

Screening for Breast cancer & Swasth Mahila Swasth Goa Initiative

Breast cancer is the most common cancer in women in India and accounts for 14% of all cancers in women. The incidence rates in India begin to rise in the early thirties and peak at ages 50 – 64 years.

- To decrease the burden of advanced breast cancer in Goa, Government of Goa launched Swasth Mahila Swasth Goa Initiative.
- This project is a convergence of efforts of SBI under CSR , You We Can(Yuvraj Singh Foundation) and Government of Goa.
- This Project have set a target of screening 1,00,000 women in the state of Goa over a period of 2 years.

iBreast Exam device , is a hand held, mobile connected, radiation free device operable by nurses and community health workers for early detection of breast lumps at the point of care.

- Screening of women is done in the OPD, outreach and during the camps.
- 22 machines have been already installed all across the state.
- Training of Medical Officers, Staff nurses ANMs and IEC educators/Extension educator/Health educator and Counsellors on iBreast Device has been already conducted

Aims and objectives of the project

- **S.E.W.A** (Screening, Education, Wellness and Awareness) for breast cancer in Goa
- **Awareness and advocacy:** Creating awareness and advocacy for early detection of breast cancer among women of Goa
- **Capacity Building:** Train health care professionals (ANMs) at primary, secondary and tertiary levels on screening for breast cancer with iBreast Exam device and for further disease management

- **Diagnostics and treatment:** Create patient friendly healthcare ecosystem and network for patient referrals and follow-up for breast cancer diagnosis and treatment.

- **Project Launch - 26 October 2021**

Beneficiaries Screened

- The screening for breast cancer is done at camp and OPD level.
- Total number of beneficiaries screened since initiation of project– **8815**
- Patients detected with Benign lesions - 54
- Confirmed Breast Cancer cases - 7
- Post screening patients follow up by YWC team - 123

Events and Activities

- For International Women's Day week
 - On 9th March Mega Camp at North Goa District Hospital was organized - Total 187 women were screened
 - On 12th March Bike Rally Event was organized to create awareness on Breast Cancer screening
- 72 Outreach camps conducted by YouWeCan Team since project initiation till March 2022

Link of the video :

<https://drive.google.com/file/d/12F3aEnhGsUYwfVYkmMfht5IuZ6Lk9cT9/view?usp=sharing>

Photos of trainings and camps conducted





