



*“In a nutshell, the philosophy behind early detection is empowerment of the high-risk population through awareness and making use of the available facility of a physician verification of the symptoms if any. **The role of NGOs in this endeavor is equally important** as the Governmental workforce alone cannot activate the population in such a massive way”*

Dr.M Krishnan Nair (Ch.Cancer Control programmes in Kerala, India from “50 years of Cancer Control in India” 2002)



Why the increase in Breast Cancer in Kerala?

- Screening Practice is very low
- Limited facilities for routine screening
- Reluctance of women to undergo screening
- Women reluctant to seek Clinical Breast Examination
- Lack of awareness regarding the importance of screening at regular intervals
- Most women believe that one-time screening is enough



Strategic Choices the
Foundation had to
make

Strategic Choices

Quality Comprehensive Approach

- *Prioritization of Needs*
- *Creating Systems*
- *Resource Mobilization*
- *Community Engagement*
- *Motivation and Behavioural Change Communication*
- *Follow up Services*



Strategic Choices: Prioritization of Needs

- Ensure Accessibility and Affordability
- Ensure Privacy and Confidentiality
- Quality Examination
- Sustainable Follow up Facilities
- Provide Evidence Based Advice and Care
- Ensure a continuum of care through proper referral services
- Provide support and care for the diagnosed
- Continue Research activities
- Empower the women
- Empower the community

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Snehita Women's Health Foundation

Snehita Women's Health Foundation is a not-for-profit, voluntary organization to deal with the health needs of women.

[Read More](#)

Inauguration as Registered NGO on 1st October 2016





FOUNDER TEAM



Like a true friend who leads to the Life Ahead

Snehita

Our focus is to Reach The Unreached Women to empower and guide them for leading a healthy life.

VISION

Snehita seeks a world of hope, tolerance and social justice where women live healthy and provide support to maintain general health and emotional problems.

MISSION

Snehita means a true friend to every woman. Snehita is committed to guide the way for wellbeing and health.

GOAL

To empower the community by identifying health issues at an early stage, guide to appropriate medical help and to provide informed decisions regarding health.

Need more information ? please contact



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www.facebook.com/snehita.in
www.snehita.in

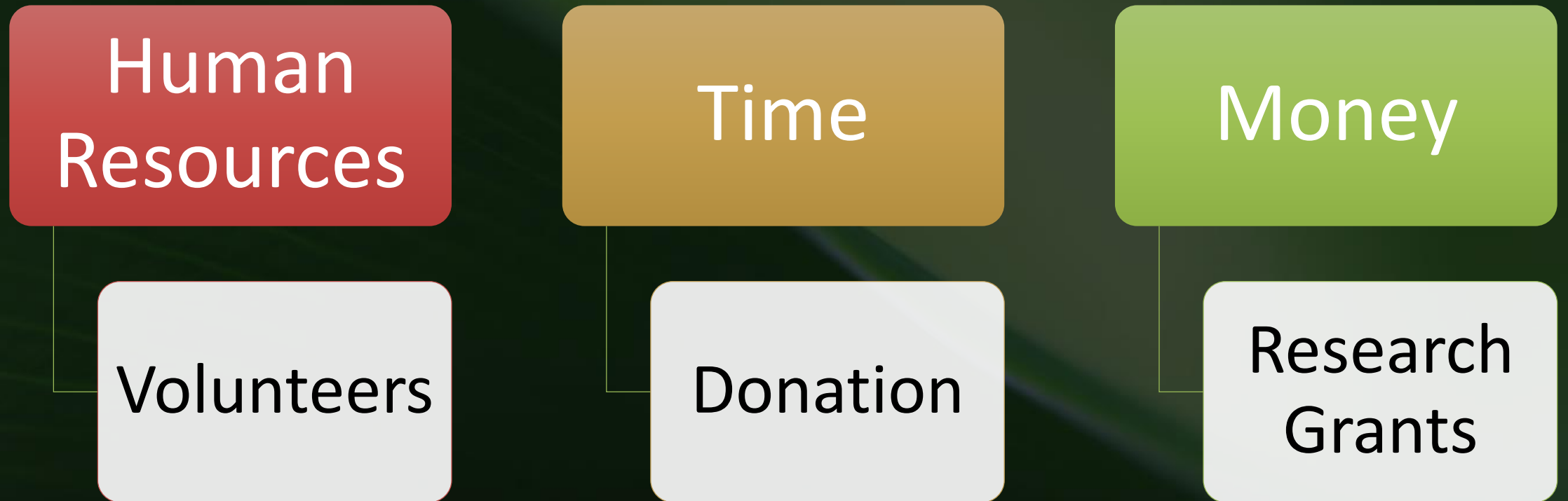


A True Friend
Who
Leads to
The Life
Ahead



WOMEN'S HEALTH FOUNDATION

Resource Mobilization: TIME IS MONEY!





Human Resources
:Volunteers



SNEHITA WOMEN'S HEALTH FOUNDATION

Reg. No. AART53565M/09/16-17/T-0178



REACH Training Program

Respond Empower Act for Community Health
'Reach Every Home'

Training Topics Cancer, Reproductive Health, Lifestyle Diseases, Oral Health, Mental Health

8281138335

contact@snehita.in

www.snehita.in

Volunteers

21 Volunteers



312 Trained
Volunteers

Roles of Volunteers

- Motivation
- Assistance
- Care&Support
- Awareness Sessions
- Clinical Examinations



Strategic Choices: Community Engagement

- **Change agents**
 - *Organizations*
 - *Residents Associations*
 - *Corporates Offices*
 - *Educational Institutions*
 - *Work place peer groups*
 - *Social Clubs*
 - *Student organizations*





Community Engagement Strategies

Awareness Creation

Behavioral Change Communication

Outreach Camps



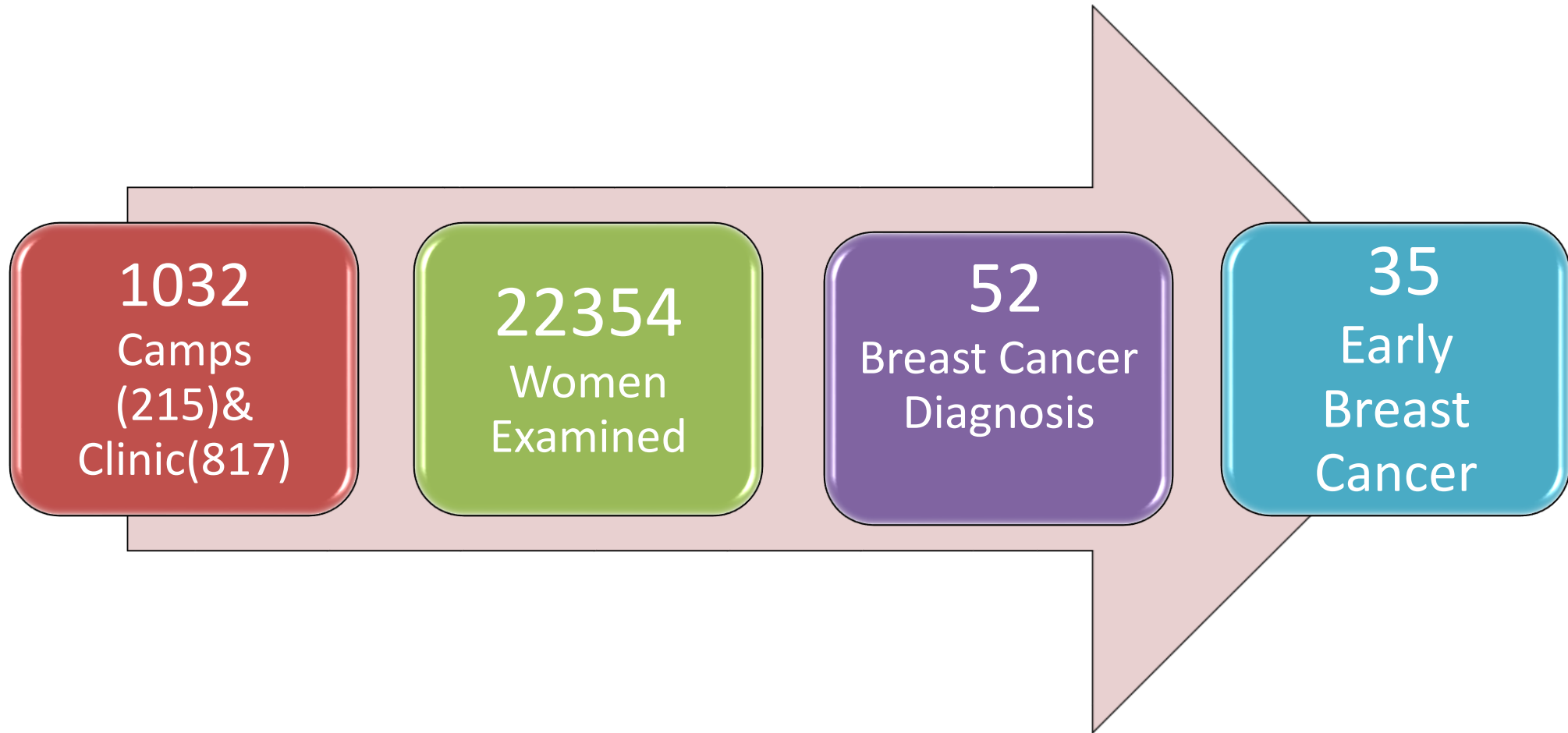
Reaching the Unreached!

Urban Slums
Coastal Areas
Tribal Areas



Breaking the Taboos

Snehita (2015- 2022)





Snehita

SNEHITA WOMEN'S HEALTH FOUNDATION

Together for a Healthy Life

The Change Agents

ARE YOU
30 YEARS
OR OLDER?

ASK FOR A

Research
and
Innovation



Funded International Projects

NIH Grant Award 2017-
2020

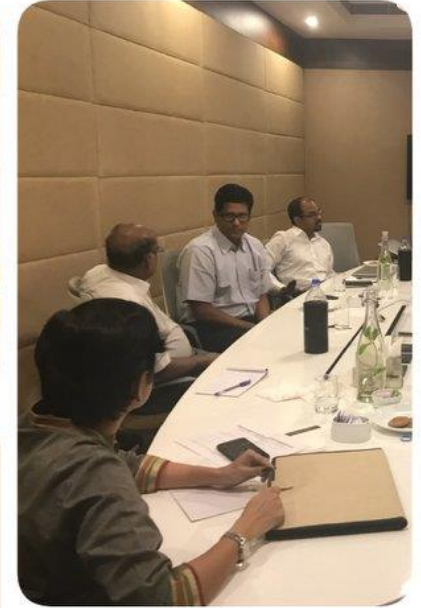
2017–2020

ASCO Conquer Cancer
International Innovation
Grant Award 2022

2022

**NIH M-
OncoEd
Project**
(Mobile-based
Oncology
Education for
Doctors)2017-
2020

- India Lead PI of NIH Grant : M-OncoEd: Oncology Education and Training for Providers using Mobile Phones (NCI Grant Number: 1R21CA224387-01) in collaboration with RTI International(2017-2020) which developed a mobile application (M-OncoED) to educate primary care physicians on early detection of Breast, Cervix and Oral Cavity, in Kerala.







Follow up Publications

1. Subramanian S, Jose R, Lal A, Augustine P, Jones M, Gopal BK, Swayamvaran SK, Saroji V, Samadarsi R, Sankaranarayanan R. Acceptability, Utility, and Cost of a Mobile Health Cancer Screening Education Application for Training Primary Care Physicians in India. **Oncologist. 2021 Dec;26(12):e2192-e2199.** doi: 10.1002/onco.13904. Epub 2021 Jul 27. PMID: 34286909; PMCID: PMC8649011.
2. Jose R, Subramanian S, Augustine P, Rengaswamy S, Nujum ZT, Gopal BK, Saroji V, Samadasi R, John S, Narendran M, Lal A, Pillai R. Design and Process of Implementation Mobile Application Based Modular Training on Early Detection of Cancers (M-OncoEd) for Primary Care Physicians in India. **Asian Pac J Cancer Prev. 2022 Mar 1;23(3):937-946.** doi: 10.31557/APJCP.2022.23.3.937. PMID: 35345366; PMCID: PMC9360960.

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Snehita Breast Cancer Risk Assessment Tool

This tool uses the A-J Model - a Mathematical tool developed to calculate a woman's lifetime risk of developing breast cancer.

[CALCULATE YOUR RISK](#)

<https://snehita.in/#>

CONQUER CANCER®

THE ASCO FOUNDATION

International Innovation Grant

American Society of Clinical Oncology The ASCO Foundation International Innovation Grant Award 2022

Another Honor for Snehita Women's Health Foundation

Prof. Dr. Regi Jose Medical Director of Snehita Women's Health Foundation wins another prestigious grant award ; The International Innovation Grant 2022 for the research titled, **"Validation of the Breast Cancer Risk Assessment Tool made for Indian Women using Large Cohort Data."**

Snehita Women's Health Foundation is being selected to receive a 2022 Conquer Cancer International Innovation Grant in the amount of \$20,000. The grant period commences April 1, 2022 and concludes March 31, 2023.

International Innovation Grants

The International Innovation Grant (IIG) provides research funding in support of novel and innovative projects that can have a significant impact on cancer control in low- and middle-income countries. It is intended to support proposals that have the potential to reduce the cancer burden in local communities, while also being potentially transferable to other low- or middle-income settings. This year five researchers across the globe have been awarded IIG.

TEAM : Our Strength



TOTAL



EFFORT OF



ALL



MEMBERS



TEAM BUILDING ACTIVITIES



Strategic Choices: Advocacy



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GENESIS
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GREEN HABITO
A TOAST TO JUICES, COLD-PRESSED

THE PINK WARRIORS



PINK WARRIORS TALK CANCER

This October, for Breast Cancer Awareness Month, meet volunteers of a not-for-profit called Snehita. Technopark employees on weekdays and Snehitas on weekends, these women are using their time to help bust myths associated with breast cancer and provide guidance for conducting breast self-exam, screenings and check-ups.

REDMI NOTE 5 PRO
MI DUAL CAMERA

BY HEMA SREEKUMAR

Every October is observed as Breast Cancer Awareness Month. As per the estimates of the World Health Organisation (WHO), 6,27,000 women died of breast cancer in 2018. In Kerala, 31 per cent of cases detected in women are related to breast cancer. According to official data, 5000 new cases are recorded every year in the State. But even in the face of such alarming statistics, there is a silver lining. Early detection of breast cancer provides one with a fair shot at early and effective treatment. But how to go about an early detection, where and when to go would be doubts that arise in every woman's mind. That is where Snehita Women's Health Foundation comes in.

Based in Thiruvananthapuram, the voluntary not-for-profit group has members conducting door-to-door awareness sessions to clear doubts and answer queries regarding breast cancer. Technopark alone has many active volunteers, called Snehitas, from the group. For them, every weekend this October is already lined up with awareness sessions and screening camps around the capital.

Started in May 2016, Snehita has till date completed more than 40 camps, 4000 screenings, and more than 15 women were detected with breast cancer at an early stage. "On an average it takes five to seven years for a mutated cell to become a one-centimetre lump in the breast. Any person (volunteer) can be trained to feel a lump in the breast and detect it at an earlier stage than the patient herself. The volunteer would then refer the patient to expert doctors who would

GET IT OFF YOUR CHEST

According to statistics, 12% of the total cancer cases being reported every year in the state are breast cancer. Kerala overshoot its projection of breast cancer cases this year by almost 15 lakh. While we are busy battling the pandemic, this October, the Breast Cancer Awareness Month, has witnessed very little activity. Awareness campaigns and detection camps have taken a back seat. *TNIE speaks to experts*

SHAINU MOHAN

In the last four years, Kerala has witnessed a steady rise in the number of breast cancer cases. According to statistics, the projected breast cancer cases expected at 55 women per lakh have reached 70 per lakh in 2020, calling for urgent attention. Experts think that it's high time the state set up measures for early detection, including availability of trained volunteers for doing breast examinations and more localised infrastructure.

The pandemic outbreak has already impacted existing breast cancer patients, denying them access to treatment, surgeries and even medicines. Many put brakes on their treatment during the initial months of the lockdown too.

Getting back on track

According to Paul Augustine, professor and head of surgical oncology at RCC (Regional Cancer Centre), Thiruvananthapuram, breast cancer treatment procedures are slowly returning to normalcy now.

The RCC performs 40 percent of the breast surgeries taking place in the state every year. "More patients have started coming for consultation and surgeries now. We used to handle around 130 to 140 breast surgeries every month. During the pandemic, there was a slight decline. So there is definitely a backlog," said the official.

He said that around 15 to 20 per cent of the patients come for resurgeries. "Surgery is the only effective treatment for breast cancer and early detection increases the chances of cancer cure to 90 to 95 per cent. Many hospitals do surgeries for detection of breast cancer, which is wrong as they are ruining the chances of completely curing the disease. The first surgery attempt has to be perfect. They can do a needle biopsy, clinical examination etc for diagnosis," said Paul Augustine.

He said that breast awareness cancer campaigns are the only way to increase cure rate. "We need more trained volunteers to do physical examinations. Self-breast examinations are not very effective always," he added.



Technology varsity NSS Cell, Snehita Foundation initiate online campaigns

National Service Scheme Cell of APJ Abdul Kalam Technological University, Kerala, is collaborating with Thiruvananthapuram-based NGO Snehita Women's Health Foundation to create breast cancer awareness this year. The NSS Cell has held around six webinars across the state attended by hundreds of students and volunteers. Dr Reji Jose, medical director of Snehita Foundation, said that the pandemic has held back



UNITED FOR A CAUSE

NSS Programme coordinator Joy Varghese said online webinars ensured better reach to the public. 200 NSS Cells across the state have around 12,000 volunteers working under its banner. At least 10 volunteers from each unit will be trained in clinical examination

clinical breast examination programme run by the foundation.

"We had to temporarily suspend the clinical breast examination programme because of the Covid-19 protocol. We used to do an average of 10 breast examinations per day. Since the launch of the programme in 2016, we have examined around 25,000 women and detected breast cancer in 33 of them. This year, unfortunately, we are unable to conduct any special screening camps. So, we have joined hands with NSS Cell of the university to focus on spreading awareness," said Reji.

According to the officials of NSS Cell, the response has been overwhelming. NSS Programme coordinator

Joy Varghese said online webinars ensured better reach to the public. Over 200 NSS Cells across the state have around 12,000 volunteers working under its banner.

"We are planning to train at least 10 volunteers from each unit on clinical examination as part of the programme. We are waiting for campuses to reopen," said Joy.

APJ Abdul Kalam Technological University NSS advisory committee member Ratheesh S said that the online campaigns are giving an opportunity for even the family members of the volunteers to join the campaign, increasing its effectiveness.





Way forward

Prevention
and Early
Detection
of

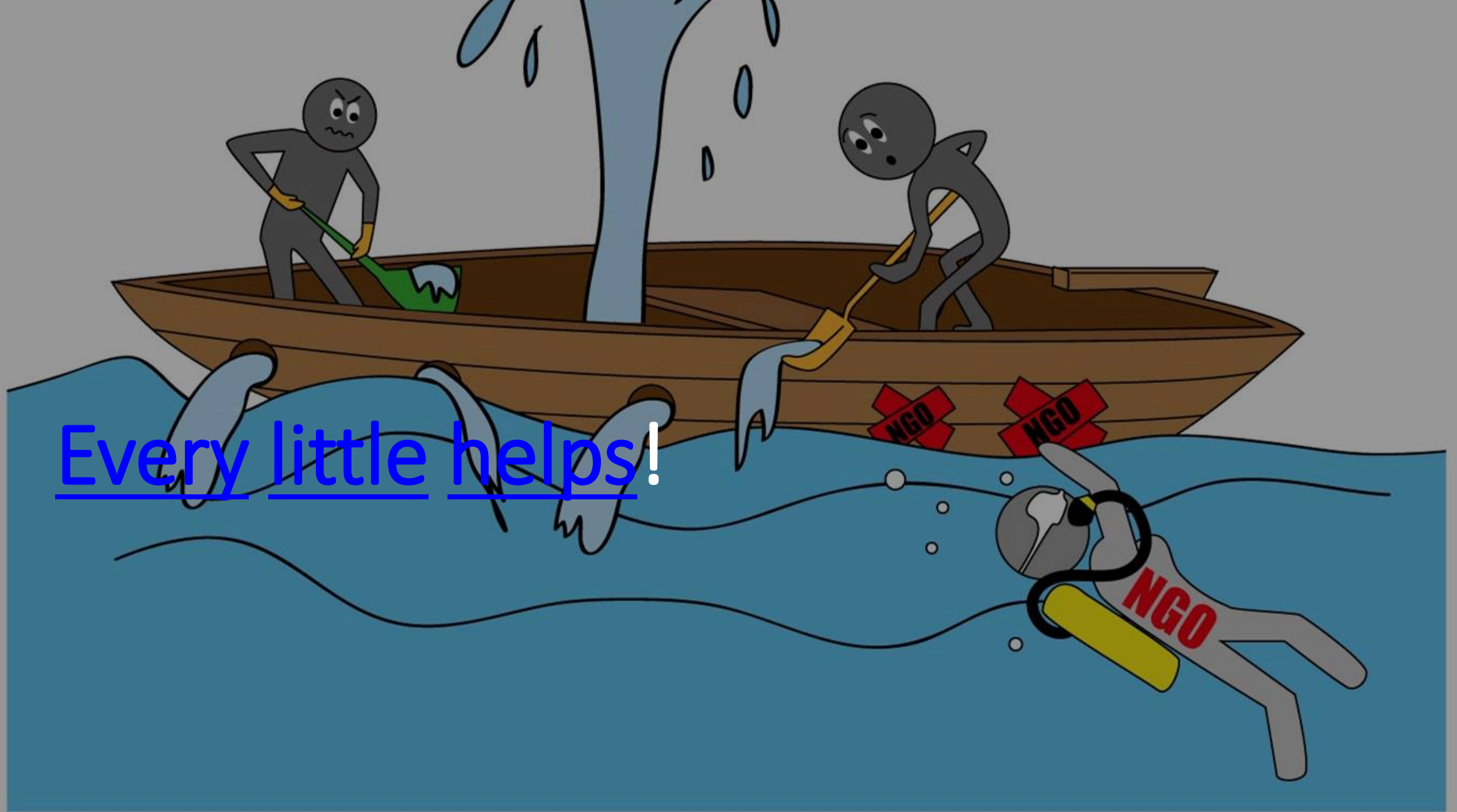
Cervical Cancer

Oral Cancer

Colorectal Cancer

A close-up photograph of a wooden mannequin arm and hand, positioned against a solid grey background. The arm is extended horizontally to the right, with the hand slightly curled. The wood is a light, natural color, and the joints are visible. The text "Replicable Model" is overlaid in white, centered horizontally across the arm.

Replicable Model



Every little helps!