

**Pink October Report**

In October 2024, SMIMS commemorated Breast Cancer Awareness and Prevention Month. We organized a 30-day celebration with a variety of events, such as awareness talks, art exhibits, educational sessions, and free camps with an emphasis on Tamilnadu and Kerala. The schedule for the program is included below

**1. Inauguration on 3<sup>rd</sup> October**

The inauguration took place on the 3<sup>rd</sup> of October in front of the hospital, marking the official start of the event. The venue, set against the backdrop of the hospital, provided a meaningful setting for the occasion, as patients, staff, and guests gathered to celebrate the beginning of the program. "The program was addressed by CEO Dr.Mookambika R V, Dr.Jayakumar, Head Radiation oncology, Dr.Chandramohan ,Head surgical oncology Dr.Kannan Dean Medical college and Dr.Sonymol COO SMIMS, "We kicked off the month-long program with a symbolic balloon launch, where our patients took part in the uplifting ceremony. They shared their personal stories of resilience and perseverance, inspiring the entire audience with their powerful experiences. Their words and determination motivated everyone present, creating an atmosphere of hope and encouragement."



**2.CME Conducted by General Surgery department**

"A Continuing Medical Education (CME) session was conducted by the General Surgery department, providing a platform for the exchange of knowledge and recent advancements in the field. The session featured expert speakers and interactive discussions, aimed at enhancing the professional skills of the attending medical staff. It served as an invaluable opportunity for healthcare professionals to stay updated on the latest surgical techniques, innovations, and best practices, ensuring that patient care remains at the highest possible standard."

9:45am   Design Dietet Diseases	Dr. Punithan, MS (Gen Surg)
Chairperson: Dr. Subramanian, DGO, MS & Dr. Mahalingam MBBS MRD	
10:30am High Tea	
10:45am Inauguration	
11:00am   Recent advances in management of Early breast	Dr.K.Chandramohan MD, MCh
Chairperson: Dr.J. Ananda MS & Dr. S.K. Jayakumar MD	
11:45am   Locally advanced breast	Dr.G.Kannan Viji, MCh(Gen Surg)
Chairperson: Dr. Jayakumar, MCh(Gen Surg) & Dr. S. Sankaranarayanan, DGO, MRD	
12:30 pm   Metastatic carcinoma of breast	Dr.Mandhanan MS, M Ch, DNB
Chairperson: Dr. Sankaranarayanan MS, & Dr. Alex Arthur Edwards MS FACS	
1:15pm Lunch	
2:30 pm   Oncological surgery	Dr. Edwin Emperan C. MS, MCh, DGO
Chairperson: Dr. Ananda MS & Dr. Pradyumn MS	
3:45 pm   Recent advances in management of Carcinoma breast	Dr. Jayakumar MS, DGO, FRCGS, FRCR, Chairperson: Dr. J. Ananda MS & Dr. Mahalingam MS
05:30 pm Quiz	
06:00 pm Vote of Thanks	

### 3. TOT Training

"The 'Training the Trainer' program was designed to equip experienced professionals with the necessary skills and knowledge to effectively mentor and teach others within their field. This program focuses on enhancing participants' teaching techniques, communication skills, and ability to engage and inspire learners. By empowering trainers with advanced methodologies and leadership qualities, the program ensures that they can foster a more impactful learning environment and pass on their expertise to others with confidence and competence."



### 4. Camp: Breast Cancer awareness and NCD screening camp, Melpuram, Kulithurai

"A Breast Cancer Awareness and Non-Communicable Disease (NCD) Screening Camp was organized to promote early detection and prevention. The camp aimed to raise awareness about breast cancer, educate attendees on self-examination techniques, and provide crucial information on the importance of regular screenings. In addition to breast cancer, the camp also offered screening services for various non-communicable diseases such as diabetes, hypertension, and cardiovascular conditions. This initiative was a vital step in encouraging community members to prioritize their health and take preventive measures against these conditions."



Two doctors from TOT (Dr. Deepika.K and Dr. Annie S Raj) have attended the free camp along with two nurses (Ajmi and Lydia) and 15 other healthcare workers.. "The camp saw a total footfall of 78 participants, with 40 women attending the breast cancer awareness session. These women, as beneficiaries of the camp, actively engaged in the educational talk on breast health and prevention. Following the awareness session, all 40 women underwent breast screening, ensuring they received both the knowledge and the necessary preventive care measures to safeguard their health."



**5. Awareness camp – Annai Hajira Women arts and science college, Melapalayam, thirunelveli**



**6. Breast cancer awareness and NCD screening camp, Tenkasi**

Total footfall of the camp was 192, 75 females are attended the camp and underwent the breast examination. Awareness session on breast health was given by TOT Doctor and Nurse.



**7. Data collection of research**

"A comprehensive proforma has been developed and implemented for data collection as part of a research study focused on assessing knowledge, practices, and attitudes towards breast cancer prevention, early detection, and awareness. The study aims to gauge the impact of educational interventions on these areas. Both pre-test and post-test questionnaires have been distributed by the 'Training of Trainers' (TOT) trainees and doctors involved in community outreach programs. By comparing the results before and after the training sessions, the study seeks to evaluate the effectiveness of the programs in enhancing the participants' understanding and ability to promote breast cancer awareness in their communities."

## 8. Wall of Pink

"The 'Wall of Pink' is a symbolic initiative aimed at raising awareness for breast cancer. This visually impactful display is designed to honour survivors, remember those lost, and encourage solidarity in the fight against breast cancer. "For two days, the hospital was illuminated in pink light to mark its commitment to breast cancer awareness. The pink lighting served as a symbol of solidarity with breast cancer patients and survivors, creating a striking visual reminder of the importance of early detection and prevention. This gesture not only highlighted the hospital's support for the global breast cancer awareness movement but also drew attention to the ongoing efforts in the community to educate and promote health initiatives around this critical issue." The 'Wall of Pink' serves as both a tribute and a powerful reminder of the importance of early detection, awareness, and ongoing support for those affected by breast cancer."



## 9. Selfie Point

We have set up a selfie point which is based on the theme of breast cancer prevention was fun filled activity, but it conveyed the message of awareness on breast health and it constitute a highly engaged activity



## 10. Rhythm in Pink- Dance of Hope- For raising breast cancer awarness and prevention



<b>11. Breast cancer awareness and NCD screening camp at Poovar</b>