



NEWSLETTER

QUARTERS 3 & 4 Jul-Dec 2024

KARNATAKA EDITION

RISE AGAINST CANCER

Review

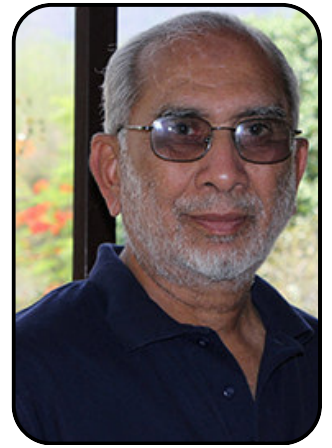
Kishore Rao

Chairperson Karnataka Branch

The past two quarters have been dynamic and fulfilling, keeping our teams fully engaged and committed to our mission. A key highlight has been our outreach to school and college students through **anti-tobacco awareness programs**. Educating young minds about tobacco's dangers is vital in preventing long-term health risks, and we are heartened by the positive response from students and educators. We hope that these programs will lead to a lasting change in behaviour among the students.

We are inspired by the unwavering support of our donors and volunteers. We extend special gratitude to Oracle and Rubrik volunteers for their unstinting time and effort.

On the same note, meeting our passionate emotional counselling volunteers at the "Empathy in Action" event was truly inspiring, as they shared impactful field stories. With continued commitment and strong partnerships, we look forward to scaling new heights.



STUDENT
FOCUSED

ANTI TOBACCO DRIVE

162

Schools and
Colleges covered

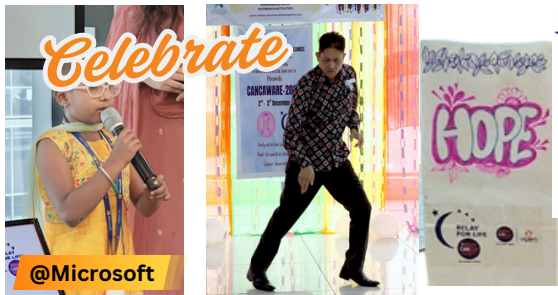
14,331

Students participated





Hope and Joy Fest to mark Childhood Cancer awareness month (September)



Survivors Celebrating Life and motivating others during Relay for Life at Microsoft and SAHS, Jain University



November - Men's Cancer Awareness month powered by Oracle Volunteers



Rubrik employees coloured cheer cards for cancer patients

Beneficiaries - Jul to Dec 2024

AWARENESS

Direct Beneficiaries	17,676
Health care workers trained	977
No of awareness sessions	219



SCREENING

Oral Cancer screened	16569
Screened for Breast cancer	9492
Checked for Cervical cancer	6479
No of screening camps	219



PATIENT SUPPORT

Emotional Counseling Beneficiaries	1007
Nutritional Kit Beneficiaries	2863
Wigs & Prostheses distributed	152
Financial support Beneficiaries	406
Hair donations received	482



An excerpt from the Lancet Study titled -

Unveiling the cancer epidemic in India: A glimpse into GLOBOCAN 2022 and past patterns

Findings

The five most prevalent cancers affecting both genders collectively account for 44% of cancer burden in India. Notably, females exhibit higher crude incidence (104.5) and crude mortality (64.2) rates compared to males (91.5 and 62.2), based on 0.676 billion females and 0.731 billion males' populations in 2022. The middle-aged and geriatric-cohorts account the heaviest (70%) cancer burden with higher crude rates (315.9–543.1 incidents, 215.6–407.8 mortalities). Alarming, cancer-related mortalities have increased faster among females (1.2–4.4% APC) than males (1.2–2.4% APC) over the past decade, and are expected to continue rising over coming two decades.

Interpretation

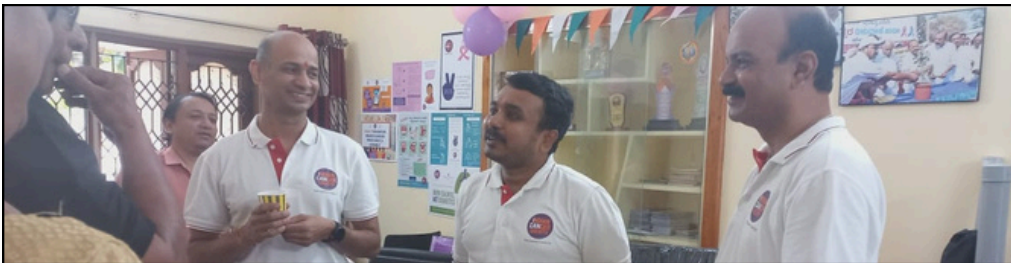
Approximately three out of every five individuals in India succumb to death following a cancer diagnosis, as per the GLOBOCAN 2022 incidence (1,413,316) to mortality (916,827) ratio. Childhood and reproductive age-group individuals bear the lowest risk of developing (0.12–2.4%) and dying (0.08–1.3%) from cancer compared to their middle-aged and geriatric counterparts, having highest risks of developing (8.3–10.3%) and dying (5.5–7.7%) from cancer. As the population of India transitions from the reproductive age group to the middle age and geriatric age group, the India is anticipated to witness the highest cancer burden of all-time in near future, potentially exacerbated by the looming epidemic.

PRESS

COVERAGE



We are happy to share that Bagchi Karunashraya Palliative Care Centre was recently inaugurated in Bhubaneswar, Odisha



ICS Branch Office moved to a new address in Kalaburagi



Empathy in Action: Workshop for Emotional Counselling Volunteers



The 'Empathy in Action' Workshop for ICS Volunteers celebrated the vital role of Emotional Counselling Volunteers in supporting cancer care. Experts and volunteers came together to share knowledge, experiences, and tools to empower their mission for a healthier, more informed society.

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



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