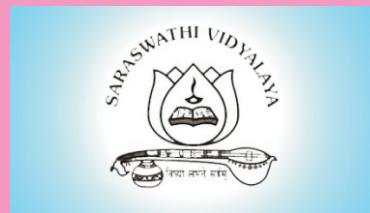




REPORT ON SNEHATHAALAM 1ST STAGE



**It is health
that is real wealth
and not pieces of
gold and silver.**

- Mahatma Gandhi

PREPARED BY

Dr.Chandramohan K

Additional Professor,Department of Surgical Oncology, RCC

Dr.Balagopal PG

Additional Professor,Department of Surgical Oncology RCC

Dr.Preethi Sara George

Additional Professor,Department of Biostatistics, RCC

Dr.Babu Mathew

Former Head , Department of Community Oncology RCC



CONTENTS OF PROJECT

No.	Particulars	Pg.
1	Introduction	
2	Scientific Report - Preamble	
3	Detailed Report	10
4	Discussion	12
5	Main Learning Lessons	14
	Tables	1
7	Team Members	1
	List of Camps	19
9	Report of Social Events	22
10	Gallery	23
11	Press Release	3
12	Creatives	40

INTRODUCTION

Swasthi Foundation

A voice that wings up to humanity!

In a conflicting world of fast advancing technology and faster diminishing values man always finds himself in a precarious situation. Without values he is lost in the chaotic sea of uncertainty and distrust. A ruthless self-centeredness governs his mind and builds rigid walls around him. The secluded and selfish man often turns a blind eye to the well-being of his fellow human beings. The quality of being humane eludes him. With it is lost the age-old virtues like care, compassion, sincerity, honesty, geniality, help, generosity and cooperation, one ought to feel for other men. It is a bleak and somber times we live in.

A new thought is the need of the hour - a thought that revives the eternal values in minds and creates in one, love and affinity towards fellow human beings. A keen eye that sees the sufferings of the underprivileged with kindness - a caring hand that extends to wipe a falling tear from another man's eye - an alert mind that ever fights for the protection of

every human right - an uncommon voice that rise above the tumults of life and stands for the deprived - a voice that wings up to humanity!

SWASTHI PROMISES TO BE THE VOICE. SWASTHI IS THE VOICE.

SWASTHI SOUKHYA is the offshoot of the organization, which focuses on healthcare issues of society that demands immediate as well as long term attention. Soukhya envisages a society where everyone gets proper care, treatment and attention irrespective of economic status or class. With this intention in mind Soukhya provides comprehensive services for healthcare promotion. It gives prime emphasis to areas like early disease detection, disease management, disability limitation, caring of the aged and palliative care. Besides, Soukhya offers various health oriented programs that are highly beneficial to the society.

PROJECT REPORT OF 'SNEHATHATHALAM 1'

(Breast Cancer awareness and Screening Programme)

Preamble

Breast Cancer is the most common Cancer affecting women. In India the incidence of Breast Cancer is steadily increasing. Trivandrum City tops the list of breast cancer incidence in among entire Metros of India. Another fact about Breast cancer is that the success of treatment depends on stage of Breast Cancer. If detected late, the chance of cure becomes extremely low. In many western countries, the population based screening of Breast Cancer using mammogram is practiced. But In India, it is not practiced because of two reasons. One, it is expensive. Second, because of incidence of breast cancer has not reached western figures. But however, because of rapid increase in incidence of Breast cancers, India needs to gear up to face the challenges and should try to increase the detection rate of breast cancer at the early stage.

Because of increasing risk of breast cancer and because of the fact that as stage advances, the chance of cure significantly goes down. So early detection of breast cancer The general outline of programme was history taking and physical examination of population of ladies and those who

are found harboring suspected lumps were tested by mammograms and needle aspirations and Breast cancer was ruled out. Those who found have suspicious lumps, were referred to clinics in Kudappanakkunnu and Nanthancode and further examined by expert doctors from RCC, who attended the evening clinics in rotation purely on voluntary basis.

Similarly along with each cancer screening camp, awareness classes were taken by expert doctors.

The programme was launched on 21st September, 2015 and completed on 11th November, 2015. 53 camps were conducted during the time frame. 942 asymptomatic ladies were screened and 947 ladies were found to have suspicious lesion by screening team members and examined by RCC doctors at 'Swasthi Clinics'. Further examination revealed that 11 ladies had Breast cancer and they were treated in RCC.

'Snehathalam I' had another component which is awareness programmes by participation of famous celebrities in fields of art and entertainment. The famous film actor Mamtha Mohandas was the Chief Ambassador of the programme. The Programme also saw various social events like Dance Thiruvathira by 5000 ladies.

DETAILED REPORT

9 42 ladies were subjected to examination by the screening team and 947 of them were referred to Swasthy Clinic for evaluation. They were subjected to detailed clinical examination and those who were found to have suspected cancer were asked to get mammogram and needle aspiration cytology. 53 mammograms were suspicious and patients were diagnosed to have cancer.

Among 947 suspected patients, mean age was 4 yrs (14- 2 yrs). On further evaluation 103 (10.9) were 35 or less in age, 470 (49.) were more than 35, but 50 or less than 50. 374 (39.5) ladies were more than 50 years of age. (See Table 1)

On examination, 217 (22.9) ladies were let out because no lesions were detected. While 1 patients were advised excision of the lumps which were not having any cancer. 53 (.0) patients were advised mammogram of which (.) patients were

detected to have breast cancer. 12 (13.5) patients were advised to come for follow-up after months. 503 patients (53.12) were advised review after one year. (See Table 2)

Of the ladies examined 405 (42.) were normal while 1 0 (1 .9) were having fibro adenoma, 142 (15) were having other benign lumps, (9.3) were having fibro adenosis and 144 (15.2) were having other abnormalities. (.) were diagnosed to have breast cancer and had treatment at RCC (See Table 3). All these patients are fine after the last follow-up.

DISCUSSION

Even though we detected only 100 breast cancers all these cancers were detected at the early stage, so the chance of cure is very high. Moreover the amount of awareness and further follow-up examinations will be surely helping lot more cancers in the future so that the benefit of this screening programme will be huge.

The awareness classes addressed more than 25,000 people directly and lakhs of people via various media campaigns mainly involving 'Malayala Manorama' and 'Asianet Cable Vision'. Outreach of these media partners help the campaign to get sufficient momentum all across Trivandrum City to motivate more and more women to subject themselves for breast screening examinations. Moreover awareness classes taken to address younger gatherings (School / college Children) help them to adopt better lifestyles which will significantly help in cancer prevention in future. Other than our own trustee members Mr.

Gopinath Mutukad (Magician), G Venugopal (play back singer) Swami Guru Ratna Gjana Tapasi (Religious leader), the help of brand ambassadors like Ms.Mamta Mohandas (Cine artist) and Mr.Stephen Devasia (Keyborard artist) helped us to reaching out to the public of Trivandrum in a strong way. Overall 'Snehathalam 1' programme was one of the best programes which happened in many of the developing countries.

MAIN LEARNING LESSONS

The Snehathalam programme was a huge success owing to mass public participation. The programme has demonstrated to us that such programs with community participation are huge successes and these are one of the important steps in cancer control activities, specially in relevance to the countries like India where population based mass screening programs cannot be implemented because of various reasons.

Such programmes by various NGOs will be one of the important ways to fight the war against cancer. If you run screening programs alone the participation will be suboptimal. When you combine such screening programs with various social activities, it becomes huge success because of participation of public in large number. This is increased when you involve media partners also.

But cancer screening is not a one time affair. This involves continued programmes which should run throughout the year

This reiterates the importance of continuation of such programs in future also. As we go on the number of participants will increase significantly and we have to prepare for bigger programmes with more number of partners.

In a country like India, with unmet needs in health care sector, such awareness/screening programmes will be holding a lot of promises for tomorrow.

ANNEX 1

TABLES

Table 1. Distribution of patients reported in the Snehathalam camp based on age group

Age group	Frequency	Percent
<35	103	10.9
35 – 50	470	49.6
> 50	374	39.5
Total	947	100.0

Table 2. Treatment advice given to the patients reported in the Snehathalam camp

Advice	Frequency	Percent
No advice	217	22.9
Review within 6 months	128	13.5
Review within 6 – 12 months	345	36.5
Review after 12 months	188	0.2
Excision	16	1.7
Mammogram advise	53	0.6
Total	947	100.0

Table 3. Diagnosis pattern of patients reported in the snehathalam camp

Diagnosis	Frequency	Percent
Normal	405	42.8
Fibroadenoma	160	16.9
Fibroadenosis	88	9.3
Cancer	8	.8
Others	144	15.2
Benign lump	142	15.0
Total	947	100.0

ANNEX 1

TEAM MEMBERS

Dr.Regi Paul,

Dr.Anil Bindu,

Dr.Shaliet,

Dr.Dhanuja,

Dr.Susanna

Dr.Sunanda

Dr.Anil Bindu

Dr.Apuca

ANNEX 1

LIST OF CAMPS

1. SARASWATHY VIDHYALAYA VATTIYOORKAVU
2. SWASTHY SAUKHYA CLINIC KUDAPPANAKUNNU
3. COTTON HILLS SCHOOL VAZHUTHACAUD
4. SWASTHY SCHOOL OF MUSIC, NANTHENCODE
5. SANTHIGIRI POTHENCODE
6. ST MARYS PATTOM MSS PATTOM
7. SANTHIGIRI POTHENCODE
8. SWASTHY SAUKHYA CLINIC KUDAPPANAKUNNU
9. SWASTHY SCHOOL OF MUSIC, NANTHENCODE
10. PALLITHURA HSS PALLITHURA
11. TRIVENI RESIDENTS ASSOCIATION, CHEMPAZHANTHY
12. BIOCHEMISTRY KARIAVATTAM KARYAVATTOM
13. GOVT.UP SCHOOL VIZINJAM VIZHINJAM
14. SWASTHI SUKHYA CLINIC KUDAPPANAKUNNU
15. SWASTHI SCHOOL OF MUSIC, NANTHANCODE
16. JERUSALEM MARTHOMMA CHURCH YMR
17. HOLY ANGELS SCHOOL VANCHIYOOR
18. LITTLE FLOWER CONVENT KOCHUVELI KOCHUVELI
19. MANACADUGVHSS MANACADU
20. SWASTHI SUKHYA CLINIC KUDAPPANAKUNNU

21. THAMPURAN NAGAR RESIDENCE ASSOCIATION

22. SWASTHI SCHOOL OF MUSIC, NANTHancode

23. SACRED HEART CHURCH NANTHAENCODE

24. PALLIPURAM PALLIPURAM

25. JAINAGAR AUDITORIUM MAANAAR THIRUMALA

26. ST.JOSEPH CHURCH PALAYAM

27. DESHASEVENI LIBRARY ,MENAMKULAM, KAZHAKUTTAM

28. SWASTHI SUKHYA CLINIC KUDAPPANAKUNNU

29. KAKKANADU LANE RES ASSOCIATION

30. SWASTHI SCHOOL OF MUSIC AND DANCE

31. SARVODAYA ICSC

32. KMSCL THYCADU

33. SWASTHI SUKHYA CLINIC KUDAPPANAKUNNU

34. SWASTHI SCHOOL OF MUSIC AND DANCE

35. ST.ANTONY'S SCHOOL KAZHAKOOTTM

36. LIC LANES RESIDENTS ASSOCIATION

37. PARASURAMA NSS HALL THIRUVALLAM

38. LOURDE FORANE CHURCH PMG PMG

39. TECHNOPARK

40. VAZHUTHACAUD SISUVIHAR SCHOOL VAZHUTHACAUD

41. CARMEL SCHOOL VAZHUTHACAUD

42. AR CAMP NANDAVANAM

43. RIO TRIVANDRUM GENERAL HOSPITAL

44. CHANTHAVILA NR ST THOMAS ENGG COLLEGE

45. SAI CLINIC ,VPRA MUTTATHARA

46. ROSE CONVENT VETTUKAD

47. VALIYATHURA ASHA WORKERS ASSOCIATION

48. SIVASAKTHI NAGAR RESIDENTS ASSOCIATION

- 49. EJABA CENTRE EDAPPAZHINJI
- 50. PATTOM TKD ROAD, BENOY MEMORIAL CLUB
- 51. MASCOT HOTEL MUSEUM

SOCIAL EVENTS

A series of vibrant and cheerful events including megashows have been instrumental in making this effort successful and effective. These events created a buzz among Trivandrumites that something special is happening and the presences of eminent personalities and celebrities made it happen like a dream come true.

The events conducted across the streams from schools, residential associations to Technopark helped people from all walks of life to make a move against cancer.

More than just awareness the main success of these efforts was bringing all under one roof, to stand against cancer and fill them with confidence and courage. The series of events prepared the community at large to approach these diseases scientifically and systematically by early detection & healthy food habits which are most essentials.

GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



GALLERY



ആരോഗ്യപരിശോധന: സ്വീകർത്ത് മുന്നിൽ; പക്ഷേ ചുമുക്കാലികൾ വളരെ പിന്നിൽ

எனு? இன்ன் ஓயிலிலை என்பது குகுற்ற பார்வையும் வெவ்வொய் விலையுரு எப்புக்காலில். வரிசுவழிக்குறிப்பிலிருந்து விரிவாக விரிவாக விரிவாக, 9495916953 (முடிவு அமல்க்கப்ப) 9249444481 (அனுமதிப்பு ஜில்லா)

നാമം:കൊക്ക് സുജന്തി സെക്കുറ്റ് ഓഫീസ് മുൻസിപാലിറ്റി
ബാറിലെ അമ്പത്തു ഒരുത്ത് വില്ലേജിലെ
തന്റെ: 94478 22225.



ବିଜ୍ଞାନକାରୀ, ରାଜନୀତି କାନ୍ତି
ବିଶ୍ୱବିଦ୍ୟାଳୀର ବ୍ୟାକିନୀରେ
କାମାକୁଳ ପାଇଁ ପରିବର୍ତ୍ତନ କାମାକୁଳରେ
କାମାକୁଳ ପାଇଁ ପରିବର୍ତ୍ତନ କାମାକୁଳରେ
କାମାକୁଳ ପାଇଁ ପରିବର୍ତ୍ତନ କାମାକୁଳରେ

മെരുക്കാവേര് കാർബാറിന് കാണണാകുമോ?
ചക്രക്കുരു കാർബാറിനെ അകറുമോ?

കുറുത അടിവയ്ക്ക് തുടർന്നുമോ?

www.ijerph.org | ISSN: 1660-4601 | DOI: 10.3390/ijerph17030891



സൗത്തൊക്കെയുദ്ധത്തിനെതിരെ സൗന്ദര്യത്താളി..



PRESS RELEASE

സംതനാർഥബുദ്ധഃ സംനേഹതാളഃ വനിതകളുടെ
ഭീതി മാറ്റിയ മുന്നേറ്റഃ ജേക്കബോ പുന്നുസ്സം

മെഡ്രാസനോരമയുടെ പക്കമായ വാർത്താഅവതരണത്തിലുടെ രോഗം വരും മുന്നേ പ്രതിരോധ നടപടികൾക്ക് സ്ത്രീകൾ സന്നദ്ധരായെന്ന് മുൻ ഡിജിപി

ഇന്നത്തെ കുംബം
കെട്ടുവാഹി
കുംബില
വില്ലുമ്പുമൊ
വാർക്ക്
ക്രൈസ്തവരുടു്
സാര്വകാരാ
വിശ്വാസിവിശ്വാസി
ഒരിസ്റ്റ്
വില്ലുമ്പു
വില്ലുമ്പു, 9947700869
(സാരി) 9847012303,
8086101102
(രിറ്റേജ്മെന്റ്)



“ജീവിതത്തിൽ അപകടിച്ചു വെച്ചിരിക്കുമ്പോൾ ജീവിതംവില്ലെന്നും ആർന്നിരിക്കാം കുറ്റണ്ടുനേരുടെ പാഠയിൽ പാക്കണം.” എന്നീലെ ശുദ്ധപരമാന്തരമാണിൽ കൈച്ചിയിസി ചെയ്യാം എന്ന് ചോദ്യ

ഈ നെയിൽ പകാളികളാകാൻ
വതിരാ യോക്ക് ടർമ്മാരെയും
നഴ്സുമാരെയും ക്ഷണിക്കുന്നു



ມະນາຄະນະມະນາຄະນະ



വരു! ആ തുവിശ്വാസത്താം മഡ്ഡു!

സ്വന്തമായാളം സൗജന്യ സ്വതന്ത്രമാർബുദ്ധ പരിശോധന ഇന്ത്യാഴ്ച ഇവിടോക്കെ

ମାଣସ ନାମରୁକହୁଣ୍ଡ ଓ ହେବ: ବିଶ୍ଵିକଷ୍ଟ,
ଶିତାବେଳାକ୍ଷତିଲାର କାତନିକିକଷ୍ଟ
ରୁ: ଯତନାରୁକହୁଣ୍ଡ ପରତିଲ ଯିନ୍ଦ୍ର
ଶର୍ମିନ୍ଦ୍ରାନାନାତୁ ଯତକ ପୁରୀକଷ୍ଟ!



വില്ലേ ഓഫീസ് മുതൽ വില്ലിക്കേണ്ട നമ്പർ: 94478 22225
/ 82811 38235

8/28113835
കെട്ടൊരു ഒന്ന് പരിപ്പിത്തമുണ്ടാക്കാൻ (രോഗിയുടെ ശാമാന്തരിപ്പ്: 98099 44993 / 0471 2706404) എക്കെന്നൊ പാർക്ക് (കെട്ടൊന്നാർക്കിൽ ഉള്ളവർ വിലിക്കുക: ശാമാന്തരിപ്പ്: 98465 01160)

ந: 98461 01160
ஏந்தோனியஸ் கிரிவெள்ளி ரஷிஸ்ட்டர் காலோனி
யேஷன் எபாஷனி (ஸிபஸ்: 97444 00363)
ஸ்ரீ வால்மீகி ரஷிஸ்ட்டர் காலோனி யேஷன், செ
ங்கல்குடும்பம் (ஸிபஸ்: 97453 02993, ஆரூங்கு
கூட்: 99461 30993)

ஷாப்: 99451 30953) எக்டோவைர் மூன் வையைக்கிள்டி யிஸ்பார்க்கும் ஈகாவுவட்டு. (ஷாப்: 94959 84411) எக்டோவைர் கால் பிரவிலூக். சூபியங்கு அஸூ

(४३) 85890 30336

PRESS RELEASE

അജ്ഞത്തെ വെട്ടിയുക; ഹൈദരാബാദിലെ ആ കാർധിയോളജിസ്റ്റിന്റെ ഭാര്യക്ക് പറ്റിയത് ആർക്കൂം സംഭവിക്കാതിരിക്കേണ്ടതും എധിജിപി ഹോമച്ചെയ്ൻ

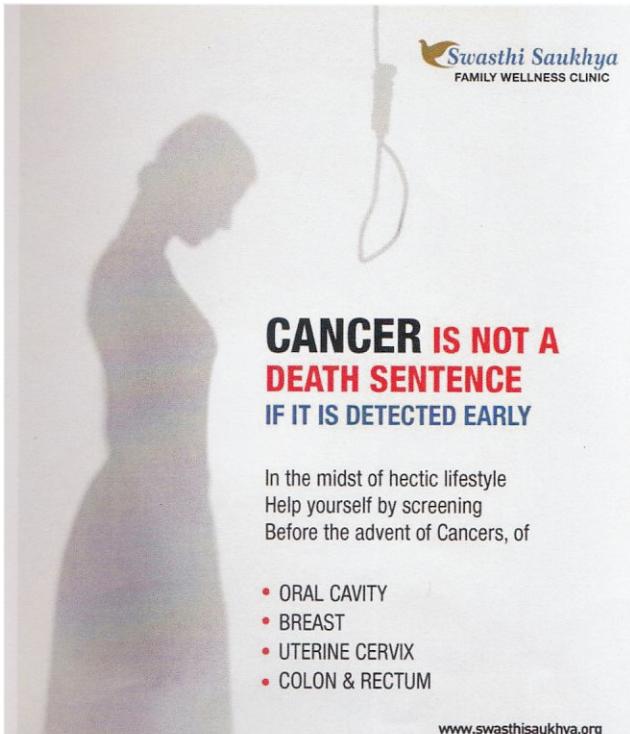
നാമമുണ്ടാക്കാൻ കൂടാൻ കോളേജിൽ സ്കൂളിൽ നാമി: ഓർക്കു: നാമം ചൊണ്ടിൽ ആമുണ്ടാണ്: മുന്നാൻ ടെക്നോഡാമുകിൻ: ഇരി മുതൽ നന്നാക്കോടും സ്കൂളിൽ സ്കൂളിലും കൂടാക്കാവുന്നിലെ സ്കൂളിൽ നാമിലി വാന്നിൽ സ്കൂളിൽ സ്കൂളിലും എല്ലാ ദിവസവും വരിശോയത. നോക്കിൽ അഞ്ചു മുതൽ ഏഴു വരെ



କେତେବେଳୀରେ ଗଲାକୁଣ୍ଡିର ପାଦରୀଗତ୍ୟାତ୍ ପାଦରୀରୁଙ୍କ ଗାନ୍ଧାରାରୀ ଯୁଗୀ ଉପରେବାନୀରୀଙ୍କାଣୀର ଗିରିଶର୍ମାରୀଙ୍କ ବିଜ୍ଞାନିକାଙ୍କ ସାହିତ୍ୟରେ;

പരിശോധനയ്ക്കെതിൽ;
സുന്നമതാളത്തിന്
മത്തും പിഴയുടെ ആരംബം





**CANCER IS NOT A
DEATH SENTENCE
IF IT IS DETECTED EARLY**

In the midst of hectic lifestyle
Help yourself by screening
Before the advent of Cancers, of

- ORAL CAVITY
- BREAST
- UTERINE CERVIX
- COLON & RECTUM

www.swasthisaukhy.org

To fix an appointment :   (name, age and need) or
 9447822225 / 8281138335

Swasthi Saukhya
IN ASSOCIATION WITH
REGIONAL CANCER CENTRE

SWASTHI SAUKHYA KP5/141 KAILAS LANE KUDAPPANAKUNNU P.O TRIVANDRUM- 695043 contact@swasthisaukhy.org



**ARE YOU
30 YEARS OR
OVER ?**

**Ask for a
Clinical
BREAST
EXAMINATION**

Swasthi Saukhya
FAMILY WELLNESS CLINIC

www.swasthisaukhy.org

To fix an appointment :   (name, age and need) or
 9447822225 / 8281138335

Swasthi Saukhya
IN ASSOCIATION WITH
REGIONAL CANCER CENTRE

SWASTHI SAUKHYA KP5/141 KAILAS LANE KUDAPPANAKUNNU P.O TRIVANDRUM- 695043 contact@swasthisaukhy.org



**MAMMOGRAM
Should Always be
Accompanied by
CLINICAL BREAST
EXAMINATION**

www.swasthisaukhy.org

To fix an appointment :   (name, age and need) or
 9447822225 / 8281138335

Swasthi Saukhya
IN ASSOCIATION WITH
REGIONAL CANCER CENTRE

SWASTHI SAUKHYA KP5/141 KAILAS LANE KUDAPPANAKUNNU P.O TRIVANDRUM- 695043 contact@swasthisaukhy.org



- Be Swasthi



swasthifoundation.org

14, Watts Lane, Nathencode, Trivandrum-3.
Ph: 0471-6002055 | mail@swasthifoundation.org

Swasthi
FOUNDATION

