

## **World Cancer Awareness Day Observation at Saroj Gupta Cancer Centre & Research Institute, Thakurpukur on 3<sup>rd</sup> February, 2018**

### **Introduction:**

Tobacco use continues to be the leading global cause of death and threatening to become an uncontrollable epidemic with 13 lakhs deaths every year due to Tobacco diseases. As a result Tobacco related mortality is increasing day by day. Economic burden (both Direct and Indirect) of Tobacco use India, is estimated Rs.1,04,500 crores per year. In this context Tobacco Control Programme aims to reduce diseases, disabilities and deaths related to tobacco use. Against this backdrop **MANT** has been facilitating for establishment of an effective and efficient system of Tobacco Control in West Bengal.

### **Planning:**

World Cancer Day celebration in collaboration with MANT & SGCCRI on 3<sup>rd</sup> February ,2018 and MANT presents a short film namely ' Before There Are Ashes Only.'

### **Focus:**

The main focus to celebrate World Cancer Awareness Day was to prevent Head and Neck Cancer and spread awareness on Tobacco Control and its relationship with Cancer.



**Venue:** Conference Hall of SGCCRI, Thakurpukur.

**Programme Date:** 03.02.2018

**Schedule Time:** 2.00 PM – 5.00 PM

**Duration Time:** Three Hours

**Target Group:** Head & Neck Cancer Survivors of SGCCRI, Thakurpukur

**No. of Stakeholders:** Around 250

### **Resources Persons:**

- Sri Firhad Hakim (Hon'ble Minister for Urban Development & Municipal Affairs)
- Dr. Arnab Gupta (Famous Oncologist, Director-SGCCRI)

- Mr. Anjan Gupta (Hony Secy-SGCCRI)
- Dr. Goutam Bhattacharya (Asst. Secretary-SGCCRI)
- Mr. Kallol Datta (Member of the Society,SGCCRI)
- Mr. Bijan Sensharma (All India Vice President of Federation of Film Societies of India)
- Mr. Raja Sen (Eminent Film Director)
- Dr. Binayak Sen (Eminent Social Worker)
- Sri Sudipto Dey (Director & Producer)
- Rtn. B.G. Kundu (Dist. Governor,Rotery Club of Calcutta Old City)
- Rtn Utpal Majumder (Past Dist Governor,Rotery Club of Calcutta South City)
- Ms. Samarpita Sanyal,Project Coordinator,MANT
- Ms. Barsha Nandy,Regional Coordinator,MANT

#### **Content of the Programme:**

- Scientific Discussion on Head and Neck Cancer
- Session on Tobacco victim's plight and agony.
- Short film presentation namely ' Before There Are Ashes Only'
- Media Interaction

#### **Methodology:**

- Present a short film
- Interactive Session

#### **Programme Details:**

we observed World Cancer Day at Saroj Gupta Cancer Centre & Research Institute,Thakurpukur on 3<sup>rd</sup> February,2018. The main theme to celebrate World Cancer Day was how to prevent **Head and Neck Cancer** and spread awareness to all. The dignitaries like Chief Guest **Sri Firhad Hakim** (Hon'ble Minister for Urban Development & Municipal Affairs),**Dr. Arnab Gupta** (Famous Oncologist, Director-SGCCRI),**Mr. Anjan Gupta** (Hony Secy-SGCCRI), **Dr. Gautam Bhattacharya** (Asst. Secretary-SGCCRI), **Mr. Kallol Datta** (Member of the society,SGCCRI) **Mr. Bijan Sensharma**(All India Vice President





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Inaugural song by the survivor of Saroj Gupta Cancer Centre & Research Institute, Thakurpukur. **Ms. Ila Gupta** (wife of the Founder of Saroj Gupta Cancer Centre & Research Institute,Thakurpukur) felicitated the dignitaries. After that our **Chief Guest Sri Firhad Hakim** (Hon'ble Minister for Urban Development & Municipal Affairs) **lighting the lamp ceremony** along with other dignitaries.**Cancer Survivor Sri Sandip Mukherjee** Presented a song and his performance was very touchy.Teaser released of '**HER STORY**' which was directed & Produced by **Sri Sudipto Dey**.The story is based on his real life. An **interactive Session** was organized with Cancer patients by **Dr. Indranil Sengupta of Saroj Gupta Cancer Centre & Research Institute,Thakurpukur**.He focused on scientific discussion on Head & Neck Cancer. Some common Head and Neck Cancer symptoms include trouble swallowing,headaches,trouble breathing,frequent coughing,change in voice,a red and white patch in the mouth,ear pain or trouble hearing etc.Tobacco is the root causes of all Cancer.Cancer is curable if it is on early stage. There is a huge growth in medical science to cure cancer and people can live there life smoothly.In the mid time a **group photo session** was held with **survivors** at **Auditorium Lawn**.We, **MANT** presented a short film namely '**Before There Are Ashes Only.**' The main Motto to show the short film was '**Tobacco is injurious to health**'.The film show was followed by a discussion facilitated by Ms. Samarpita Sanyal ,Project Coordinator,Tobacco Control,MANT.