



ASHAKIRANAM

A Campaign on Cancer

*New Way
of being*

CARITAS

Lavender Campaign



Lavender color is the symbol of general cancer awareness. Ashakiranam cancer awareness is focusing on all types of cancers and its awareness creation. Caritas India aims to create cancer awareness through the volunteers, the pink ribbon campaign includes programs like street play, awareness classes, IEC material distribution, and short film shows etc. to educate people about cancer preventive measures.

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Acknowledgment

We would like to place on record our sincere appreciations to all who have contributed to this campaign in some way or other. We look forward to your continued patronage and support.

Ashakiranam - New way of being Caritas



Fr. Frederick D'Souza
Executive Director

**"Caritas sets many tables for the hungry"
-Pope Francis.**

"Caritas sets many tables for the hungry" Pope Francis.

Ashakiranam is the new table, set by Caritas India for hundreds and thousands of poor people suffering from the pangs of Cancer in the state of Kerala. People die of cancer in large numbers without proper care and compassion. It is a clarion call to the Church and its different ministries, to respond meaningfully to this challenge. Caritas India takes this as one of the most important apostolate to bring solace and support to our brothers and sisters coordinating with the leadership of the local church and the ministries of social apostolate in Kerala.

Campaign – Ashakiranam launched in 2014 in the district of Ernakulam with seven partners, is spread across 21 partners covering hundreds of communities reaching out to thousands of people. The commitment and the spirit of solidarity demonstrated by the partners, the support and encouragement of the church leadership and the cooperation by the medical and educational institutions are really praiseworthy. I would like to make a

special mention of the unstinted commitment of thousands of volunteers to this program. The concerted efforts of all these actors have made a huge difference in the campaign as the results of the same reach out to thousands of our suffering brethren in the form of solace and support. Needless to say, this is the unique expression of the ministry of diakonia of the Church in India for the suffering and afflicted.

Ashakiranam as a campaign is becoming a movement extending larger level awareness on cancer and the importance of preventing the same for a healthy society emphasizing on the need for producing, conserving and consuming good food thereby promoting healthy lifestyles. It is our strong belief that this campaign will facilitate a strong cultural and behavioral change in the community.

The table that we have set will largely benefit the afflicted and their families in particular and the communities in promoting a healthy and cancer resilient society at large. This table also will be a place for caring and sharing for others to make a difference in the lives of others as ministers of mercy of our Lord.



The cancer Burden



Fr. Paul Moonjely
Asst. Executive Director

2.8 million cancer cases are prevalent in India at any given time as per WHO

"Cancer is a frightening word, it means a terminal disease with excruciating pain and the treatment, full of poisons, is often as horrific as the disease itself. So how would you feel if you are told that you are suffering not just from cancer but an extreme form of it, that there is hardly any treatment available? That it has invaded both your eyes, formed a small tumor in the center of your brain, and that it cannot be even surgically removed without cutting open the brain completely and has even reached your spinal cord? That as the cancer grows in the eyes the mass of Cancer in cells will pull out the retina in both your eyes and make you permanently blind: the tumor in the brain will grow causing pressure on the brain and cause strokes among other things and the malignant cells in the spinal cord could affect the various nerve endings attached to the cord anytime and cause you acute pain and/or irreversibly paralyze a part of your body? The end of all time suffering, will of course be, death. May not be more than a year later but a large part of that year could be spent in bed groping in darkness and pain.....(*Excerpts from the life story of Anil Agarwal – founder, CSE) who was contracted with Hodgkin's Lymphoma*)

This indeed is not an isolated story, we come across with hundreds of such stories of cancer beyond age and times. Recently I lost one of my beloved sisters of 55 years of age who had bid adieu to her vibrant life as a teacher and as a religious teacher. It was a terrible loss and pain. Most of us would have felt the same pain and grief as someone very close to us is lost because of this dreadful disease or because of suffering inflicted by the same. If not today, tomorrow it could be anyone's story.

Cancer deaths in India would increase to 13.1 Million by 2030

In India, cancer is still largely regarded as a relatively insignificant threat to public health even when the numbers are so scary. According to WHO about 2.8 million cases of cancer are prevalent in India at any given point of time. 1.25 million New cases are diagnosed each year and of which 6, 80, 0000 people die of cancer. According to a report, Time Trends in Cancer Incidence Rates 1982-2011, prepared by the Indian Council of Medical Research(ICMR) in July 2013, incidence rates for Non-Hodgkin's lymphoma, lymphoid leukemia and tongue, mouth, colon, rectum, liver, lung, prostate, brain cancers in men have shown significant increase in the past three decades, in women cancers of gall bladder, lung, breast, corpus uteri, ovary, thyroid, brain, non-Hodgkin's lymphoma, and myeloid leukemia have shown increase. The report of WHO states that cancer deaths in India would increase to 13.1 Million by 2030, i.e. 20 times higher is indeed a worrying situation.

Investigating into the reasons of cancer, genetics have long espoused that Cancer's root causes lie in one's genes. But lately, it is established that the risk of getting cancer has more to do with one's state of environment and making of life than the genetic makeup. The environment, the life styles and the food habits largely contribute to this problem. This is even more supported with facts that people living in busy and stressful contexts are more prone to cancer.

In the early 2000, the state of Punjab was surnamed as the cancer capital calculating the disease burden of confirmed cancer population of 103.02 per lakh. And ever since 2004, everyday a passenger train used to leave Bathinda

Out of every one lakh males, 133 persons suffer from cancer, while in the case of female, it is 123 for every one lakh females

town for Rajasthan's Bikaner town, with full of cancer patients who are bound for the Acharya Tulsi regional cancer treatment and Research Institute. The situation hasn't changed much in the state of Punjab due to the high chemicalisation of farms and the residues of the same in the water and the food that is made available for consumption. Kerala, which is otherwise, surnamed as God's own Country has outnumbered Punjab in terms of number of cancer patients.

Kerala's chief minister Mr. Oomen Chandy informed the State Assembly that the state has the highest number of Cancer patients in the country. "Out of every one lakh males, 133 persons suffer from cancer, while in the case of female, it is 123 for every one lakh females. This has been largely due to the life styles and food habits of the people of the state as a consumer society, depending on food produces which is largely chemicalised. As a primary step, much of the cancer burden can be reduced by proper awareness, education and behavior change. Early detection and appropriate treatment

management plan and a strong determination together with a will power to accept and overcome the problem is the Mantra of success. On the other side there has to be a behavioral change happening in the community for good food produced and consumed back home. This campaign has been successful in creating models of almost a lakh of families with backyard organic gardens producing good food for consumption. State of Kerala as a forerunner on many fronts, has to take the lead in arresting this dreadful disease systematically for a healthy life for generations to come. Realize and Retreat is the moto of the campaign- Ashakiranam. If there is an appropriate understanding on the reasons of Cancer and the adequate measures adopted at various levels of society, cancer can be prevented. The impact created in such short span, on the domain of cancer awareness and prevention, through this campaign is indeed unique and we hope to go added miles through the massive support of people from all walks of life



Cancer - The enigma



Dr Yamini Krishnan MD
Senior consultant, Oncology
Lisie Hospital

Cancer is a major burden of disease worldwide. Each year millions of people are diagnosed with cancer in India and more than half of them eventually die from it. With significant improvements in medical care and prevention of infectious diseases, cancer will become the number one killer in our community. As elderly people are more susceptible to cancer, the rising number of elderly population in Kerala will see a rise in cancer as a health problem.

Problems of cancer in India

The estimated total number of new cancer patients in India every year is now more than 14 lakhs. For certain cancers like uterine cancer, gall bladder cancer, oral cavity and throat cancer, India has some of the highest incidences. In India, more than half of all patients are detected to have cancer at an advanced stage when recovery is rare. There is lack of screening programmes to detect cancer at an early stage. Moreover, majority of cancer related deaths in India occur in the productive age group of 30-70 years as against the west when it usually occurs in the elderly.

In spite of the great advances in the treatment of cancer, the misconception associated with the disease in our community has also affected the early detection and treatment of the same in India

More than 50% of all cancers in India occur due to lifestyle choices like use of tobacco related products and obesity. There is also an increasing trend of cancer related to increased affluent or westernised lifestyle of the population. These include obesity, smoking, higher alcohol use and westernised food habits. Late age of marriage and having fewer children has led to an increased incidence of breast cancer.

Inadequate treatment facilities in India with a population of 12 billion which needs at least 1200 radiotherapy machines is another problem. At present, there are only 400 radiotherapy machines in India, the situation in Kerala being slightly better though majority are in the private sector. In India where more than 70% of people depend on private sector for treatment. The high cost of cancer treatment will turn out to be very expensive for any family adding to the fact that very few patients have health insurance. The disease of one family member can drive the entire family into poverty.

India invests less than 1.5 % of GDP on central and state government funded health care. The total private spend on healthcare is almost three times. Inadequate training facilities for formal training in cancer treatment in India has aggravated the problem. Linked to this, factors such as preference of doctors to work in more affluent areas and unregulated private health care sector has resulted in skewed distribution of cancer facilities.

Solutions to cancer burden in India

The major need is for political commitment and action by understanding the rising burden of cancer in our community. Measures to reduce and ultimately eliminate tobacco and alcohol which would in the long run substantially decrease the incidence and mortality of common forms of cancer in India. Similarly, we need investments in cost effective vaccinations and screening programmes especially for cancer cervix and liver cancer. Public health initiatives directed at improving nutrition and preventing obesity would aid in preventing lifestyle associated cancers.

As a community, we need to remove the misconceptions of cancer in the society

which will ultimately lead to early detection and thus cure. We need to try to integrate cancer patients and survivors into the community rather than side line them. The cancer survivors also can be ambassadors to emphasize the curability of cancer if detected in a timely manner. More organisations are required to take care of the financial and social issues affecting cancer patients and their families.

At a personal level, people would have to be educated upon primary prevention strategies-mainly lifestyle associated choices like quitting tobacco and alcohol related products, increased intake of fruits and vegetables, need for avoiding obesity and decreasing use of dangerous pesticides. In the absence of national level screening programmes, the population at large would need to know about the warning signs of cancer and need for early investigations by arranging awareness classes.

In conclusion, knowing the importance of the rising burden of cancer in our community, we need more conglomerated efforts for prevention and treatment of cancer.

Percentage of Cancer	
Men	
Type of Cancer	% of Incidence
Oral Cavity	28
Lung	14
Pharynx	8
Lymphoma	7
Stomach	5
Women	
Type of Cancer	% of Incidence
Breast	28
Thyroid	13
Cervix Uteri	8
Oral Cavity	7
Leukemia	6



Cancer – Society need a change



Dr. Gangadharan
Senior Oncologist

The best medicine to treat cancer affecting one's mind is to have a cancer affecting the body

The emblem for cancer – 'Crab' needs a change. There was a time when cancer was equated as death. The concept is changing and cancer is more discussed like many other lifestyle diseases – a spectrum of diseases which is preventable, screenable and curable.

Misconcepts in cancer

Many people still believe that cancer is purely a hereditary disorder. It is not true. Chance for heredity in cancer is only 5%, that too for certain cancers at certain ages. Hence the belief that you should not marry the son or daughter of a cancer patient or anyone from that family is foolish.

Some people believe that it is a communicable disease. This is also not true. Even if a mother breastfeed her baby while having a breast cancer, the baby is not affected. Even if a blood or blood product of a Leukemia patient is transfused to a normal person, the recipient do not contract leukemia.

Unscientific Treatments

More people earn their livelihood by treating cancer patients than people dying with cancer. Applying heat and burning parts of the body, charismatic healing, eating certain leaves and insects- are all practiced in the country with high claims.

Cancer – a Social Stigma

The major problem of a cancer patient is the negative thinking. He feels that he is unwanted at home and in the society. He gets socially isolated. This should never happen. He should be made to feel that he is a very much wanted person at home and in the society. Society should make him feel that they are not alone in the world and that you all are with him for any help. This brings up the positive spirit in him and the desire to come back to life is kindled. Patients require physical, mental, psychosocial and financial support. Society should be equipped to help the cancer patients in all these aspects.

From a Frying pan into fire?

This is the comparison given by one of my patients. According to him, while on active treatment there will be at least a few friends and relatives to support you. Once treatment is over, they also leave you and you are left to the mercy of the society.

Attitude of the Society

Children cured of cancer are denied admission in many schools. Youngsters find it difficult to get marriage alliance even years after being cured of cancer. Promotions and job opportunities are denied for them. Divorces are common. Elderly patients are forced to live in old age homes or at the mercy of home nurses. I feel, the basic problem is the stigma carried by the disease.

Are we Changing?

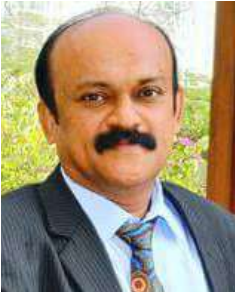
Probably yes, but very slow. I was happy to see a 10th standard student being allowed to write her examination in the hospital room, as a special case. I am happy to see many youngsters coming forward to marry the cancer winners. (I call them as cancer winners and not cancer survivors). I am happy to see a change in the attitude of the society to cancer patients.

But more is needed. ..Patients treated for cancer are not cancer patients forever. They had disease, but once they are out of the disease, society should welcome them whole heartedly. They have fought and won against a dreaded disease. They are real heroes and heroines- accept them, adopt them.

Cancer winners can lead a normal life like any healthy person. I feel they live in a much higher psychosocial phase than an ordinary normal person, in terms of love, affection and sympathy. In short, the best way to purify one's mind is to be a cancer winner.

The best medicine to treat cancer affecting one's mind is to have a cancer affecting the body. So the prayer is- everyone should be a cancer winner, then the world is going to be different.

"Change life styles before life demands: Cancer prevention starts in the kitchen."



Dr. Thomas Varghese
Oncology Surgeon

Cancer is the emperor of all maladies. It is a villain in disguise. Cancer never strikes overnight. The process of initiation, progression, presentation as a clinical case in early stage to advanced and incurable stage and final death is a slow process in most instances. Many a time the most educated persons behave as most ignorant ones during treatments. Over 50% of cancer patients in a 100 % literate state like Kerala present in incurable state. Who is to be blamed?

Life style diseases include the non communicable diseases (NCD) including, Coronary Arterial Diseases, Cancer, Diabetes and Associated Kidney diseases and chronic respiratory diseases. However social scientists are warning us on the New Generation life style diseases which include Stress and depression at work places, ergonomics, Cancer causing bacteria's (due to polluted un hygienic water) Viruses (oral cavity and Throat cancers appearing in young adults due to HPV virus secondary to oral sex in lesbians and homosexuals), Cancers becoming endemic near polluted rivers (liver and gall bladder cancer showing increased incidence in Ganges belt), Pesticides usage in agriculture leading to cancers, phocomelia etc. are perfect examples. Back ground radiations or UV lights also act as carcinogens.

According to IARC (International Agency for Research on Cancer) in 2012 over 14.1 new cancer cases and 8.2 million deaths occurred (this number could be far low because in several developing nations there is even no cancer registry or no rule that cancer is a notifiable disease!). Predicted value for 2030 is 20.7 million new cases and 13 million deaths respectively. There are several reasons that are attributable for this leap. The aging population, adoption of western life style, obesity, smoking, alcohol, poor diet with lack of nutritive values as well as junk food and energy dense food, Physical

inactivity, increasing spread of papilloma virus infections, the new threat for throat cancer in addition to cervix cancer, atmospheric and water pollution, industrialization and the list continues.

If awareness education are the corner stones to change a society and thought process where should we start? Mahatma Gandhi, father of Nation said "If you want to change society educate children".

Moms have a great role to play (of course parents) since the best food in the world is cooked by mom. Home is the place where life style has to be taught, the beneficial value of nutritive foods and harmful effects of the ones that are undesired. The taste buds get tuned to mom's food as the child grows. Green leafy vegetables (rich in soluble and insoluble fiber), the uncooked vegetables for salads, legumes which give plenty of fiber which lowers cholesterol, blood sugar, the precious bran in brown rice, brown bread which provides omega-3 fatty acids, colored fruits and vegetables with rich antioxidants to fight cancer, heart attack, which in turn are the beneficial effects of fiber etc get a back stage and junk food, high energy dense foods, fatty foods causing obesity, meat products, poultry and milk products find routine place making kitchen as the breeding place for lifestyle diseases. Parents should instruct every child to spend at least 1 hour a day for outdoor sports and games, which improves acumen and intelligence.

Cancer is curable, but only if it's detected early. Today more people are cured thanks to the modern treatment protocols. Let's strive for a better tomorrow, think of life and lifestyle changes for better tomorrow will follow.

Churches and voluntary organizations have got a great role to play in social revolution and guidance towards a better tomorrow. Opportunity never knocks twice.

**According to
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occurred**

Food is the medicine - The preventive agenda



Dr. Haridas V.R.
Zonal Manager, Caritas India

Cancer has been a major disease in many parts of India. It is estimated that in India 7,00,000 people are affected with cancer every year and in Kerala 50,000 people. The time has come to realize why cancer is spreading fast. The recent food habits is definitely a cause for this disease. We are increasingly eating more processed foods. Our supermarkets are full of convenient packaged foods that appeal to our taste buds, but compromise our nutrition. Because most of these foods' natural nutrients are removed in the refining process, we need to get them elsewhere. In addition the excessive use of chemical fertilizers and pesticide in the farm is increasing in our country due to lack of awareness among farmers. With the advent of the Green Revolution, agriculture in India has become very resource intensive. High yielding varieties require high chemical and water inputs

and these are often applied indiscriminately. Excess chemicals find their way into water sources through soils and pollute the groundwater. By applying chemical fertilizers over a period of time, the productivity will decrease and the dose of fertilizers is increased in order to get the same quantity. In addition to all these problems, it will degrade the quality as well as the properties of soil and hence the plant. Food habits have been drastically changed among the new generation. There is no doubt that the toxins applied in the form of chemical fertilizers and pesticides will find its way to the seeds, fruits and grains which will in turn go into human system while consuming it.

Consuming organically or naturally grown food is of great help in supporting our health especially in preventing cancer. Cultivation habits without the use of



chemical fertilizers and pesticides needs to be encouraged in every households. Growing vegetables and fruits in the available space horizontally and vertically can produce sufficient food for the family. Campus Cultivation of organic vegetables and fruits will encourage the habits of farming among children. Strong awareness needs to be created among children on the need of consuming safe food for safe health. The easiest and least expensive way to reduce the risk of cancer is to consume toxin free and healthy food.

Some food actually increases the risk of cancer, while others support our body and strengthen the immune system. By making smart food choices, we can protect our health and boost the ability to fight cancer and other diseases. What to eat and what not to eat has a powerful influence on our health including cancer risk. Ignorant food habits will fuel cancer while neglecting the powerful foods and nutrients that can protect us. For example consuming processed meat and broiler chicken increases the risk of cancer whereas eating organically grown vegetables, grains and fruits can lower the risk of variety of cancer. If already been diagnosed, eating a healthy diet can help boost the mood and outlook as well as support the medical treatment at this challenging time.

Healthy living is very important for which we should have a careful eating habit. The founder of Ayurvedic medicine (Chakra) has summed up beautifully the whole technique of how to promote a healthy lifestyle by saying “Nityam hitahara-vihara-sevi samikshyakari vishayeshvasaktah data samah satyaparah kshamavan aptopasevi cha bhavati arogah” (A person who practices regularly a wholesome lifestyle, eats

wholesome food, is deliberate in all his actions, not involved in the objects of the mind, who is generous, just, truthful, forgiving in nature, who is service-minded and helpful to one's own kin – will remain unaffected by disease).

Traditionally used in Chinese and Indian medicine, turmeric is amazing and able to treat a wide range of illnesses. The powerful anti-inflammatory and antiseptic qualities of turmeric have made it a precious commodity for ages. The curcumin is poorly absorbed into the bloodstream and hence if consumed with black pepper, which contains piperine, enhances the absorption of curcumin multifold. Eating vegetables and fruits of different colour gives best protection. Plant-based foods are rich in nutrients that boost your immune system and help protect against cancer cells. Fruits and vegetables are the best sources of antioxidants such as beta-carotene, vitamin C, vitamin E, and selenium. These powerful vitamins can protect against cancer and help the cells in your body function optimally. Researchers have found that allicin, a chemical found in garlic that gives it its flavor, could be used to fight cancer. Consuming cucumber is beneficial in fighting cancer. Cucumbers are also high in a group of phytonutrients called cucurbitacins, which are known for their anti-cancer benefits. The alkaline nature of ash guard is also very beneficial as it is mentioned in veda that “Valli Falanam Prafalam Koosmandam”.

Good food is the best medicine for prevention of cancer and for better living. Ashakiranam aims at promoting a cultural change for better food habits and disciplined life.



Realise & Retreat - Cancer not a killer disease

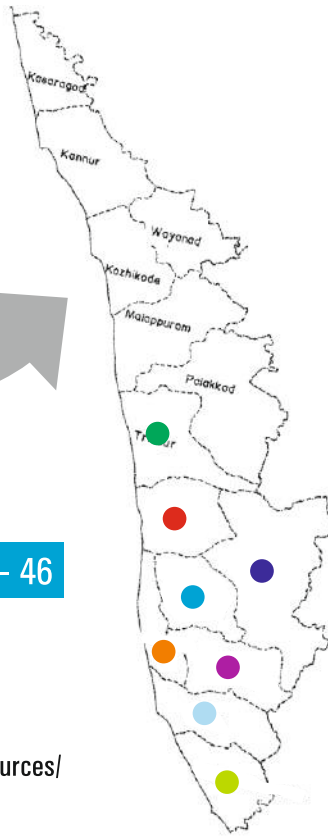


The realization that cancer is not a killer disease discharge people from the myths and misconceptions about this disease. Cancer is curable and preventable with the help of advanced health science. If diagnosed well in time and adhered to proper treatment management plan, the burden of cancer can be considerably minimized and even do away with. Proper medication, healthy life styles, appropriate food habits, strong mental power, supportive social systems are the enabling factors for a retreat to life. Deacon Joseph Thekkumcheri Kunnel and Ms. Omana Babu are the living monuments of change and retreat to normal life.



Omana Babu, an Ashakiranam Volunteer in Kattiparambu unit living with her husband. She is a house wife and also a social worker. 19 years back cancer affected her uterus and ovary. Omana was shocked and afraid of death. She was treated in Lekshmi Hospital Ernakulam. Dr. C. N. Mohanan Nair, the Oncologist suggested emergency operation and chemotherapy. Hailing from the poor family with bedridden it was difficult for her to afford the medical expenses. She wished to live with her

husband for a long period and decided to overcome this situation. She wrote a letter to Dr. Mohanan about her life and financial situation. Her letter influence the doctor and he treated omana without fees and with the help of some generous kind hearted people. With God's grace and Omana's will power helped her to recover. The result of Omana's story gave birth to "Maha Kavi G. Foundation for Cancer Care and Research Centre by Dr. C. N. Mohanan Nair and Omana was the first cancer patient of this foundation. Now she is working for the welfare of the cancer patients through this centre and supported 15 cancer patients so far. She is doing house visits, palliative services and Liasoning for getting cancer pension for the patients. She always shared her experiences in the community.



- Trissur
- Ernakulam
- Idukki
- Kottayam
- Alappuzha
- Pathanamthitta
- Kollam
- Trivandrum

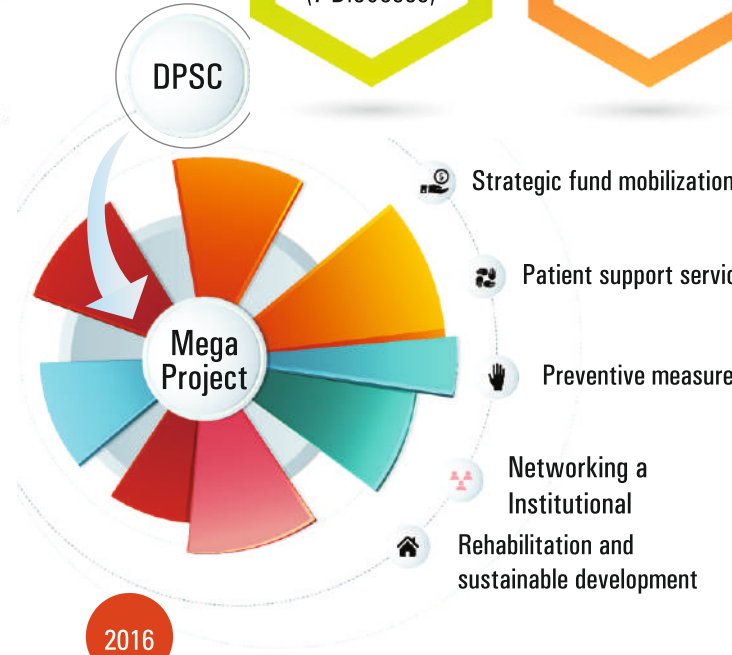
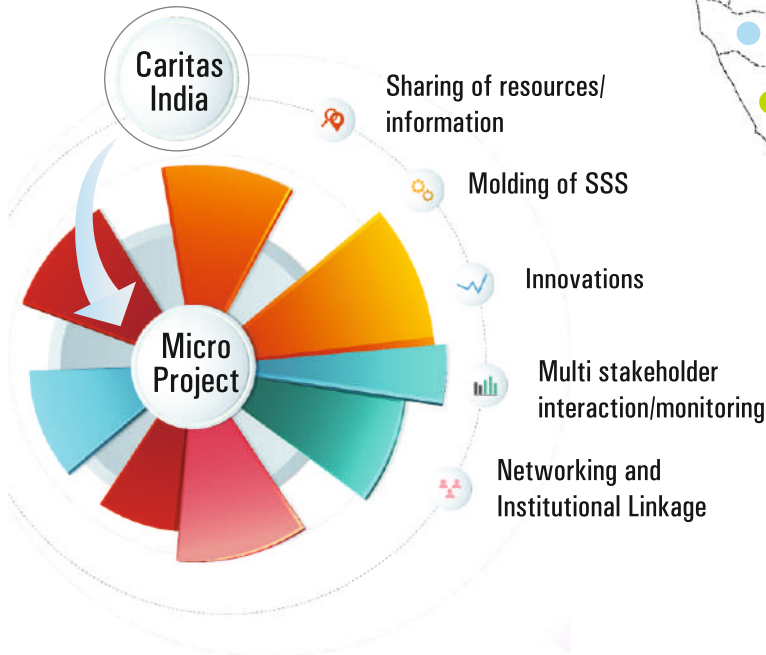


PROJECT AREA

Panchayath - 557 Municipality - 46

Corporation - 4

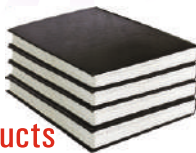
A cancer resilient generation for t



Caritas

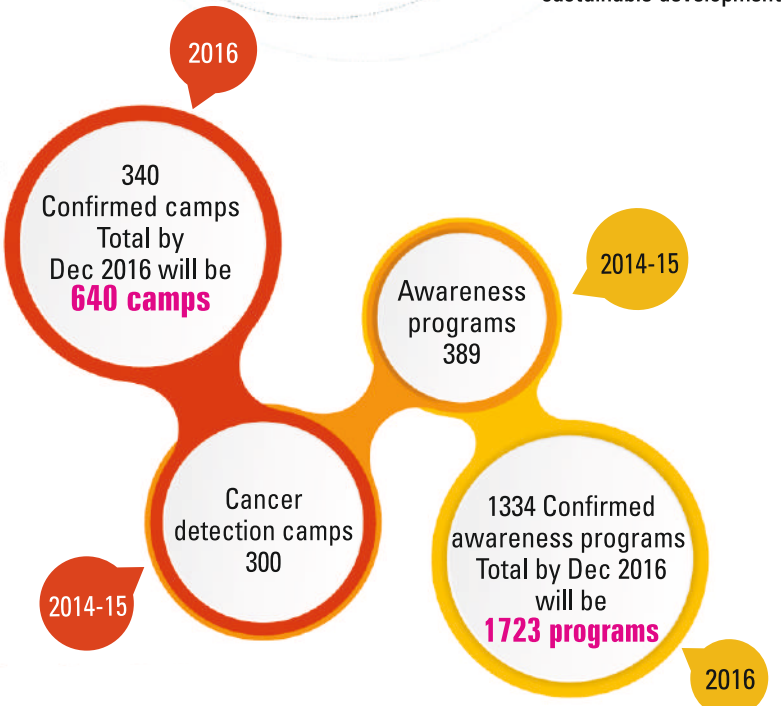
Lavender

Ribbon Campaign



IEC Products

Cancer awareness brochures | Volunteer Hand Book
Documentary | Motivational Advertisement
Short Film

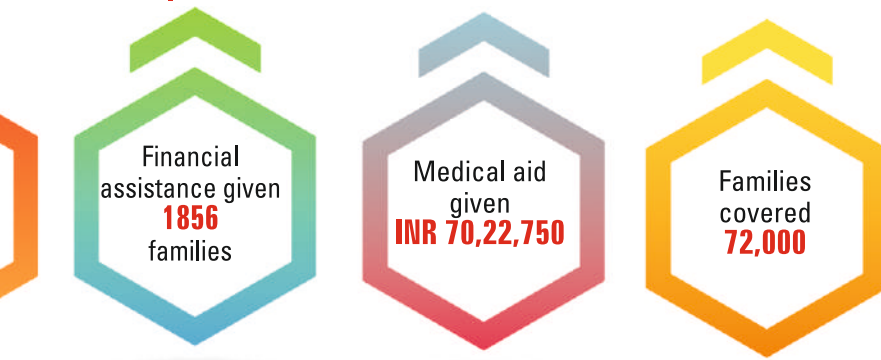


AAASHAKIRANAM

Cancer Care Campaign

Vision

the future | Holistic care and support for the deprived families



Activities

- Base line survey on cancer
- Cancer detection camps
- Cancer awareness programs
- Financial assistance for patients
- Medical checkup for students
- Awareness for students against alcohol and drugs
- Fund mobilization programs
- Patient support help desk

- Counseling for patient and family members
- Rehabilitation and livelihood development for affected families
- Family farming
- Safe to eat food
- Education of cancer affected children and children from affected families
- DSSS level volunteer forum
- Palliative care

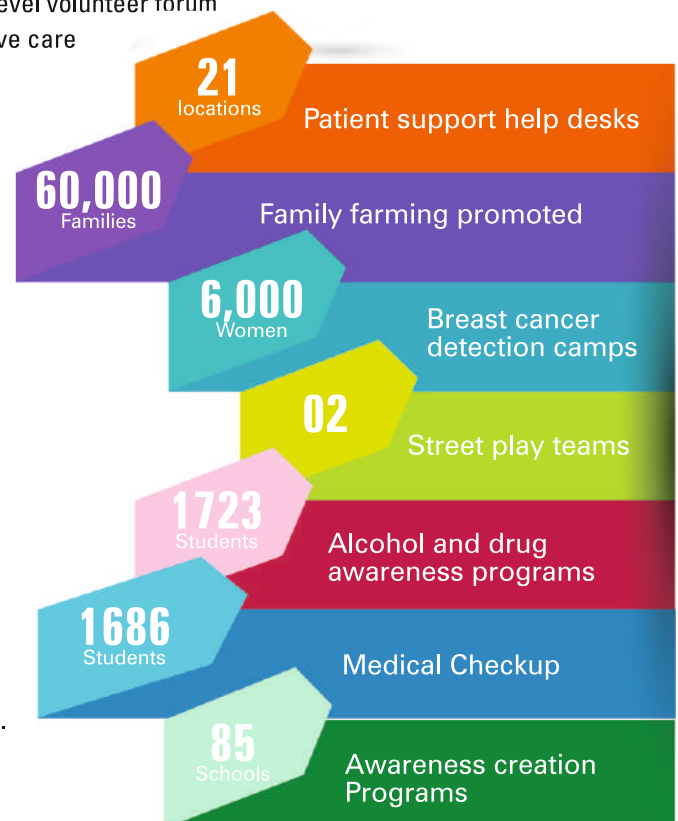
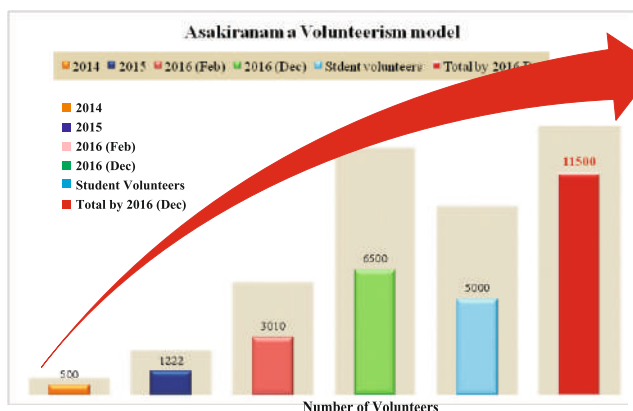
The scenario

In India 3 to 3.5 lakhs of people die
and 9 lakhs of new cases every year
50,000 new cases in Kerala every year

Milestones



Asakiranam a Volunteerism model



Volunteerism - The Diakonia experience

Voluntarism is the hallmark of 'Campaign- Ashakiranam'. Ashakiranam is founded on the strong pillar of voluntarism. In one cluster alone, in the district of Ernakulam, efforts put in by 2500 volunteers is unparalleled. The social capital mobilized in the awareness building and extension services is truly amazing and adding value to the program. The most important aspect of voluntarism is that spending time for such a noble cause helps to ensure a richer and more fulfilling experience. The added benefits are one that makes the neighborhood a better place to live, learn from people who think about life differently than you. The more you make positive contribution to make others life good, the better your life becomes for you as well. Voluntarism in Ashakiranam has really added value to health and wellbeing of people suffering from cancer, to reduce their burden of life. This has been a true experience of sharing ones resources both human and material, for the sake of taking ones suffering and converting them to the joy of giving, a diakonia experience.



Ms. Reetha aged 54 years old women. Her family consists of husband and two children. Rather than being a common woman, her story is really inspirational for the public, especially for the cancer affected people. For many of the people around us cancer is a threatening disease which can never be cured. The survival story of Reetha proves the misconceptions and ignorance of the society about the cancer. Reetha was affected by uterus cancer. Though felt shattered when she came to know about the disease, she recovered her confidence and decided to move forward with strong self determination. Reetha's family members stood with her in tough times. During these days she became more devotional and spiritual which helped to sustain her love to life. And finally she was completely recovered from the uterus cancer. The story of Reetha withstands before us as an evidence of strong determination, courage and belief. She has devotedly her life as a committed volunteer.



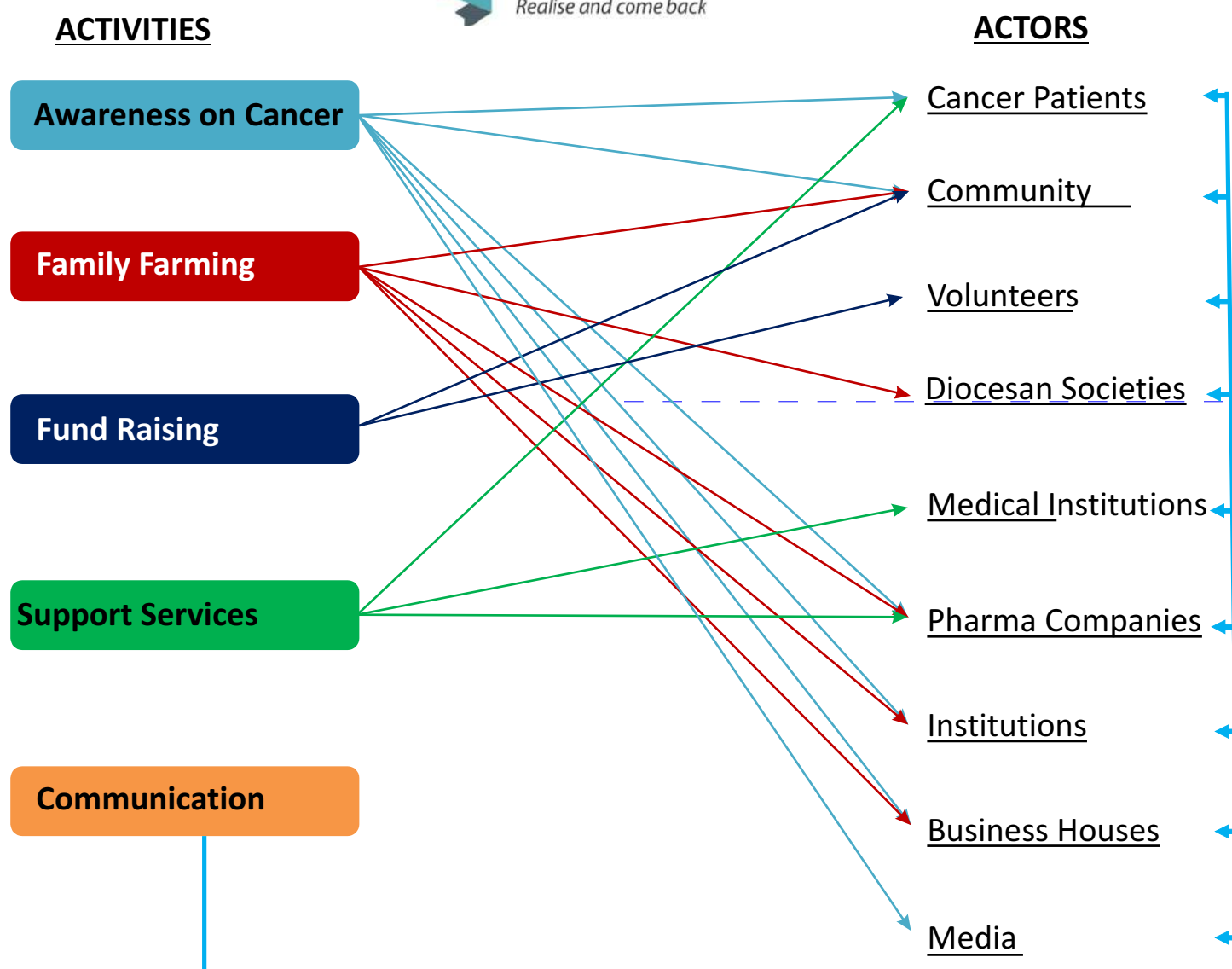
Caring for the generations

Prevention of cancer is the key agenda of the campaign. This campaign is reaching out to the students communities in sharing a common understanding on the preventive measures and equipping them as ambassador of change both in educational setting and the communities at large. Thanks to the continued efforts the campaign could reach out colleges, schools in different parts of the state. They have shouldered the responsibility as young volunteers in ushering a substantial change in the minds of people. Investing in children for change is the key to this initiative of student mobilization. Thus do the job of care and share to mitigate the cancer burden.



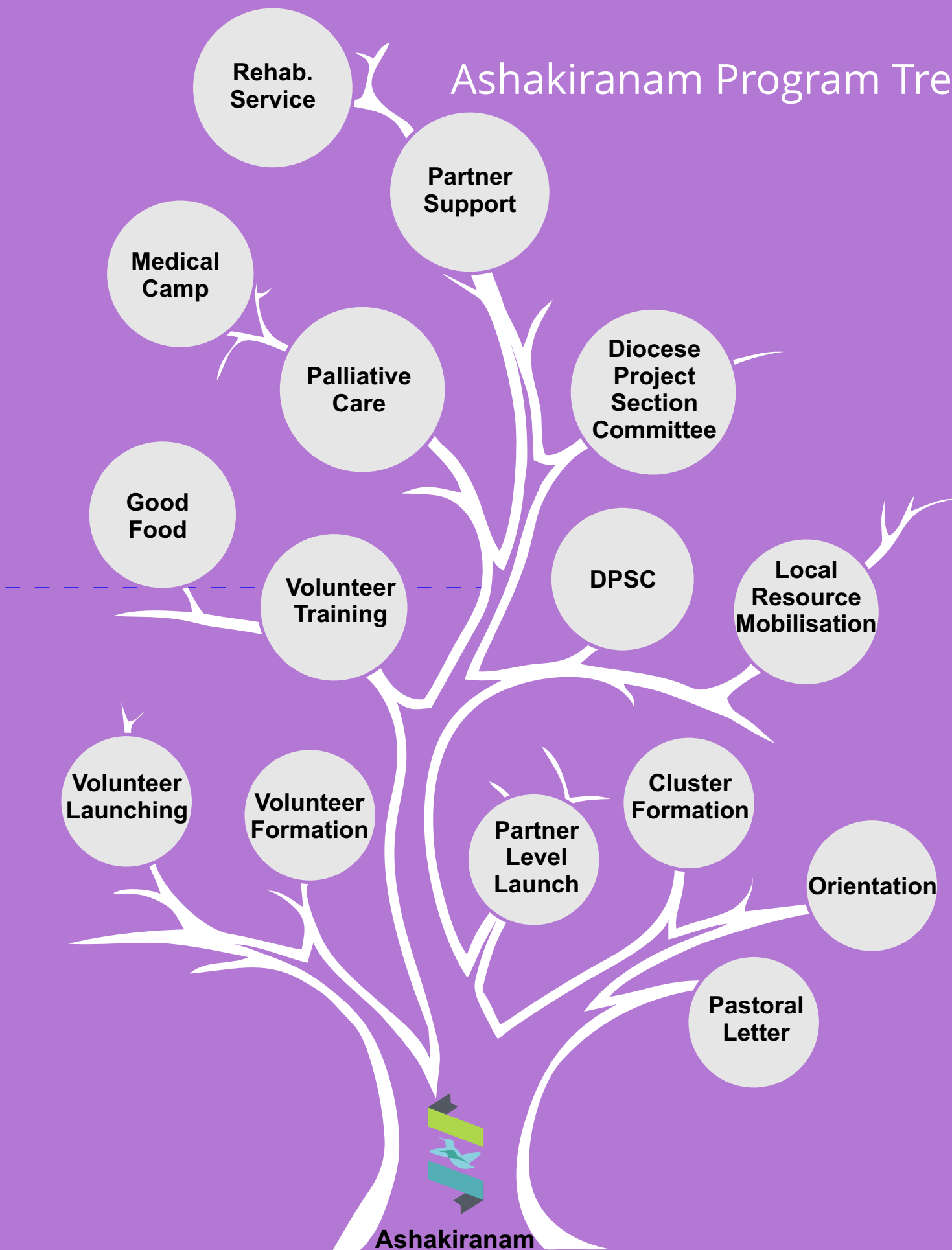
Convergence of opportunities

The intervention framework



As a civil society response, Ashakiranam is revolving around the convergence of opportunities for communities, institutions and organizations to respond responsibly to this challenge in a more effective way. It is not the dearth of opportunities but lack of will to consolidate and converge resources such as Human, Social, Financial and knowledge, which is the real road block today. The strong political will on the part of all constituencies of people and communities is imperative for a better change. Caritas India is playing the positive role of identifying, consolidating, facilitating the process of convergence of such resources. Church leadership, the political leadership, the media fraternity, the medical community, social work organizations, educational institutions, civil society institutions and volunteers, join hands together in harnessing the resources needed to make a difference in the life of the people providing support and larger level awareness to the masses for building a cancer resilient community.

Ashakiranam Program Tree



A program beyond project

Campaign Ashakiranam is a new experience of Caritas in 'Partnership beyond Projects'. The investment capital compared to other programs is very minimal vis-à-vis to the outcome of the campaign. The crafting of the design of the program was in line with the mobilization of the institutional advantages and resources of the member organizations. Each of Caritas partners in Kerala is blessed with rich social capital in the form of people's organizations and collectives like self-help groups and their federations. The rapport enjoyed by the partners with the educational, medical, religious and cultural institutions are unparalleled and leave with the institutional advantages and resources. This campaign is largely banking on such partnerships at local, partner and Caritas levels in understanding the issue and responding appropriately and adequately. The positive result of this experience is that of a greater ownership and sustainable outcomes of the program even with minimal resource inputs.



Innovative initiative



Campaign Ashakiranam is effectively mixed with quite lot of innovative contents. Partners in different areas have brought in innovative elements in the methodology and content of the programme. Painting for cancer, launching of short stay facilities for the poor cancer patients and relatives. Donating hair by ladies to support their peers who lost hair in the process of therapies. Innovative steps taken in mobilizing resources locally to support the patients who are in need of financial support are some of the measure in this direction.



Palliative Care



Palliative care is looking up in India. As most people prefer to comfort of home, the needed care and support should be extended to the home based patients at their residences. Patients and their family members need basic nursing skills and other support systems activated for a dignified life. Ashakiranam volunteers are in the process of getting capacitated to extend such support and care with love and respect. Home based palliative support is one of the most important pillars of 'Ashakiranam Campaign'. This is made possible in collaboration with the medical fraternity of the Church in Kerala.



Moving Ahead...

Campaign Ashakiranam largely accounts for a cultural and behavioral change in the society which would focus on the roots of cancer and work around the preventive focus building fences on many fronts. The efforts to mobilize and consolidate the social capital for a meaningful and concerted response will be the agenda of the campaign. It is our dream to mobilize 10,000 volunteers who are committed to work round the clock in the breadth and width of the state spreading the message of cancer prevention on one side and at the same time extending services in the form of palliative services, short stays, ambulance services, counselling services, occupational therapeutic services, rehabilitation strategies, financial support systems, and related services. We are indeed amazed by the ownership and enthusiasm exhibited by the different stakeholders and enthused by the encouragement and support extended by the church leadership and leaders of other social and political institutions. We are greatly indebted to all who supported profusely to this cause and continue to bank on their good will. As a campaign we have no predictions to the direction of the same, but we live with the assurance that by the support of all people of good will, miracles would happen. It is the Almighty who rewards us and 'His delays are not His denials'.

A state-wide movement

10000 volunteers

A different model of response

A solidarity movement

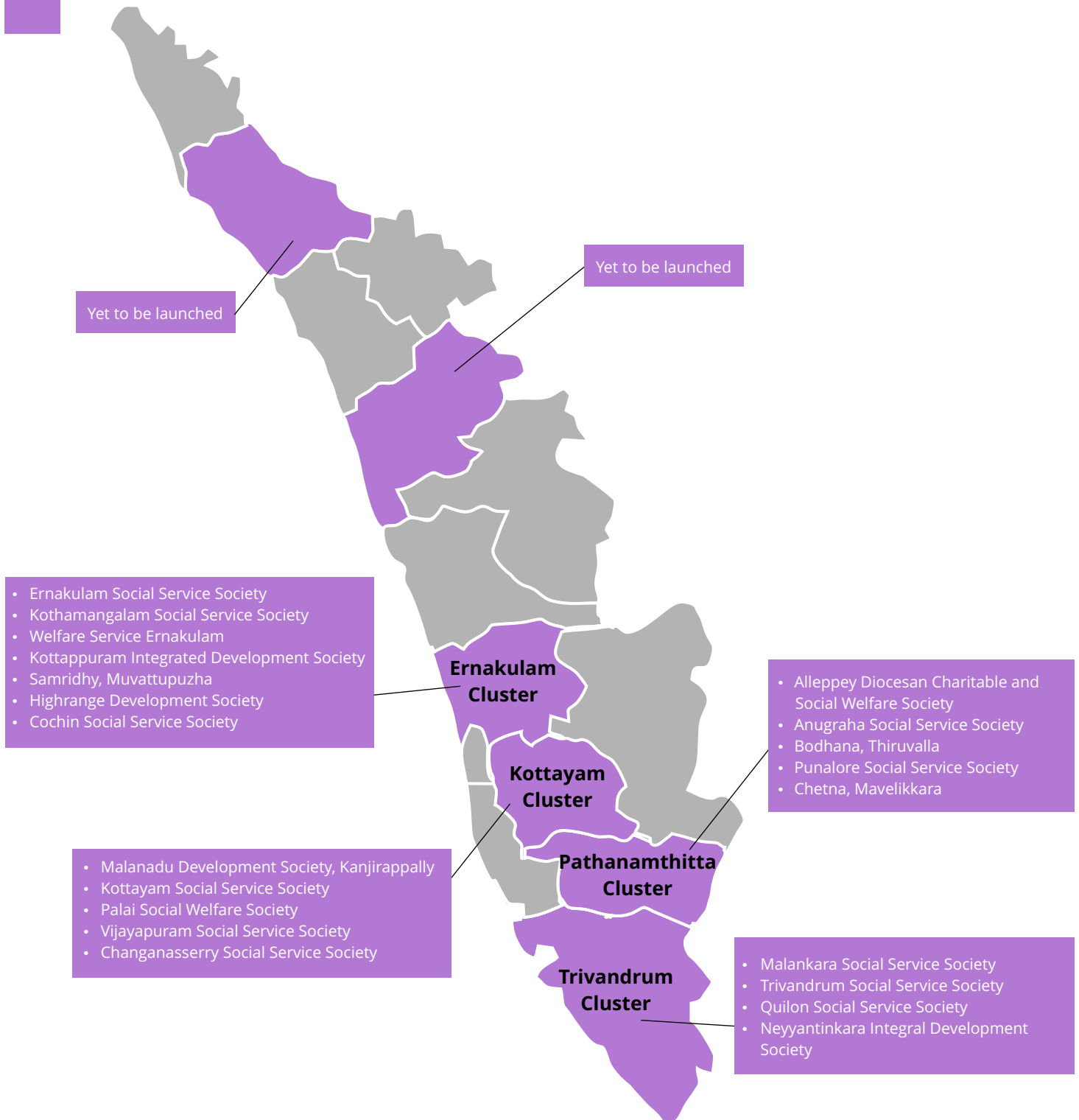
A visible sign of the church for the poor

New behavioural and cultural change

A cancer resilience society

Modelling a nation-wide campaign

Ashakirnam - A cluster Approach



Health Advisory Group



Dr. Gangadharan
Senior Oncologist

“

Medicine is not just a profession but an allegiance to serve and divine calling that requires compassion and optimism more than any other attribute.



Dr Paul Sebastian
Director, RCC

“

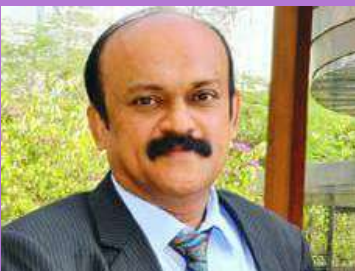
Cancer requires protracted care and management, necessitating commitment from not just patients and physicians but from care givers. Home based care for cancer patients is the shift in cancer care today.



Dr. Yamini Krishnan, MD
Paediatric Oncologist

“

Knowing the importance of the rising burden of cancer in our community, we need more conglomerated efforts for prevention and treatment of cancer. The cancer survivors also can be ambassadors of curability of cancer.



Dr. Thomas Varghese
Oncology Surgeon

“

Mother prepared the tastiest food in the world ever and she knows how to make it safe and nutritious and such food is the best alternative for cancer prevention.



Dr. Mohan
Senior Oncologist

“

Palliative care is an essential part of cancer care and control. We are with them till the end of their lives.

ENVIABLE LIFE FOR MAN'S BEST FRIEND

Next time, before passing a comment that it's 'dog's life' think twice. For, among dogs



'AIM TO PROVIDE BEST TREATMENT'

The state government is aiming at making the best medical treatment accessible to the common man, Chief Minister



Watch
Executive Director Fr. Frederick D'Souza
present
CARITAS INDIA
on
GOODNESS TV
at 12 noon, February 28, 2016

IPad/iPhone, Android and Blackberry users
can stream it LIVE from
www.goodnessstv.tv



കാരിത്താസ് ഇന്ത്യയും പുനലൂർ സോഷ്യൽ സർവീസ് സൊസൈറ്റിയും ചേർന്ന് നടപ്പാക്കുന്ന ജൈവ ഗ്രാമം, ആശാകിരണം പദ്ധതികളുടെ ഉദ്ദേശ്യം എൻ. കെ. പ്രേമചന്ദ്രൻ എംപി നിർവഹിക്കുന്നു. നഗരസഭ ചെയർമാൻ എം.എ. രാജഗോപാൽ, പുനലൂർ ബിഷപ്പ് ഡോ. സെൽവിസ്റ്റർ പൊന്നുമുത്തൻ തുടങ്ങിയവർ സമീപം.



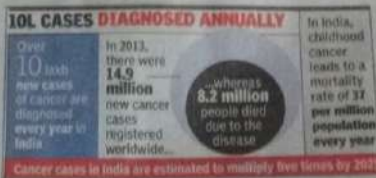
ജൈവഗ്രാമം, ആശാകിരണം പദ്ധതികൾ ഉദ്ദേശ്യം ചെയ്തു

പുനലൂർ: കാരിത്താസ് ഇന്ത്യയും പുനലൂർ സോഷ്യൽ സർവീസ് സൊസൈറ്റിയും ചേർന്ന് കൊല്ലം, ആലപ്പുഴ, പത്തനംതിട്ട ജില്ലകളിൽ നടപ്പാക്കുന്ന ജൈവ ഗ്രാമം, ആശാകിരണം പദ്ധതികളുടെ ഉദ്ദേശ്യം എൻ. കെ. പ്രേമചന്ദ്രൻ എംപി നിർവഹിച്ചു. പുനലൂർ ബിഷപ്പ് ഡോ. സെൽവിസ്റ്റർ പൊന്നുമുത്തൻ അധ്യക്ഷത വഹിച്ചു. പുനലൂർ നഗരസഭാ ചെയർമാൻ എം. എ. രാജഗോപാൽ, രൂപതാ വികാരി ജനറൽ മോൺ. വിൻസെന്റ് എസ്. ഡിക്രൂസ്, അമ്മൽകൃഷ്ണൻ, ഫാ. ജോർജ് വെട്ടുകാട്ടിൽ, ഫാ. ജോയി സാമുവൽ, വി. ഒ. സജു

ത്തൻ അധ്യക്ഷത വഹിച്ചു. പുനലൂർ നഗരസഭാ ചെയർമാൻ എം. എ. രാജഗോപാൽ, രൂപതാ വികാരി ജനറൽ മോൺ. വിൻസെന്റ് എസ്. ഡിക്രൂസ്, അമ്മൽകൃഷ്ണൻ, ഫാ. ജോർജ് വെട്ടുകാട്ടിൽ, ഫാ. ജോയി സാമുവൽ, വി. ഒ. സജു

Cancer cases in India to multiply 5 times by 2025

Continued from P1
Researchers utilized data from the Million Death Study, a unique, nationally representative and longitudinal survey of over 14 million people, including a cohort of more than 27,000 pediatric deaths in India. Researchers say the low penetration of advanced treatment options in low and middle income countries like India is primarily because of underestimating the true incidence or mortality. Cancer is fast taking epidemic proportions in India. According to a Lancet report of 2014, slightly over 10 lakh new cases of cancer are diagnosed every year in the country. As per WHO's latest assessment, cancer cases in India will multiply five times the next decade (by 2025). Rising incidence and mortality from cancer is also a major economic burden.



Cancer is fast taking epidemic proportions in India. According to a Lancet report of 2014, slightly over 10 lakh new cases of cancer are diagnosed every year in the country
of treatment, which was 20 times the annual income of an average family, an assessment by AIIMS showed.

ലയാള

ആശാകിരണം സ്നേഹമാതൃ ഡോ. സിബി മാത്യുസ്
പുനലൂർ: കാരിത്താസ് ഇന്ത്യയും പുനലൂർ സോഷ്യൽ സർവീസ് സൊസൈറ്റിയും ചേർന്ന് കൊല്ലം, ആലപ്പുഴ, പത്തനംതിട്ട ജില്ലകളിൽ നടപ്പാക്കുന്ന ജൈവ ഗ്രാമം, ആശാകിരണം പദ്ധതികളുടെ ഉദ്ദേശ്യം എൻ. കെ. പ്രേമചന്ദ്രൻ എംപി നിർവഹിച്ചു. പുനലൂർ ബിഷപ്പ് ഡോ. സെൽവിസ്റ്റർ പൊന്നുമുത്തൻ അധ്യക്ഷത വഹിച്ചു. പുനലൂർ നഗരസഭാ ചെയർമാൻ എം. എ. രാജഗോപാൽ, രൂപതാ വികാരി ജനറൽ മോൺ. വിൻസെന്റ് എസ്. ഡിക്രൂസ്, അമ്മൽകൃഷ്ണൻ, ഫാ. ജോർജ് വെട്ടുകാട്ടിൽ, ഫാ. ജോയി സാമുവൽ, വി. ഒ. സജു

IN BRIEF Malankara cancer detection drive

Thiruvananthapuram: Free cancer diagnosis camps will be conducted in 100 centres in the capital city on February 4, observed as World Cancer Day. The camps will be organised by Archbishop Benedict Mar Gregorios Cancer Centre and Malankara Social Service Society in association with Caritas India's Ashakiranam Cancer project. Legislative Assembly Deputy Speaker Palode Ravi will inaugurate the camps at Mar Gregorios Cancer Care Home, Pirappancode. Cardinal Mar Baselios Cleemis Catholica Bava will preside over. Bishop Samuel Mar Iraniyos, former Chief Secretary John Mathai, former DGP Jacob Punnose, RCC Director Paul Sebastian, and former RCC director B Rajan will speak.

HARYANA TOURISM AUCTION NOTICE
CONSTRUCTION OF A 3.3 BUILDING IN THE DELEGACY INCLUDES P.A. &...

മെറ്റൈംഗ് പള്ളി തിരുനാൾ നാളെ
കുറുപ്പാലം പള്ളിയിൽ ഫെബ്രുവരി 4 നു നടക്കുന്ന മെറ്റൈംഗ് പള്ളിയിൽ ഫെബ്രുവരി 4 നു നടക്കുന്ന മെറ്റൈംഗ് പള്ളിയിൽ...

YEAR OF MERCY

Mercy is the force
That reawakens us
To new life and
Instills in us the
Courage to look to
The future with hope

- POPE FRANCIS



ADC & SWS
Alleppey



KSSS
Kothamangalam



CSSS
Cochin



SAMRIDHY
Muvattupuzha



HDS
Idukki



CHASS
Changanacherry



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KIDS
Kottappuram



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CBCI Centre, 1 Ashok Place,
New Delhi 110001
Website: www.caritasindia.org
Email: director@caritasindia.org
Tel: 011 23363390, 011 23362735