CELEBRATING
the legacy of resilience & strength with UGAM

INSPIRING
cancer survivors
to rise and conquer

BEACON OF HOPE
NEWSLETTER - APRIL TO JUNE 2023

CELEBRATE     REMEMBER     FIGHTBACK

the legacy of resilience & strength with UGAM

Inspiring cancer survivors
to rise and conquer

Remember, a healthy MOM means a healthy family, so do timely check ups and stay 2 steps ahead of cancer.

This Father’s Day, encourage your DADS to prioritise their health, by doing regular check ups to stay 2 steps ahead of cancer.

Let the endless possibilities of YOGA pave the way to a healthier future and inspire you to stay 2 steps ahead of cancer.

Ashadi Ekadashi is Maharashtra’s Largest Festival where more than 30 lac people visit Vitthal Rakhumai Temple every year. On the way to the temple there are information screens placed on which we played our awareness ads as a pro bono activity by the media agency. This activity helped us reach approximately 1 million people.

Social Media Updates

AWARENESS & MARKETING

Total Number of people reached through Mass Media
25 Million

Total Number of beneficiaries reached through Community Awareness
2,15,440

Total Number of Sessions
13,815

Gujarat
West Bengal
Goa
Telangana

Awareness Campaign During Ashadi Ekadashi, Pandharpur

Social Media: A powerful tool in spreading awareness and combating cancer. Let's use it to educate and inspire our communities to stay 2 steps ahead of cancer.
World No Tobacco Day
#QuitTobaccoFightCancer  #NoTobaccoDay  #HealthyLifestyle

We are thrilled to share the success of our No Tobacco Day campaign! We reached out to millions plus for health and well-being via Radio, Social Media campaign & also through events and workshops. We will continue to make our effort in creating awareness.

**Social Media Reach - 3.7 million**

**Radio Reach - 6 Million**

Campaign across 63 cities

All interactions with listeners to motivate them to quit tobacco and screen themselves at earliest to stay 2 steps ahead of cancer

**Awareness Camps Reach - 2844**

32 Awareness camps conducted across the country

**Ads on theaters**

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**Ads on Sony TV network on PRO BONO basis.**

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Media Association with the country’s largest TV network, Sony TV on PRO BONO basis. Our Awareness films were aired across 25 channels of Sony TV network in Four languages this helped us reach millions and increase Cancer Awareness. This campaign also created positive image of brand ICS at the national level.

**Total Reach - 10 million**
The screening camps were carried out in Patna, Mumbai, Kolhapur and Vidarbha with support of SBI life insurance, BPCL and L&T. These camps were conducted in government health infrastructure with the help of district health societies of respective areas.

ASHA workers were involved to identify eligible cases for the screening through the assessment.

In the period of April 2023 – June 2023, 78 camps were conducted and 5,113 beneficiaries screened: 7% cases screened positive and need further investigation.

ICS with Wockhardt Foundation has jointly embarked on a collaboration for screening the oral cancer. The aim is to reach One lakh mark of Oral screening this year pan India. Similar association has also been initiated with the Piramal Swasthya for Maharashtra. In both these initiatives, training, methodology and IEC material is provided by ICS. Also navigation support is provided for those screened positive.

The Dr. Arun Kurkure Initiation & Treatment Fund

CANCER CURE

ICS Wockhardt screening initiative

60% of the patients’ applications sanctioned by CCF during the quarter were female with 54% of these for breast cancer.

Follow-ups throughout have shown that more than 50% of the patients have successfully met the 5 year survival criteria.

The Dr. Arun Kurkure Initiation and Treatment Fund (AKITF) initiative, which provides assistance to underprivileged patients for initial investigations and treatment, has disbursed funds amounting to `17.52 crore, benefiting 572 patients.

Out of which `8.32 crore disbursed for 558 patients through hospitals.

62% of the patients fall under the middle-aged category i.e. above 45 years, and both genders have received equal support from the funds.

It is noteworthy that 72% of the patients started their treatment after being diagnosed with cancer, thereby increasing their chances of survival. This emphasizes the crucial role of early diagnosis and treatment in improving cancer outcomes.

Without the support of AKITF, these patients may have been unable to afford the diagnostic cost, potentially leading to unfavorable outcomes.
Ugam received extensive PR coverage for the event across India, and it was also picked up by several other countries. Ugam member Anamika Soni, who is a trained Kathak performer, performed Ganesh Vandana. The dance performances by Ugam members on the theme of their fight against cancer awed everyone, choreographed by well-known choreographer Megha Sampat. The "Chai pe Charcha" between three Ugam members, moderated by Dr. Savita Goswami.

"Don't try to catch the butterfly, create a garden and the butterfly will come on its own." Launch of Ugam Community app during this event, this app will allow survivors to stay connected and updated.

RFL in Ugam - Relay for Life Luminaria began with Ugam members lap from the stage down through aisles with Luminarias in their hands. It was a soul-stirring time, and left all with the powerful message that we can hope for a cure for cancer!
Shravani Koyande, Dy. Director, ICS Registry spoke at Workshop on Principles and Practice of Cancer Prevention & Control conducted by Department of Preventive Oncology, Tata Memorial Hospital, on 19th June 2023.

Wish you happy monsoon, stay safe, Stay 2 steps ahead of Cancer.

Dr. Purna Kurkure was invited to participate in the event including UICC members – civil society, patient groups, cancer centers and network organisations from 23 countries from the Asia-Pacific region.

On 10th & 11th May in Manila, UICC co-hosted its Regional Dialogue for the Asia Pacific region with the Cancer Coalition Philippines. The event brought together the UICC community in the region to share learnings and opportunities to address women's cancers in the region.

UICC Regional Dialogue for Asia-Pacific on women's cancers

International Symposium on Late Complications After Childhood Cancer: Impact on the Quality of Life of Childhood Cancer Survivors and Lessons for Future Children undergoing Cancer Treatment

Date & Venue: June 21-23, 2023, Georgia, US

4th Global AYA Conference

Subject: Childhood Cancer Survivors Transitioning into AYA (Adolescents and Young Adults): Opportunities & Challenges in India

Date & Venue: June, 2023, California, US

ICS- Ajivasan Music Classes

Ajivasan (Suresh Wadkar’s Academy) is giving scholarships to cancer survivors. The qualified teachers are teaching the survivors Hindustani classical music as well as Semi classical music. This will be a 2 years course.

MEP session on Breast Cancer

held at IMA, Juhu on April 25, 2023.

The session was attended by 150 Doctors.

Dr. Jayesh Lele were moderators the Q & A session also Dr. Shobha Ahuja and Dr. Rashmi Mehta from IMA were present.