



SANKALP

*Our quarterly newsletter
October– December 2018 issue*

INTRODUCTION

Friends, welcome to the third edition of our quarterly newsletter ‘Sankalp’. We have been working continuously to engage and interact with our well-wishers and readers.

Activities of the quarter:

October and November being festival season in North India, was a busy time of the year for all of us. During this auspicious period, Win Over Cancer went through a significant transition. Our long cherished “Financial Rehabilitation Program” took a new dimension. New patrons blessed us with their support.

A. Prosthetic Bra Program

✚ In December Win Over Cancer completed 2 years of Free Distribution of our low cost prosthetic bras at AIIMS. What started as a small initiative to help Breast Cancer survivors, has now reached more than 1400 plus women across 25 states of India. What makes the program a bigger success is the fact that 64% of our beneficiaries were from rural background. Without this program, they would never have had an opportunity to use a good quality prosthesis. 10% of our patients preferred our low cost prosthesis to silicon prosthesis they have been using earlier. Our beneficiaries derived a savings of Rs 23.8 mn from the program. We heartily thank all of you who have been a part of this journey towards women empowerment.

✚ From the 1st of November 2018, we have started our distribution of the low-cost prosthetic bra during the Saturday OPD at AIIMS.

B. Patient Support



Vivek is the son of a farmer in U.P and was diagnosed with cancer at a mere age of 16. Vivek met Arun while Arun was undergoing treatment at Sarvodaya Hospital. The boy had big dreams in life. Win Over Cancer has been supporting him by financing his studies. In the month of December, we paid his fees for the 3rd semester of 11th grade.

- ✚ A fundraising program (auction of 3 paintings by budding artist Shilpa Sawansukha) was organized for Baby Yashika's treatment at Leela Hotel, Chanakyapuri on the 2nd of October,



C. Financial Rehabilitation



Scan the above QR code
to download “Survive” app

- ✚ Our long cherished and unique Financial Rehabilitation program has achieved a reasonable success during the pilot project during last 18 month.
- ✚ The next objective was to expand the outreach of the program at minimum cost.
- ✚ Win Over Cancer had conceptualized a multilingual mobile application while could connect skill development centers across India with beneficiaries
- ✚ After seven months of relentless planning and hard work, finally our mobile application “Survive” was launched in December 2018. The app is currently is six languages and lists more than 67,000 skill development centers across India. These centers offer trainings in more than 820 courses.
- ✚ With more than 30 leading NGOs and 124 Government hospitals subscribing to the program, the initiative has received a wide acceptance.
- ✚ Shanti Kunj Haridwar, the Headquarter of All World Gayatri Parivar decided to bless the project and promote the concept among its strong 5 crore followers across India, many of whom are impacted by the socio-economic stigma of cancer.
- ✚ Within 15 days of launch, the application we have had more than 150+ registrations in the mobile app till date and are looking forward to provide this service to as many cancer impacted families as possible
- ✚ Sangeeta, a beneficiary of our Financial Rehabilitation program has successfully started working with us since December 2018

D. Awards and recognition



- ✚ Our founder and co-founder Mr. Arun Gupta and Mrs. Kavita Gupta were invited to an event on the Breast Cancer Awareness month held at CMC Vellore on 29th October 2018, for appraising their initiative at Win Over Cancer and to felicitate them on the success of free distribution of prosthetic bra to patients of CMC Vellore.

E. Events



- ✚ Indian society of Medical and pediatric Oncology, Jaipur: Win Over Cancer's founder Mr. Arun Gupta was invited as a faculty in a panel discussion on "Cost benefit analysis of new regimes in cancer treatment in emerging economic regions" in an annual conference organized by Indian society of Medical and pediatric Oncology with European Society for medical Oncology in Jaipur from 16th to 18th of November. A very positive discussion was held with senior and renowned policy makers and faculty from India and Europe on key limiting factors of cancer treatment in developing economies like India.



- ✚ Win Over Cancer participated in a three-day International conference by Cancer Care India, an association of NGOs working in the field of cancer. The conference, an annual event, was organized in Bangalore at the ashram of His Holiness, Sri Sri Ravishankar ji from 7th to the 9th of December. Seventy NGOs from India, Bangladesh, Mauritius, Maldives, Bhutan participated in the event. Win Over Cancer launched its mobile application “Survive” at the event
- ✚ Founders of Win Over Cancer were invited as guest of honor at a cultural program organized for the inmates of Tihar Jail on the eve of Diwali. The event was marked by electrifying performance by several Bollywood singers in the presence of senior officials like Mr Ajay Kashyap, Director General Tihar Jail and Mr Ram Singh, superintendent Tihar Jail. They were requested by the Tihar authorities to run inmates through their story to motivate them to fight and come out of the adversities and come out successful in life

F. Landmarks:

To celebrate the successful completion of our two years of distribution of low-cost prosthetic bra during Wednesday OPD at AIIMS, we made a graphical video highlighting our journey over these years.

You can watch the video through the following link:
<https://www.facebook.com/123winovercancer/videos/429187601154495/>



G. Talks

Mrs. Kavita Gupta, our co-founder was invited to share her journey and make aware to the people the myths and taboos related to cancer at the community centre of Vasant Vihar, Delhi, organized by the students of Delhi University.



BLOGS

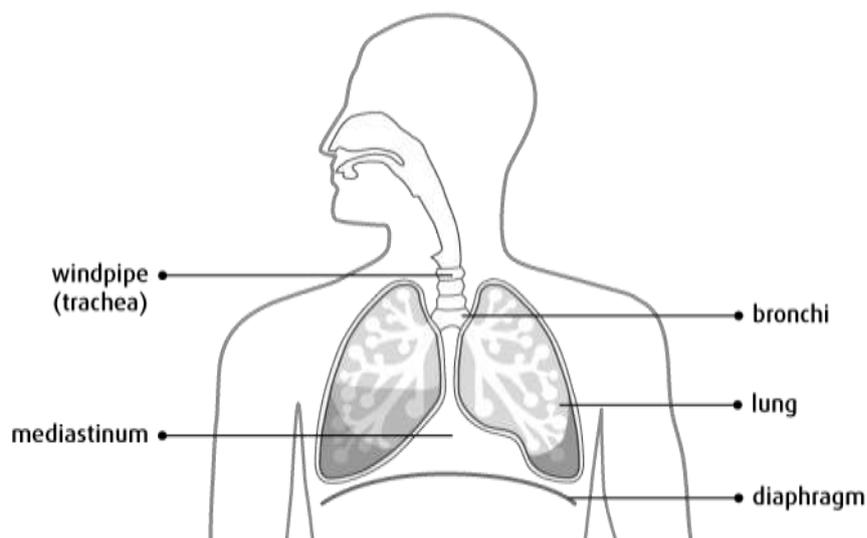
HEALTH AND WELLNESS

Topic of the month- Lung Cancer

Lung cancer starts in the cells of the lung. A cancerous (malignant) tumor is a group of cancer cells that can grow into and destroy nearby tissue. It can also spread (metastasize) to other parts of the body. When cancer starts in lung cells, it is called primary lung cancer.

The lung is part of the respiratory system. You use your lungs when you breathe. The lungs are in the chest, one on each side of the heart. The right lung has 3 main parts, called lobes. The left lung is a bit smaller and has 2 lobes. The lungs are cushioned and protected by a thin covering called the pleura.

Location of the Lungs



Cells in the lung sometimes change and no longer grow or behave normally. These changes may lead to non-cancerous (benign) tumours such as hamartoma and papilloma. But in some cases, changes to lung cells can cause cancer.

Lung cancers are divided into non-small cell lung cancer and small cell lung cancer based on the type of cell in which the cancer started.

Non-small cell lung cancer usually starts in glandular cells on the outer part of the lung. This type of cancer is called adenocarcinoma. Non-small cell lung cancer can also start in flat, thin cells called squamous cells. These cells line the bronchi, which are the large airways that branch off from the windpipe (trachea)

into the lungs. This type of cancer is called squamous cell carcinoma of the lung. Large cell carcinoma is another type of non-small cell lung cancer, but it is less common. There are also several rare types of non-small cell lung cancer. These include sarcoma and sarcomatoid carcinoma.

Small cell lung cancer usually starts in cells that line the bronchi in the centre of the lungs. The main types of small cell lung cancer are small cell carcinoma and combined small cell carcinoma (mixed tumour with squamous or glandular cells).

Other types of cancer can spread to the lung, but this is not the same disease as primary lung cancer. Cancer that starts in another part of the body and spreads to the lung is called lung metastasis. It is not treated in the same way as primary lung cancer. Find out more about lung metastasis.

A rare type of cancer called pleural mesothelioma is often mistakenly called a lung cancer. But pleural mesothelioma starts in the pleura covering the lung and is very different from cancer that starts in the lung.

Lung cancer typically doesn't cause signs and symptoms in its earliest stages. Signs and symptoms of lung cancer typically occur only when the disease is advanced.

Signs and symptoms of lung cancer may include:

- ✚ A new cough that doesn't go away
- ✚ Coughing up blood, even a small amount
- ✚ Shortness of breath
- ✚ Chest pain
- ✚ Hoarseness
- ✚ Losing weight without trying
- ✚ Bone pain
- ✚ Headache

Prevention

There's no sure way to prevent lung cancer, but you can reduce your risk if you:

- ✦ ***Don't smoke.*** If you've never smoked, don't start. Talk to your children about not smoking so that they can understand how to avoid this major risk factor for lung cancer. Begin conversations about the dangers of smoking with your children early so that they know how to react to peer pressure.
- ✦ ***Stop smoking.*** Stop smoking now. Quitting reduces your risk of lung cancer, even if you've smoked for years. Talk to your doctor about strategies and stop-smoking aids that can help you quit. Options include nicotine replacement products, medications and support groups.
- ✦ ***Avoid second-hand smoke.*** If you live or work with a smoker, urge him or her to quit. At the very least, ask him or her to smoke outside. Avoid areas where people smoke, such as bars and restaurants, and seek out smoke-free options.
- ✦ ***Test your home for radon.*** Have the radon levels in your home checked, especially if you live in an area where radon is known to be a problem. High radon levels can be remedied to make your home safer. For information on radon testing, contact your local department of public health or a local chapter of the American Lung Association.
- ✦ ***Avoid carcinogens at work.*** Take precautions to protect yourself from exposure to toxic chemicals at work. Follow your employer's precautions. For instance, if you're given a face mask for protection, always wear it. Ask your doctor what more you can do to protect yourself at work. Your risk of lung damage from workplace carcinogens increases if you smoke.
- ✦ ***Eat a diet full of fruits and vegetables.*** Choose a healthy diet with a variety of fruits and vegetables. Food sources of vitamins and nutrients are best. Avoid taking large doses of vitamins in pill form, as they may be harmful. For instance, researchers hoping to reduce the risk of lung cancer in heavy smokers gave them beta carotene supplements. Results showed the supplements actually increased the risk of cancer in smokers.
- ✦ ***Exercise most days of the week.*** If you don't exercise regularly, start out slowly. Try to exercise most days of the week

QUESTIONS AND ANSWERS

Q1. Can nonsmokers get lung cancer?

It's not common, but it can happen. For some of these people, breathing in secondhand smoke may be a culprit, or there may be genetic or environmental causes, such as if you work with asbestos or are exposed to high levels of radon over a long time

Q2. Can lung cancer be prevented?

The best way to prevent it is to avoid smoking and to avoid breathing in other people's fumes.

If you smoke, work on quitting, even if you've tried before. After 10 years, an ex-smoker lowers their risk of lung cancer anywhere from 30% to 50%. You'll also get many other health benefits for your heart and the rest of your body.

It can be tough to kick the habit. Ask your doctor for help. Keep trying!

Q3. Does diet affect lung cancer risk?

Some studies suggest that eating healthy can lower your risk, along with giving you many other benefits for the rest of your body.

Many studies have tried to reduce the risk of lung cancer in current or former smokers by giving them high doses of vitamins or vitamin-like drugs, but none of these trials have worked out. In one study, a nutrient related to vitamin A called beta-carotene actually increased the rate of lung cancer for people who smoke. So, ask your doctor before you start any supplements

Q4. Can doctors find lung cancer early?

A type of CT scan, called spiral or helical low-dose CT scanning, has helped to find the disease early in smokers and former smokers when combined with other tests.

The month of January is cervical health Awareness month and we would like to address some questions from you on the same, which would be helpful and informative for all our

zubeda@winovercancer.net

The senders of the questions will receive a cancer information booklet from Win Over Cancer.

Website: www.winovercancer.net