



Some startling statistics

- ▶ One woman dies of cervical cancer every 8 minutes in India.
- ▶ Breast cancer is the most common cancer in women in India and it accounts for 27% of all cancers in them.
- ▶ One in 28 women is likely to develop breast cancer during her life time.
- ▶ Estimated cancer patients living in India is 23 lakhs (2.3 M)
- ▶ 8 – 10 million cancer deaths occur annually across globe
- ▶ Incidence of cancer expected to rise five-fold by 2025

Cancer



Can we work together to alleviate this problem of cancer?



Death due to delayed diagnosis

- ▶ 70% of the patients coming for treatment are in final stages.
- ▶ 50% of this could have been prevented through early diagnosis (Source: Cancer Institute (WIA) Adyar).
- ▶ India is lagging behind developed nations, in such early diagnosis capability.
- ▶ It is the need of the hour to establish infrastructure for early diagnosis and save lives.



Early diagnosis saves lives A focus area



The “UU Model” for Cancer

- ▶ Udhavum Ullangal (UU) has successfully implemented a project in Tirunelveli for “**Awareness creation, Screening & Early detection of cancer and follow up support**”
- ▶ Conducted 568 camps in and Tirunelveli
- ▶ Awareness created for 45,682, screened 13,370 and treated 52 (lives saved), over the last 5 years.
- ▶ Around 500+ (high risk out of which 225 treated) are under observation for potential occurrence.



Our mission is to go to the people, rather than wait until they come to us



A Centre of Excellence ... Nellai Cancer Care Centre

▶ Created as per the vision and advice of Dr. Shanta, Chairperson Cancer Institute , Adyar with following facilities:

- **Medical doctor, Referral Doctor, Camp Coordinator,**
- **Staff Nurses, Nursing Assistants, Lab Technicians,**
- **Mobile Medical van**
- **Tobacco cessation clinic**
- **Chemotherapy lab**
- **Cytopathology lab**
- **Mini operation theatre**

▶ Cytopathology laboratory set up with the help of experts from Association of Indian Pathologists in North America

▶ Training to the medical team is provided by Cancer Institute, Adyar.



A successful working model in place.. Can be leveraged



A typical Cancer Care Unit

▶ Will consist of

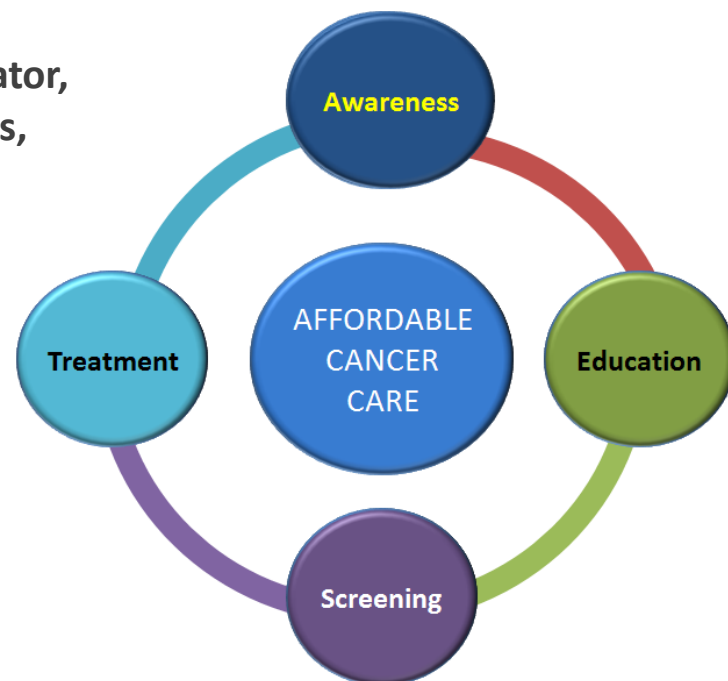
- Medical doctor, Referral Doctor, Camp Coordinator,
- Staff Nurses, Nursing Assistants, Lab Technicians,
- Mobile Medical van
- Tobacco cessation clinic

▶ Will cost

- **Cost of screening one person for cancer: \$ 10**
- **Cost of screening 10 persons for cancer: \$ 100**
- **Cost of screening 50 persons for cancer: \$ 500**

▶ Will achieve :

- Create awareness for: 6,000 annually
- Screen 3,000 annually
- May identify some cancer cases
- Will follow up and provide treatment support



We want to cover more districts and save more lives..... Can you help us in this?



Our Advisory board



Dr. Shanta

- The pioneer in the field Oncology in India,
- Our Chairperson, Ramon Magsaysay Awardee

Dr. Arvind Krishnamurthy

- Surgical oncologist
- MBBS, MS, M.Ch., DNBFACE, FAIS, FACS

Dr. Selvaluxmy

- Radiation Oncologist, MBBS,DMRT,MD

Dr. H.Sivaramakrishnan

- Senior Cardiologist, MD

Dr. Krishna Kumar

- Medical Oncologist, MD(Gen Med), DM

Dr. Pushpa Raju

- Director. Cancer Prevention Centre (Hon), MBBS,DGO



Survivors through our project



**Mrs. Sornam, 50,
Breast Cancer survivor**



**Mrs. Annapoorani, 55
Ramayanpatti Village**



**Mrs. Saraswathi 49
Ramayanpatti Village**



**Mrs. Asan begum 66
Breast cancer survivor**



**Mrs. Petchiammal 46
Cervical cancer survivor**



**Mrs. Gandhimathi. 50
Breast cancer survivor**

Many lives have been saved ... And miles to go before we sleep



Udhavum Ullangal Public Charitable Trust

- ▶ Registered charitable trust since 2000
- ▶ Focus Areas:
 - Education
 - Providing scholarships to 500+ students in Tamil Nadu and for Rs. 40 lakhs every year
 - Mentoring 200 students to complete education successfully
 - Constructed infrastructure facilities for rural schools.
 - “supporting Rehabilitated Child Labour with education” at an annual cost of Rs.10 lakhs
 - Health (primarily cancer care)
 - Currently running a “Cancer screening and control programme”, and created awareness among 45,682 people, screened 13,370 and extended support for 52 patients,
 - Above 568 camps have been conducted over the last 5 years in Southern rural Tamil Nadu and established a centre of Excellence.
 - Women Empowerment
 - ▶ Established Women Skill Development units in 3 of our centres
 - ▶ 2100 women have been trained in this program and most of them employed.



Udhavum Ullangal Public Charitable Trust

▶ Focus Areas:...contd.

Support during Disaster

- ▶ Chennai Floods: Provided relief and rehab to many affected families during 2015 Chennai floods worth Rs 1 crore
- ▶ Tsunami and 2005 floods: Provided relief materials to the affected families and also constructed a Rural School at a cost of Rs.15.00 lakhs near Chidambaram

Supporting the Leprosy affected and Visually impaired

- ▶ Extending a helping hand by supplying monthly provisions to 140 families of Leprosy affected persons and Visually challenged throughout Tamil Nadu since 2006

Contact us at

Udhavum Ullangal Public Charitable Trust

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