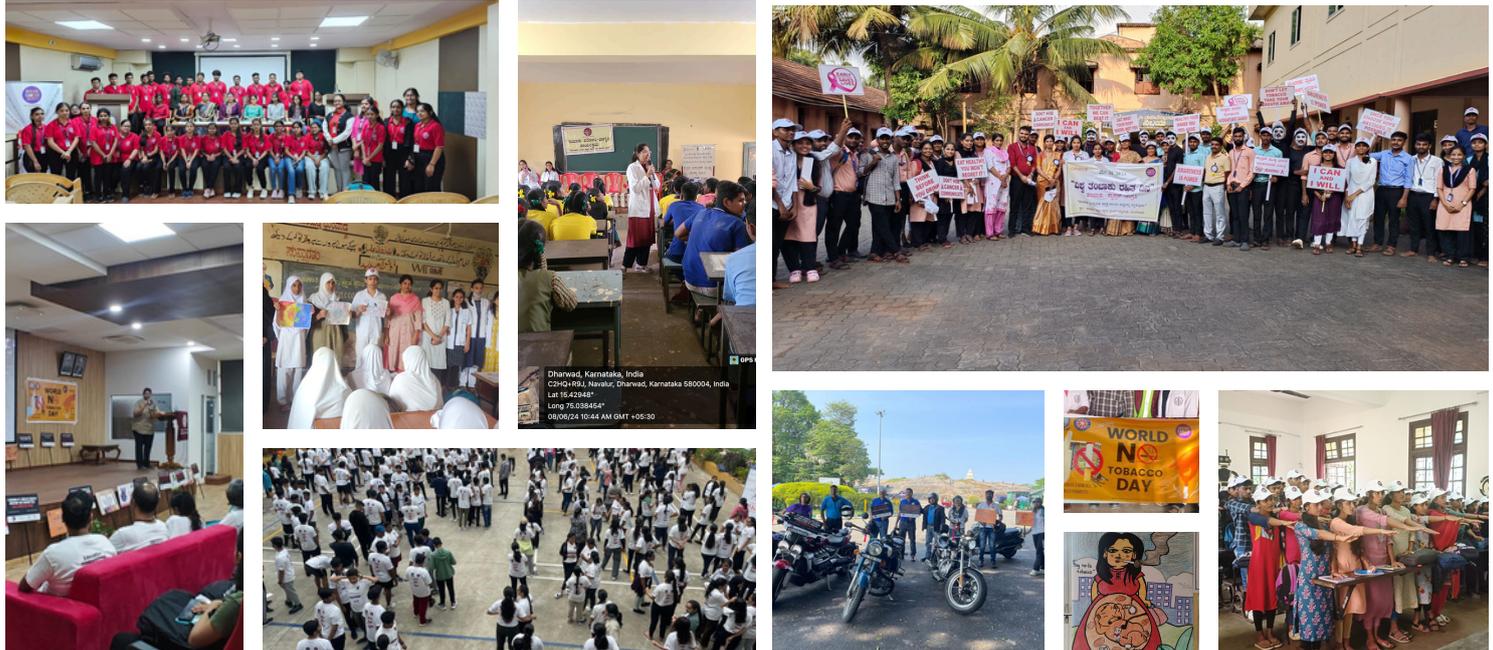
31st May



**WORLD
NO TOBACCO
DAY**

EVENTS

On World No Tobacco Day, our teams engaged with schools, colleges, and community organizations to promote tobacco-free living. Over two weeks, we held 11 events, reaching over 1,000 people. Activities included drawing competition, slogan writing, a run for the cause, poster making, skit, spreading awareness on the streets and pledging to avoid tobacco. We are grateful to Oracle Volunteers for their efforts in raising awareness.



SEVA SAMVAAD

WORKSHOP FOR EMOTIONAL SUPPORT TEAM

A training workshop was organised for ICS Emotional Counselling volunteers on 21st May in Bangalore.

- **Dr CN Patil** from Apollo Hospitals spoke about the Impact of Volunteers' work in Patient Care.
- **Dr Rakesh Mittal**, ICS Committee member shared valuable information about Handling Pediatric patients' Parents and their concerns.
- **Dr KC Anand** from SSCHRC threw light on BMT and navigating patient care.
- **Ms Sunita**, Counsellor from BHT Karunashraya; **Mr Ramendra Kumar**, an Author & Cancer Survivor; and **Ms Alpa Dharamshi**, ICS Lead Volunteer Counsellor were among other speakers.



Beneficiary Numbers - Apr to Jun 2024

AWARENESS

Direct Beneficiaries	3,401
Community Beneficiaries	10,203
No of sessions	27



SCREENING

Oral Cancer screened	3404
Screened for Breast cancer	1549
Checked for Cervical cancer	955
No of screening camps	42



PATIENT SUPPORT

Emotional Counseling Beneficiaries	633
Nutritional Kit Beneficiaries	359
Wigs & Protheses distributed	26
Financial support Beneficiaries	69
Hair donations received	382



An excerpt from the online article: *Why a New Study Dubbed India the 'Cancer Capital of the World' - Time.com*

In India, the number of cancer cases is expected to rise at a rate that will surpass global averages—from 1.39 million in 2020 to 1.57 million by 2025. Among women, the most common forms of cancer are breast cancer, cervix cancer, and ovarian cancer. Among men, they are lung cancer, mouth cancer, and prostate cancer. While men generally report a 25% higher incidence of cancer than women globally, India bucks this trend with more women getting diagnosed with cancer.

The high incidence of cancer stems from a mix of environmental and socioeconomic factors, like high levels of pollution, as well as lifestyle and dietary preferences. Almost 40% of cancer cases in India are due to rampant tobacco use, which significantly elevates the risk of lung, oral, and throat cancers, while factors like poor diet and lack of physical activity cause 10% of cases.

Volunteers Expand Emotional Support Services to 9 Hospitals, Including Vydehi Hospital

Volunteers started providing emotional support to patients and caregivers at Vydehi Hospital. This makes it a whopping total of **9** hospitals being covered by the dedicated volunteers!



From L to R: Shobha Mohan, Rekha Vinod, Dr Arpita, Rai Sachindra Bahadur, Alpa Dharamshi and Fausiya.

Community Based Intervention for Oral Cancer Screening and Tobacco Cessation

In collaboration with the SDM College of Dental Sciences and Hospital (Dharwad), we took up Oral cancer screening and tobacco cessation in 20 villages of Kalaghatagi Taluk covering 1,950 beneficiaries. Considered as a backward Taluk of Karnataka, Kalaghatagi has a high prevalence of smokeless tobacco usage.

Famous local comedian and social media influencer, **Gangavati Pranesh** sent an appeal video to encourage the villagers to enrol in the campaign.



**SCAN THIS QR CODE
TO MAKE A DONATION**
(From an Indian account only)

Donation by Cheque/Pay Order/DD :

Beneficiary Name:
INDIAN CANCER SOCIETY
(Payable at Bengaluru)

**Donations are eligible for Income Tax
deductions under Sec 80 G
Kindly provide PAN / AADHAAR No*

NEFT :

A/C Name : Indian Cancer Society
Bank Name : HDFC Bank
Branch Name : Indiranagar Branch
Current A/c no : 50200019747490
IFSC Code : HDFC0000832

INDIAN CANCER SOCIETY, BENGALURU

230/15, Sri Ranga Dhama, 5th Cross, 9th Main Road
Jayanagar 2nd Block, Bangalore 560011
Ph No.+91 9513074567

Website: <http://indiancancersocietybangalore.org/>

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