




REPORT ON SNEHATHAALAM 1ST STAGE



The background is a solid pink color with several thin, white, overlapping circles of varying sizes scattered across it. A large, solid magenta square is centered on the page, containing the text.

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

- Mahatma Gandhi



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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 10 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

942 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 10 patients were diagnosed to have cancer.

Among 947 suspected patients, mean age was 42 yrs (14- 72 yrs). On further evaluation 103 (10.9 %) were 35 or less in age, 470 (49.6 %) 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 10 patients were advised excision of the lumps which were not having any cancer. 53 (5.6 %) patients were advised mammogram of which 10 (19 %) patients were


detected to have breast cancer. 12 (13.5 %) patients were advised to come for follow-up after 3 months. 503 patients (53.12 %) were advised review after one year. (See Table 2)

Of the ladies examined 405 (42. %) were normal while 110 (11.9 %) were having fibro adenoma, 142 (15 %) were having other benign lumps, 100 (9.3 %) were having fibro adenosis and 144 (15.2 %) were having other abnormalities. 12 (1.3 %) 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 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
<u>Fibroadenoma</u>	160	16.9
<u>Fibroadenosis</u>	88	9.3
Cancer	8	.8
Others	144	15.2
Benign lump	142	15.0
Total	947	100.0

ANNEX 1

TEAM MEMBERS

Dr.Regis 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, NANTHENCOD
5. SANTHIGIRI POTHENCOD
6. ST MARYS PATTOM MSS PATTOM
7. SANTHIGIRI POTHENCOD
8. SWASTHY SAUKHYA CLINIC KUDAPPANAKUNNU
9. SWASTHY SCHOOL OF MUSIC, NANTHENCOD
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
- 2 . ST.JOSEPH CHURCH PALAYAM
27. DESHASEVENI LIBRARY ,MENAMKULAM, KAZHAKUTTAM
- 2 . 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
- 3 . LIC LANES RESIDENTS ASSOCIATION
37. PARASURAMA NSS HALL THIRUVALLAM
- 3 . 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
- 4 . ROSE CONVENT VETTUKAD
47. VALIYATHURA ASHA WORKERS ASSOCIATION
- 4 . 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



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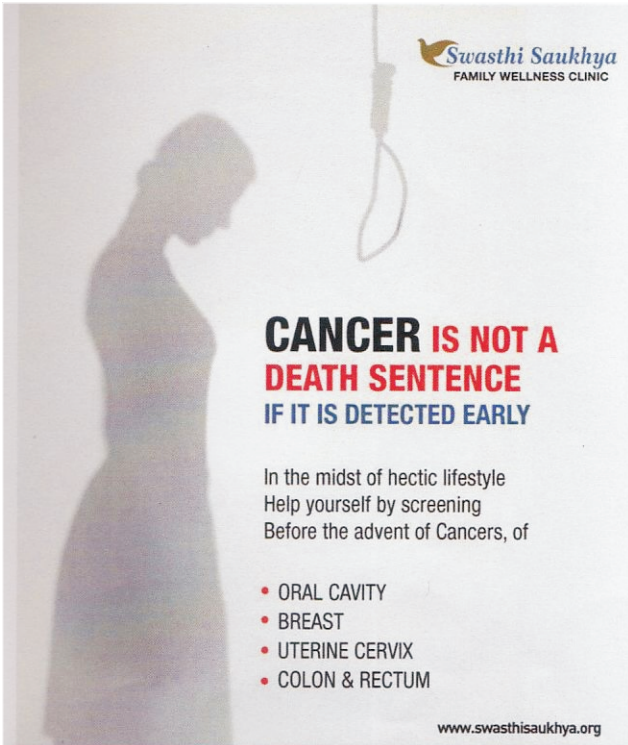
GALLERY



GALLERY



CREATIVES






Swasthi Saukhya
FAMILY WELLNESS CLINIC

**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.swasthisaukhya.org

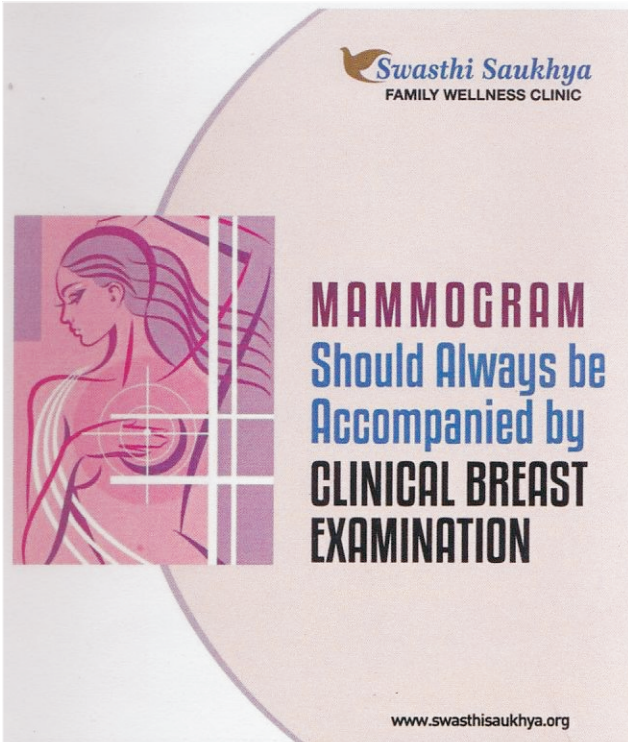
To fix an appointment :   (name, age and need) or
 **9447822225 / 8281138335**

Swasthi Saukhya
A wellbeing initiative of Swasthi Foundation

IN ASSOCIATION WITH


**REGIONAL CANCER
CENTRE**




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Swasthi Saukhya
FAMILY WELLNESS CLINIC


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

www.swasthisaukhya.org

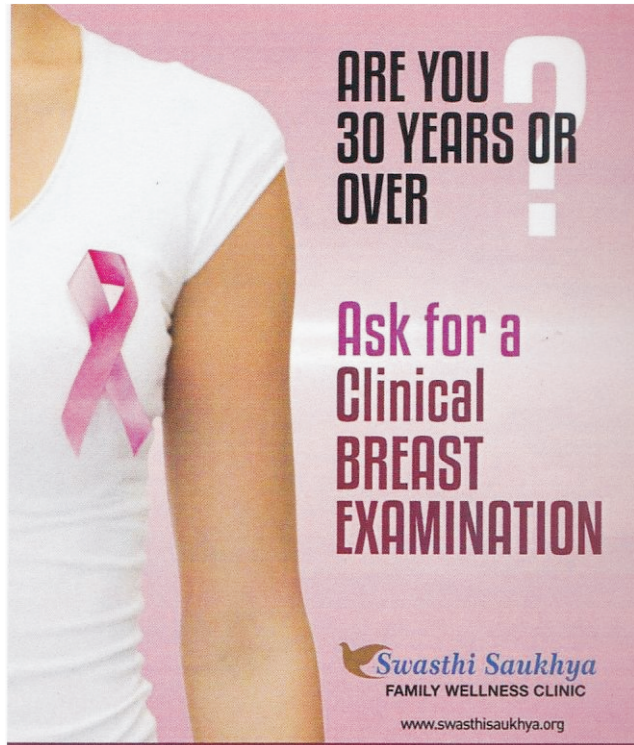
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**ARE YOU
30 YEARS OR
OVER**

**Ask for a
Clinical
BREAST
EXAMINATION**


Swasthi Saukhya
FAMILY WELLNESS CLINIC

www.swasthisaukhya.org

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

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- Be Swasthi



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Swasthi
FOUNDATION

