



RISE AGAINST CANCER

NEWSLETTER

QUARTER 1 Jan-Mar 2025

KARNATAKA EDITION

Review

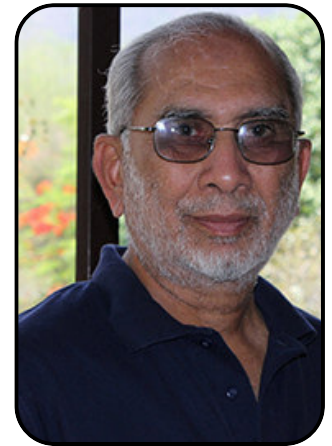
Kishore Rao

Chairperson Karnataka Branch

The first quarter of 2025 has been both inspiring and impactful. A significant initiative was the Round Table Discussion on accelerating cervical cancer elimination, jointly organized by the Indian Cancer Society and Rotary Club of Bangalore. With over 140 participants and insightful discussions by leading experts, the event emphasized the urgent need for research, awareness, and partnerships to meet the WHO's 90-70-90 targets. In a bid to take this message to local communities, we produced three cervical cancer awareness videos in Kannada (See last page).

On ground, to mark January, our teams intensified cervical cancer screening efforts, reaching 914 women, including sanitation workers in Bengaluru and Kalaburagi, and Anganwadi workers in Dharwad.

The 2025-27 World Cancer Day theme, "**United by Unique**" reminds us that every patient's story matters. We were also grateful to bring moments of joy and support to pediatric cancer warriors through special activities on February 15. Heartfelt thanks to our donors, volunteers, and partners - you make this journey possible!



ROUND TABLE DISCUSSION ACCELERATING ACTION FOR CERVICAL CANCER ELIMINATION



A Round Table Discussion on accelerating cervical cancer elimination was jointly organised by the Indian Cancer Society, Bangalore, and the Rotary Club of Bangalore on January 23, 2025. Over 140 participants attended the event at the Rotary House of Friendship. Keynote speaker **Dr. Prashant Mathur**, Director, ICMR - NCDIR, emphasized research and partnerships. Panelists - **Dr. Shobha K**, HOD Gynae-Oncology, Kidwai Memorial Institute of Oncology; **Ms. Swarupa**, Secretary, Mahati Trust, highlighted mobile screening, cultural challenges, and early detection. Moderated by **Dr. Vidyamani Boriah**, Senior Consultant, OBGYN at Sagar Chandramma Hospital, **Ms Parinitha**, cervical cancer warrior added valuable perspectives to the panel. The discussion concluded with a strong call for collaboration to meet WHO's **90-70-90** targets through awareness and healthcare integration.

JANUARY: Focused Cervical Cancer Screenings



Dharwad

As part of our ongoing cervical cancer awareness and screening initiative, ICS Dharwad conducted eight camps in Hubli and Dharwad, screening **533** Anganwadi Workers and Helpers in collaboration with local health and welfare departments. In Bangalore, **198** Pourakarmikas (BBMP sanitation workers) were screened, while a similar effort in Kalaburagi reached **183** sanitation workers. These camps are a step toward improving preventive healthcare access for women in underserved communities.

15th Feb - International Childhood Cancer Day (ICCD)

Hope and Joy Fest was celebrated at Indira Gandhi Institute of Child Health, Bangalore, with 58 pediatric cancer patients and survivors joining in the festivities.



Bangalore



Kalaburagi



Doordarshan Interview on World Cancer Day



Women's Day at Bangalore

RELAY FOR LIFE AT OAKRIDGE INTERNATIONAL SCHOOL, BANGALORE



Beneficiaries - Jan to Mar 2025

AWARENESS

Direct Beneficiaries	7,082
Health care workers trained	89
No of awareness sessions	70



SCREENING

Oral Cancer screened	7590
Screened for Breast cancer	4488
Checked for Cervical cancer	3368
No of screening camps	98



PATIENT SUPPORT

Emotional Counseling Beneficiaries	398
Nutritional Kit Beneficiaries	1771
Wigs & Prostheses distributed	24
Financial support Beneficiaries	147
Hair donations received	362



MEDIA COVERAGE

KARNATAKA
The Karnataka Chapter of the Indian Cancer Society (ICS) was founded in 1986 by Kishore Rao, starting with a small group of volunteers. Today, it operates offices in Bangalore, Mangalore, Kalaburagi and Dharwad, extending its reach to 14 Districts across Karnataka and two Districts in Telangana. In 1994, ICS Karnataka together with Rotary Bangalore, Indiranagar, promoted the formation of Bangalore Hospice Trust - Karamahraya, a hospice for very advanced-stage cancer patients.
ICS Karnataka is committed to securing a healthier future for the coming generations by focusing on awareness, early detection, and timely treatment of cancer. Many outcome-oriented projects have been started over the last 5 years. One of the key initiatives is raising awareness about the harmful effects of tobacco, which is



widely acknowledged as the leading cause of cancer. The chapter has reached 14,264 students with this programme in government high schools and pre-university students from less privileged families.
ICS Karnataka conducted free cancer screenings (Oral, Breast and Cervical) for 65,714 individuals from underserved communities, high risk groups, garment workers and Pourakarmikas (Municipal street sweeping staff). Suspected cases identified during these screenings are referred to hospitals for follow-up care. It has also assisted 9,887 low-income patients with financial support to access cancer treatment across 14 hospitals in Karnataka. This support includes providing essential items for their physical, psychological and emotional wellness - nutrition kits, wigs, and mastectomy bras, as well as emotional counselling for 6,670 patients.
- Kanchan Bannerjee
Secretary, ICS Karnataka Branch



TESTIMONIAL

Heartfelt thanks to Indian Cancer Society for today's impactful Cancer Awareness and Medical Camp at Pioneer Corps Training Center. Deeply appreciated by our troops and families. Looking forward to future collaborations. - Lt Col Arun

Excited to share that we have created **six videos** for cancer awareness this year. Two of which are made in **animation** style! The content of these videos was checked and reviewed by oncologists, communication experts and by end users. Available on our youtube channel, please scan the codes below to watch them. And while you are there don't forget to like and share forward to support our mission of cancer awareness. Thank you!



Animated video for Oral Self Examination in Kannada



Animated video for Breast Self Examination in English



Animated video for Breast Self Examination in Kannada



A doctor explains to a housewife why Pap smear tests are vital for cervical cancer detection



A Teacher becomes a student!



A vegetable selling lady understands a critical factor in her small business - her own health!

Spreading Awareness Through Radio: Our Final Quarter Highlights

This year, we've committed to releasing monthly audio messages to raise awareness about cancer. We partnered with AIR Akashvaani to broadcast the following important messages:

- January: A special message in Kannada on Cervical Cancer Awareness, marking Cervical Cancer Awareness Month.
- February: Bilingual messages in Kannada and English on General Cancer Awareness, in recognition of World Cancer Day.

All these recordings are now available on our website for you to listen, share, and spread the message further.



**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

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