### **Information, Education and Communication (IEC)**

Television and Mass Media







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# Webinar on Breast Cancer awareness held at Saraswati College of Engineering

By Ryhea George

With the motive to inculcate the thought "Cancer cannot cripple love, it cannot shatter hope, it cannot conquer the spirit", on 4th October 2021, National Service Scheme of Saraswati College of Engineering organized a virtual seminar on the topic "Breast Cancer & Screening methods" on the occasion of breast cancer awareness month .

The main objective of this webinar was to know the symptoms, precautions, and ways to stay away from breast cancer.

The webinar was conducted in the presence of the guest speaker Dr. Subita Patil, Associate Prof. & Physician, Department of Preventive Oncology, Centre for Cancer Epidemiology, Tata Memorial Centre, Mumbai. She explained about how Women in their busy schedule ignore body health and inspection of breast cancer goes undetectable. Due to this there is a need for girls to understand and inspect for any such

She further explained about the

breast cancer symptoms and screening methods. Towards the end of the webinar a questionnaire was conducted where the volunteer's asked questions and Dr. Patil resolved those with appropriate information.

The webinar was attended by



female volunteers from different Engineering colleges of Navi Mumbai. The webinar was carried out under the guidance of principal Dr. Manjusha Deshmukh and Program officer Dr. Sunita Pal. The whole event is supported by Sudhir Puranik. NSS director university of Mumbai, District coordinator Nitin Deshmukh and social activist Priyashi Majumdar. Students actively participated and interacted during the webinar.







### IEC materials for awareness of common cancers

## "WHAT YOU SHOULD KNOW ABOUT WOMEN'S CANCERS"

The Department of Preventive Oncology, The Department of Preventive Oricology, Tata Memorial Hospital provides this information in an endeavour to spread awareness on Women's cancers. Once you have got enlightened, be sure to spread the message on to others!

Awareness leading to early detection and treatment would greatly reduce the pain, suffering and death caused by these

This initiative has been launched in October, because the month of October is designated as Breast Cancer Awareness Month, the symbol being a pink ribbon.





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Cancer is curable if detected early

## WHAT YOU SHOULD KNOW ABOUT CERVICAL CANCER!

Cervical cancer, the most common cancer among Indian women, is a disease in which cancer affects tissues of the cervix, i.e. the mouth or opening of the uterus (womb), 1,23,90° we would be compared to the common of the common of this pamphlet is to alert you about the prevention and early detection of cervical cancer.

#### RISK FACTORS

- · Early onset of sexual activity
- Early age at marriage
- First pregnancy before 20 years of age
- Multiple pregnancies at short intervals. (This leads to repeated injury to the cervix, leaving it no time to heal.)
- Sexual promiscuity i.e. multiple male sexual partners or even a single male partner having sexual relations with multiple female partners.
- Poor genital hygiene
- Genital tract infections especially HPV (human papilloma virus) infection.
- Tobacco addiction.

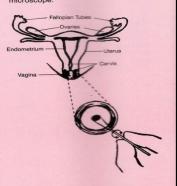
The tragedy is that most of these factors are preventable, but because of ignorance, unhygienic conditions and lack of awareness about personal health, cervical cancer still accounts for a large number of deaths.

#### SIGNS AND SYMPTOMS

- Bleeding between menstrual periods
- Bleeding after sexual intercourse
- Bleeding anytime after menopause
- Irregular heavy menstrual periods
- Unusual blood stained vaginal discharge
- Unexplained weakness / tiredness / weight loss

However, one should remember that simple tests can detect early pre-cancerous cervical changes (Dysplasias) much before these sons and symptoms occur.

The test is simple and painless. Using a cotton swab or a brush cells from the cervix are collected and spread over a glass slide and examined under a microscope.



## WHAT YOU SHOULD KNOW ABOUT BREAST CANCER!

Today, with rapid urbanization breast cancer affects almost 1,62,468 women each year in India leading to 87,990 deaths. The purpose of this pamphlet is to promote awareness on breast cancer, encourage early detection and prompt treatment.

#### **RISK FACTORS:**

These make a woman more prone to get breast cancer. We really can't prevent breast cancer, but what we can do is, detect it early. Early detection saves lives and lowers treatment costs.

- Increasing age
- A family history of breast cancer, especially if a first degree relative (mother, sister, aunt) had/has breast
- A past history of breast cancer in the other breast or Fibrocystic breast disease (an exaggerated lumpy, painful condition related to the menstrual cycle.)
- · Early age of menarche (first period)
- First pregnancy after 30 years
- Having no children
- . Women who have not breast fed their
- Late menopause (cessation of periods)
- Dietary factors like consumption of alcohol>3 drinks/week, diet rich in animal fat and obesity
- Hormonal treatment

#### SIGNS AND SYMPTOMS

- A lump or a thickening within the breast or armpit
- · A discharge from the nipple
- A discolouration or change in the texture of the skin overlying the breast (dimpling / puckering / scaling)
- A recent change in the nipple direction retraction (inward turning)

#### **WAYS TO DETECT BREAST CANCER:**

As more breast cancers are detected early, far fewer women will lose their lives and it is possible to treat breast cancer in the early stages with preservation of the breast. Fortunately there are ways by which you can detect the early onset of breast cancer.

a) Breast Self Examination (BSE) This is a a) Breast Self Examination (BSE) This is a simple technique by which every woman above 18-20 years can notice certain changes in her breast which may be suggestive of breast cancer. Ideally it should be performed once a month, (preferably a week or so after her periods). If she has stopped getting periods, the examination must be done every month on a fixed day. It should be done in the privacy of her bedroom or whilst bathing when the soapy feel of the body makes it convenient for examination. What follows are instructions and illustrations to help you learn to do a BSE.

#### HOW TO DO BSE

Look at your breasts in a mirror. Look for any changes in size or shape, retraction of nipple, dimpling or thickening of skin or any obvious lump.



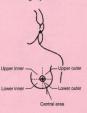
Raising both your arms, look for any



Keep your hands around your waist and press them firmly. These positions may help in showing any retraction or dimpling present over the skin of the



· Feel the whole breast in a systematic manner. The breast is divided into 5 parts. The upper inner area, upper outer area, lower inner area, lower outer area and the central area beneath the nipple. Feel all the parts of the breast without missing any area.



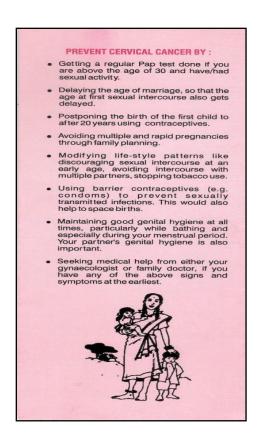
Lie down with one of your arms stretched. Keeping your fingers close to each other, use the flat surface of the fingers to feel for any lumps in the breast. Do not feel the breast between the finger tips and the thumb. Press firmly enough to know how your breast feels. A firm ridge at your lower curve of each breast is normal.



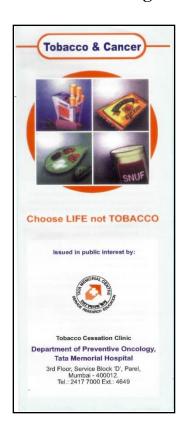
If you happen to find a lump or any other problem with your breasts, get it checked either with your gynaecologist or family doctor. Please feel free to contact us in case of any doubt at the address mentioned on this pamphlet

## "DON'T FORGET TO DO YOUR MONTHLY BSE, SPENDING 5 MINUTES A MONTH CAN SAVE YOUR LIFE"

- b) A clinical breast examination by the doctor as part of your routine physical check-up with your gynaecologist, make sure your doctor examines your breasts at least once a year if you fall within one of the above risk groups.
- c) A mammogram: This is essentially an x-ray of the breast. It is used only for women who fall in the high-risk group and is therefore not advocated for routine use.
- d) If a lump is present, a biopsy may be



### **Training Handbooks for Cancer Awareness to Different Groups**





### Mouth Self Examination

- Unlike other cancers of the body that require sophisticated and costly equipment for diagnosis, oral cavity lesions can be easily recognized.

  By doing "Mouth Self Examination", it is possible to find out pre-cancerous lesions and early stages of mouth cancer.

#### Method of Mouth Self Examination

Rinse your mouth with water, Examine your mouth in front of a mirror under a good light for white or red patches, non-healing ulcers and inability to open the mouth.

If you observe any warning signals of oral cancer in your mouth, inform your doctor & seek his help.

Want to stop tobacco use but cannot, why?

Nicotine, one of the most addictive substance in tobacco is the reason. Nicotine present in Tobacco is more addictive & harmful than even Marijuana and Morphine.

We can help you get rid of Tobacco Addiction. For further information please contact

Tobacco Cessation Clinic



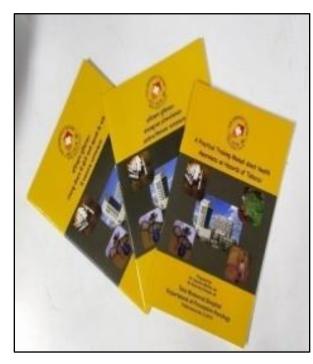
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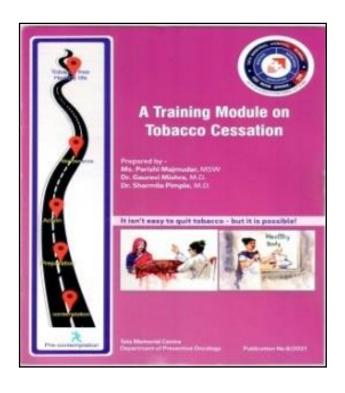
Cancer is curable if detected early













## **Workshops and CMEs**

### Lecture, Role Plays and Group Discussion

Workshop on Health Education and Promotion on Cancer Prevention and Control for Paramedical Personnel





### **Lecture, Role Plays and Group Presentation**

Workshop on Health Education and Promotion on Cancer Prevention and Control for Paramedical Personnel





## **Tobacco Control and Cessation Workshop at Department of Preventive Oncology**









## Workshop on Health Education and promotion (IEC)





Workshop on Principles and Practice of CPC (IEC)



