



Think **PINK**



WOMEN'S CANCER INITIATIVE
TATA MEMORIAL HOSPITAL

October is internationally recognised as Breast Cancer Awareness month. Find out how early detection can make a world of difference.

Breast cancer, in most cases, is curable if detected in its early stages. Spreading awareness about early detection is vital and can improve recovery rate in at least 80% of the cases. In India, women are not adequately aware of the importance of routine health check-ups, and given that they are the pillars of strength within a family, their health affects not just themselves but everyone around them. This is why it is imperative to raise awareness about regular check-ups, as cancer, when caught in its early stages, can be easily cured.

Several cases of breast cancer have gone untreated as many Indian women and their families rarely understand the importance of this issue and fail to undergo regular check-ups. Keeping this in mind, the Women's Cancer Initiative at the Tata Memorial Hospital (WCI - TMH) was founded by Devieka Bhojwani in 2003. Since then, it has been constantly working towards making a difference by spreading awareness and providing financial support to women inflicted with cancer in India. The foundation is based at the Tata Memorial Centre, Mumbai, one of the leading hospitals in the country working on treatment, education and research in the field of cancer.

The initiative has undertaken numerous enterprises to create awareness and emphasise the importance of early detection. It aids R&D on the causes and treatments of the disease, as well as facilitates

interaction between professionals through annual breast cancer conferences. However, its core activities comprise material support to socially and economically disadvantaged women who are diagnosed with breast and gynecological cancers. The foundation has assisted hundreds of women towards completing their treatment with chemotherapy, hormonal therapy, radiation therapy, surgery and rehabilitation. To know more about the foundation, log on to www.saveraonline.org

SOME IMPORTANT FACTS:

- The lifetime risk of breast cancer in urban India alone is 1 in 30, and 1 in every 65 women in rural India. These staggering figures are partly due to failure to detect it in the early stages.
- There is a steady rise in cases of breast cancer, with as many as 1,00,000 new cases being detected every year in India.
- In the last decade, breast cancer has overtaken cervical cancer as the most common cancer among women in Bengaluru, Mumbai and Delhi.
- Breast cancer cases diagnosed in India in the year 2008 were estimated approximately at 90,000 with over 48,000 deaths. If current trends continue, these figures are expected to reach 1,02,000 and 55,000 respectively by the year 2012.
- Breast cancer is on the rise largely due to changing lifestyles and dietary patterns in urban India. ■

SPREADING AWARENESS

Events to come

- 9th Annual WCI-TMH conference focusing on "Recent Advances in Breast Cancer and the Cancers of the Uterine Corpus", at Tata Memorial Hospital, Mumbai. *October 14-16, 2011*
- Illumination of the Taj Mahal Palace Hotel, Mumbai in pink, in association with Estee Lauder and Ogaan Cancer Foundation. *October 19, 2011*
- "Be Aware" – A live music event at Blue Frog, Mumbai, in association with Artistsaloud.com and Blue Frog. *October 23, 2011*

PLEDGE YOUR SUPPORT

In favour of

"Women's Cancer Initiative – Tata Memorial Hospital"

Tata Memorial Hospital,
Main building, IRB 3rd Floor, Parel, Mumbai 400012
Tel: 022-4177000 Extn. 4524

All Donations are exempt under Section 80-G of the Income Tax Act.