

Somaiya Medical College and  
Maina Foundation Five Year  
Project for Raising breast  
Cancer Awareness in  
Pratikshanagar - Mumbai



# Breast Cancer Facts



- Breast cancer is a disease increasing in developing countries with higher death rates due to delayed diagnoses.
- Although the incidence of Breast cancer in India is lower than the United States the mortality from Breast cancer is much higher.
- More than 115,000 new cases of Breast cancer are diagnosed each year in India.
- Five year survival of breast cancer patients in India is 52 percent, in comparison with the 89 percent survival rate in the U.S. and the 82 percent rate in China.
- Interventions leading to early diagnosis and treatment are the most effective in Breast cancer prevention and cure.



# The Stepping Stones



- To create awareness of breast cancer in the community
- To train women above 30 years of age on self breast examination
- To motivate women to undergo clinical breast examination
  - Once in three years if aged between 30-39 years
  - Annually if age above 40 years of age
- To motivate women between 50 to 70 years of age to undergo mammography once in two years
- To provide referral services, follow up and counselling services for women detected with abnormalities in CBE / Mammography so that the women undergo requisite investigations and treatment

# Project Plan



- Plan to educate the women on modifiable behavioural risk factors of breast cancer like
  - Obesity, tobacco use, alcohol use, unhealthy diet, lack of exercise, promote breast feeding
- Focus on women between 30-70 years age group. Provide additional services like:
  - screening for obesity, cervical cancer, anaemia
- Provide for Clinical Breast Examination
- Implement the breast cancer awareness and screening programme

# Key Features of the Project





# Implementation Plan (I)



- Estimated population to cover – 4500  
Estimated women 30 years and above – 1260 (28%)  
Expected participation for CBE , assuming 50% participation:  
630
- **Step 1:** Identifying households with women above 30 years of age
  - Revisit areas to confirm any change in household members (newly married, migrated relatives, deaths, new residents)
  - Each worker tracks 420 women (1 more worker needed)
- **Step 2:** Health education on breast cancer
  - Focus on household which have not received information

# Implementation Plan (II)



- **Step 3:** Listing women between 30 and 70 years of age
  - Train for self breast examination & fill risk assessment form
  - Referrals & motivate to follow up at Urban Health Training centre for CBE
- **Step 4:** Clinical Breast Examination
  - Women between 30-39 years – once in 3 years
  - Women above 40 years – annually
  - Plan to take care of fees for investigations for follow-up of women with abnormalities – to ensure women “do” follow-up for further treatment



# Implementation Plan (III)



- **Step 5:** Listing women between 50 and 70 years of age
  - Undergo mammography once in 2 years
  - Mammography camps organized twice a year
- **Step 6:** Reinforcement for ensuring Self Examination
  - Women above 30 years of age will be followed up to enquire for Self Breast Examination
  - Outreach workers will motivate women to perform self examination once a month





# Additional Services (I)



- **Health Education**

- Healthy Living – Diet and Physical Activity (Year 2)
- Health Education on Cervical Cancer (Year 3)
- Health Education on Tobacco and Alcohol use (Year 4)
- Healthy Living –Diet and Physical Activity (Year 5)
- Breast Feeding – 2,3,4 and 5<sup>th</sup> year through group meetings conducting in the community



# Additional Services (II)



- **Screening and Counselling Services**
  - Screening for Anaemia, and Obesity from year 2 onwards
  - Screening for Cervical Cancer from year 3 onwards
  - Counselling for Tobacco Cessation from year 4 onwards
- **Conduct Meetings**
  - Organize events like Haldi-Kumkum, Sankranti (etc.)
  - Use local schools to educate parents of students

# The Action Team



- Develop team from local community to organize awareness & screening campaigns
- Team of 3 outreach workers will enumerate all eligible women & do the follow-up
- 2 outreach workers with education up-to secondary school have been appointed
  - Trained on breast cancer during start of project
  - Will be further trained to carry out sensitization of community women at door-to-door basis
  - Make use of flip-charts
- At the urban health centre these women will be examined clinically to detect any breast lesions and will also be educated to conduct monthly self breast examination



## Action Team – Next Step



- Women having any suspicious lesion would be referred to Somaiya hospital for investigation and further management
- Women above 50 years of age will be referred for mammography once in two years
- Clinical Breast Examination will be done free of cost for all patients at the Urban Health Training Centre
- At the Urban health centre these women will be examined clinically to detect any breast lesions and will also be educated to conduct monthly self breast examination

# Use of funds (I)



- **Investigations done through the funds include**
  - Blood test
  - FNAC or Biopsy
  - Mammography
  - Other investigations
- Excision of lump and biopsy (e.g. fibroadenoma of breast) if any will be provided through the project
- Treatment of Cancer will be provided through referral links with Tata Cancer Memorial Hospital
- Supportive services like anaemia, obesity, cervical cancer screening provided at Urban Health

## Use of funds (II)



- Counselling for Tobacco Cessation with referrals to tobacco cessation clinics
- Provide funds to patients for further treatment. This includes helping patients to buy medicines after cancer treatment
- Maina foundation provides Mammograms and other equipments to clinical centres and hospitals
- Organize camps & events to spread awareness about breast cancer

# The Outcome



- Women will be followed for 5 years giving statistical data of the incidence of breast cancer
- Expected a change in health seeking behaviour & practice
- Women will do monthly self breast examination, go for regular clinical examination and mammography
- Detect cancer in early stages and treat it – reduce morbidity and mortality
- Raise awareness of Breast Cancer in an urban-slum community of Mumbai





# Monitoring and Supervision



- Supervised and monitored by a Supervisor at the Urban Health Centre
- Outreach Workers report daily to the supervisor
- Project co-ordinator will be one of faculty in Dept. of Community Medicine at K.J. Somaiya Medical College
- Supervisor & Outreach workers will be reporting to co-ordinator on weekly basis
- Use of materials
  - Daily reporting forms, tracking sheets, clinic register
  - Soft copy of data maintained will be used to analyze outcome of project & **further refine it**

# Value of this Five Year Project



- The population under the intervention is small and measurable
- The area under the initiative has a geographical location within a large urban metropolis that has state of the art cancer care facilities
- The Project utilizes an existing framework of clinics run by Somaiya college for various other Public health awareness initiatives for diabetes, hypertension etc.
- Patient with cancer diagnosis is provided timely medical and surgical care with the Somaiya Medical college involvement.
- Super specialty care, if needed, for a Cancer patient will be provided through our already existing partnership with TATA

# The Budget



- The course of the Project is from Jan 2014 to Dec 2018
- The project has been funded for 2 years
- The total cost of the project Rs 35,00000 (\$ 60,000) which is \$12, 000 per year

Maina Foundation is looking to raise \$ 36,000

Please support our cause. Every penny counts.