

OnChronicle

AN EXCLUSIVE NEWSLETTER OF ALAMELU CHARITABLE FOUNDATION, SUPPORTED BY TATA TRUSTS



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Welcome Note

Dear Reader,

If we were given the task of giving a title to this issue of OnChronicle, we would title it 'Being Mindful. Mindfulness' is a broad term, which encompasses physical, mental, spiritual awareness and acceptance. Our body and brain gives us signs and symptoms to make us aware when something is not right and requires medical attention. However, we are able to notice these signs only when we are 'Being Mindful' of our health.

This holds true for our lifestyle practices including regular health checks.

In this issue, we bring you stories that highlight the importance of 'Being Mindful', something that we have tried to adopt in our commitment, to deliver compassionate care and early detection of cancer.

We hope you enjoy these stories. Happy reading!



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Special Events To Catch Cancer Early



Ranchi Cancer Hospital and Research Centre (RCHRC), Ranchi, is committed to providing **access** to **quality** and **affordable** cancer care for the people of state and region closer to their homes.



The incidence of cancer is increasing in Jharkhand. The state has a reported cancer incidence of 65 people per 1,00,000 with oral, breast, cervical, stomach and leukemia being the five leading cancer types. The biggest challenge faced in providing cancer care is that majority of cases are detected in later stages, due to which more than 70% of men and women lose the battle against this illness. However, it no longer has to be this way. With regular screenings, it is possible to catch cancer early, treat it and save valuable lives.



With the objective of creating awareness about cancer symptoms and screening people, a **Special Camp** was organised at RCHRC, on the occasion of World Cancer Month. The community outreach team also conducted **Mega awareness and cancer screening camp at annual 'Kissan Mela' organised by** the Birsa Agriculture University (BAU) Ranchi, which was attended by farmers from across the state. **Both these initiatives were supported by Pfizer.**

Booths comprising sections for registration, oral screening and a special section for breast and cervical screening were set-up at the Kissan Mela. A special nukkad natak (street play) was conducted in conjunction with class X students of Adarsh Vidya Mandir School, Ranchi. The students highlighted the harmful effects of tobacco as a risk factor for cancer, farmers and mela visitors were counselled to quit tobacco and get themselves checked at the screening camp.

The students and accompanying faculty were also taken on a guided tour of RCHRC, where they were introduced to various technologies and equipment used for diagnostics and cancer treatment.

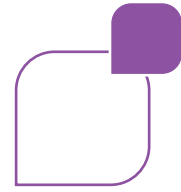


Awareness about the special screening camp was created using corporate connect, digital and social media and newspaper inserts. The team reached out to various educational institutes, Universities, PSU bodies, local organisations etc., encouraging their employees to come forward for screening.

19 suspects were identified from amongst 1200 people, who were screened at the two special events. Out of these, 4 turned out to be confirmed cases of cancer and are undergoing treatment. **The timely detection of these cases in a random screening camp is quite significant and reaffirms the importance of community screening for cancer detection, treatment and saving lives.**



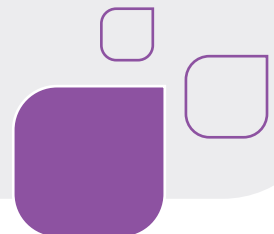
LIC HFL: Contributing to build state-of-the-art facilities in Dibrugarh



LIC Housing Finance Ltd (LIC HFL) is one of the major players in housing finance in India. It is a publicly listed company, which equips people with affordable finance for home ownership. It has serviced over 25 lakh home owners in this ambition. Along with managing its business ventures, LIC HFL recognises its responsibility to the society, and actively contributes towards community development through its CSR activities.

One of the CSR pillars of investment for LIC HFL is healthcare, wherein the focus is on provision of quality healthcare facilities to people from underprivileged backgrounds. This has formed the bedrock of the partnership between LIC HFL and Tata Trusts, where both organisations are striving to improve the quality of affordable and accessible cancer care treatment in Assam.

Specifically, LIC HFL has supported the Dibrugarh Cancer Centre. The Dibrugarh Cancer Centre is a 183-bed facility with a wide coverage of approximately 9 million people from Dibrugarh, Tinsukia, Charaidew, Sivasagar districts as well as people from Arunachal Pradesh, Manipur, and Nagaland. The centre has an expected inflow of 30,000 patients every year.



LIC HFL's generous contribution has enabled the installation of a PET-CT scan machine in the centre. PET scans are most commonly used to detect cancer, heart problems and neuro disorders, including central nervous system. The PET-CT scan machine can specifically help assess the spread of cancer, efficacy of treatment, and incidence of recurrence. The equipment will enable over 40-50 scans in a month. Over an estimated 10-year life span, it will serve over 5000 cancer patients and thousands of non-cancer patients.

This collaboration is a pivotal step towards addressing unresolved challenges in cancer care, through the development of hospitals and equipping them with state-of-the-art facilities.

Upskilling for comprehensive cancer care

To fulfil the need of specialised medical professionals at the Cancer Care Programme Centres and to overcome the shortage of medical professionals; a special 'Fellowship in Oncology' programme has been initiated by Tata Trusts through ACF to train doctors in surgical oncology, medical oncology, radiation oncology and onco-pathology. The first batch of 11 doctors recently completed their three years of fellowship – which includes training at high volume cancer centres followed by a stint at new cancer centres.

A new batch of 7 postgraduate doctors have been recruited for the 'Fellowship in Oncology'. Doctors holding specialisation in surgery, pathology and gynaecology have initiated fellowship programme at Centre for Oncopathology, Mumbai and Tata Memorial Hospital, Mumbai. In the second and third year of the programme the doctors will be placed at hospitals run by the Tata Cancer Care Programme.





Similarly a Nursing Fellowship Programme (NFP) has been initiated to upskill Registered Nurses (RNs) as Oncology Specialist Nurses (OSNs).

Nursing Fellowship Programme (NFP) is a first-of-its-kind Programme which equips the nurses with specialised skills to care for the patients undergoing treatments such as anti-cancer drug therapies, surgery, radiation therapy and palliative care. The nurses also guide the patients and caregivers on prevention, early detection, disease management and rehabilitation requirements. The Oncology Specialist Nurses at SVICCAR, Tirupati and RCHRC, Ranchi have all undergone the NFP.

Fresh batches of nurses have begun their journey to become Oncology Specialist Nurses (OSN) at SVICCAR and RCHRC.



Training and upskilling medical professionals are ongoing activities at the Tata Cancer Care Programme.

Oncology Nursing Association of India Membership for Ranchi nurses



The Nursing Team at the Ranchi Cancer Hospital and Research Centre (RCHRC), has become the first team of the Cancer Care Programme to become the Life Members of Oncology Nursing Association of India (ONAI). The Oncology Nursing Society (ONS) is a global professional association that represents cancer specialist nurses. The association is a part of Union for International Cancer Control (UICC). ONAI is a part of UICC and is committed to promoting excellence in oncology nursing and the transformation of cancer care. Juliyani Nag (Nursing Educator) initiated the process of securing life membership for the nursing team of RCHRC which recently completed the Nursing Fellowship Programme. Juliyani followed through the process, resulting in securing of life membership.

Team OnChronicle congratulates Juliyani and her team on this achievement!

Strengthening the movement for early detection of cancer



Observed on 4th Feb, every year, World Cancer Day is an occasion for everyone working in the cancer care space to reiterate their commitment to the cause and initiate actions that become change agents.

Our teams across Tirupati, Ranchi, Chandrapur and Cuttack collaborated with educational institutes, corporates, community-based organisations to spread the message about the importance of screening for cancer and also carried out screenings.

The team from SVICCAR, Tirupati conducted awareness rallies with NSS Bureau of Mahila University, SVIMS and SV University. Cancer awareness talks were organised for students of Vemu Engineering College and a Women Self Help Group. The women of Mahila University were screened for breast and cervical cancer at a special Medical Mobile Unit camp.

The outreach team of Chandrapur Cancer Care Foundation engaged students of Vivekanand Mahavidyalaya, Bhadravati, Chandrapur. An awareness session was conducted on common cancers and tobacco. The students agreed that they have a role to play in cancer and tobacco control ~ mobilised people of the village for cancer screening.

'Good habits start young', is the message our outreach teams are engaging students with to propagate risk-reducing behaviour, avoiding and shunning tobacco. They often become our ambassadors in stimulating their ecosystem and promoting regular screening. Our outreach team across locations engaged colleges, schools and universities to spread

the message far and wide on the occasion of World Cancer Day.

To strengthen the ongoing work and to [#closethecaregap](#), the Cancer Care Programme launched a comprehensive campaign 'Kaise Ka Cancer.'

Developed based on a multi-market, in-depth consumer study, the multi-part films [reveal](#) a cancer patient's journey from disease discovery to disease recovery, [uncover](#) the mental anguish of the cancer patient's family and the challenges faced by the caregivers and [nudge](#) people to not be dismissive of symptoms and to get themselves tested and screened.

All of this is an effort to '[flip the ratio](#)': worldwide 30% cancers are detected late (with dim chances of recovery) but in India this percentage sits at 70%. One hopes that with higher awareness, more lives can be saved with the simple act of screening and testing.



Treating cancer, inspiring hope



39-year-old Sirja Chetty's (name changed) life changed, when she started experiencing a sudden sharp pain in her back. Sirja lives in Tirupati, Andhra Pradesh where her husband runs a shop while she manages the household. One day, her pain increased so much that she found it difficult to even breathe and her family had to rush her to a local hospital.

The examining physician at the hospital suspected that Ms Chetty's condition might be much more serious than just regular aches and pains. Based on the examination, the physician insisted on a CT scan and biopsy. Understanding the financial condition of the family, he suggested that they seek these services from Sri Venkateswara Institute of Cancer Care & Advanced Research (SVICCAR), Tirupati.

When Sirja was brought to SVICCAR, her condition had deteriorated such that she was not able to perform even basic self-care tasks. After prescribed tests and investigations, oncologists at SVICCAR diagnosed her with advanced-stage lung cancer. The team stepped up to do, whatever was possible to improve the quality of her life and give her more time with her family. Sirja and her

family received counselling about her condition and the next steps they could possibly take.

Sirja was prescribed palliative chemotherapy that would help her manage her condition better. The chemotherapy session was slated to be held once every three weeks. When her treatment started, the SVICCAR team realised that her body could not handle the prescribed protocol. Instead, she was assigned a low dose of chemotherapy once a week for three weeks so that she could handle the effects of chemotherapy. Gradually, Sirja's condition improved.

Two months into the treatment, Sirja's condition saw a dramatic upturn. Her body ache and pain reduced significantly. She was able to take care of herself, and also manage some of the household chores. This improvement allows her husband to focus on his work and earn a livelihood for the family to sustain themselves.

Today, Sirja's condition has improved so well that she is now able to come to SVICCAR by herself for her chemotherapy sessions!

Sirja and her family are immensely grateful to the SVICCAR team for the counselling, care and treatment, which gave her relief, set her back on her feet and improved her quality of life.

