

# *THE LEADING LIGHT*

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A Memorandum of Understanding (MoU) was signed between DLF Foundation and World Healthal Trust for jointly undertaking a CSR Project entitled, *Women's Cancer Prevention Programme Through Awareness Cum Screening Camps*, under which six camps on women's cancers would be conducted by World Healthal Trust with financial support of DLF Foundation.

*Editor: Dr. P. Cheena Chawla*

# *FOUNDER'S MESSAGE*



Women's health usually takes a backseat in most households, particularly those of rural India. The healthcare services extended to women are most often related to their maternal well being, that means the attention women receive during pregnancy and childbirth. Good health can however, be promoted only when different aspects of health are taken care of at all times. For this it is important for women themselves to understand the health challenges they are generally exposed to in a given environment and how they can prevent those diseases from taking root through prior knowledge of risk factors and symptoms of that disease besides its early diagnosis and timely treatment.

This is exactly what we bring to the doorstep of women, whether they reside in villages or urban slum areas or even middle- & upper-class localities of Delhi-NCR. The disease in focus is Cancer! We are spreading awareness on women's cancers by directly interacting with them through community programmes where we additionally carry out the primary screening of such women for breast and cervical cancers. Early signs of breast and cervical cancers are easily discernible through simple techniques performed by trained gynecologists in community setting that primarily requires a room/enclosure for gynecological examination. The chemicals and equipment are simple to carry and laboratory infrastructure is not needed at this stage. However, those women who are filtered out, from this primary screening, as suspect cases are referred to diagnostic centres for more advanced screening to confirm disease.

As our partner, DLF Foundation provides us the financial support. I would like to extend my heartfelt gratitude to Lt. Gen. Rajender Singh, CEO, DLF Foundation and his entire team, for partnering with us for cancer prevention. I sincerely hope that our joint efforts in this direction would prove to be worthwhile in alleviating the burden of women's cancers from our society.

Dr. P. Cheena Chawla

# *Story of the Month*

According to World Cancer Report, there is a high incidence rate of cancer throughout the world that may reach about 20 million by 2030. The most commonly occurring cancers in India that are fully treatable if detected early are cervical, breast and oral cancers in women. Recommendations of ICPO-NCI Cancer Screening Strategies Workshop (2013) clearly state the need for multi-cancer community screening using primary screening methods and linking it with treatment and follow-up actions. According to National cancer statistics, cervical cancer tops the list of women's cancers with about 1.4 lakh new cases (30% of global burden) and about 80,000 deaths annually. Sufficient evidence supports that awareness about the disease is poor and women seek help at a very advanced stage. Similarly, incidence and mortality of breast cancer is increasing especially among young, urban women in India. About 76% of breast cancer cases are detected in metastatic stage. Early diagnosis of breast cancer is possible by regular Breast Self Examination (BSE) and Clinical Breast Examination (CBE).

Indian women are at a very high risk for breast and gynecological cancers primarily due to:

- Cultural inhibitions for timely screening and treatment.
- Lack of adequate facilities for screening/treatment of these cancers in Gender Resource Centres (GRCs), Community Health Centres (CHCs), Primary Health Centres (PHCs) & CGHS Dispensaries.
- Lack of Govt. organized screening/treatment programs in the country.

The need of the hour is to provide this service, particularly to urban poor women, to detect and treat cases of early breast and gynecological cancers that affect women as these cancers are fully treatable in the early stages while they become malignant and untreatable in the advanced stage.

World Health Trust's focal area since its inception has been the prevention of women's cancers in India. To prevent the high occurrence of these cancers among rural women, several community awareness programmes and screening health camps have been conducted. In this direction, a Corporate Social Responsibility (CSR) Project entitled, *Women's Cancer Prevention*

*Programme Through Awareness Cum Screening Camps*, was approved by DLF foundation and the Memorandum of Understanding (MoU) was signed in July 2015, between DLF Foundation having its office at the 4th Floor, Gateway Tower, DLF Cyber City, Phase III, Gurgaon (Haryana) through its authorized signatory, Lt. Gen. Rajender Singh, CEO, DLF Foundation and World Healthal Trust, having its Registered Office at 57-A Basement, Sant Nagar, East of Kailash New Delhi - 110065, represented by its Founder/President, Dr. P. Cheena Chawla.

The goal of the Project is community screening of underprivileged women for detecting suspect cases having abnormalities in cervix and breast indicative of progression to cancer. As cancer is on the rise in both rural and urban populations, random community screening of two commonest cancers, breast and cervical, along with awareness drive could significantly contribute towards cancer prevention by early detection of suspect cases and timely treatment of those cases.

The main objectives of the project is sensitization of women and creating awareness towards cervical and breast cancers using advocacy material developed specially by World Healthal Trust and a popular talk cum presentation, while screening about 30 participating women for breast & cervical cancers by primary screening methods and providing them free medicines, if needed. Referral/transport of suspect cases of above cancers to local Hospitals/ Diagnostic centre with requisite facilities for further tests and treatment is also a part of this project. Complete follow-up and assistance would also be given to women detected with such abnormalities and undergoing treatment for these cancers.

The primary screening technique used for detecting abnormalities in the cervix is Visual Inspection by Acetic acid (VIA method), and referral facility would be provided for Pap test, colposcopy and tissue biopsy. Whereas Breast Physical Examination (BPE) by a gynecologist is done, on the spot, for detecting abnormal changes in the breast tissue, and suspect cases are referred for mammography.