

Building Capacity, Raising Awareness: Public Health Initiatives for Cancer Control

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Abstract

India bears a huge cancer burden with around 1.4 million new cancer cases being diagnosed every year. Around 50% of these cancers are preventable or could be detected early through screening. However, lack of awareness results in many patients presenting at advanced stages of the disease. In this talk I will be sharing the various public health initiatives undertaken by Tata Memorial Centre to extend care beyond the four walls of the hospital into the community. I will describe our various initiatives for cancer prevention and control undertaken in urban, semi-urban, rural and tribal communities for nearly three decades. I will also share the programmes that we undertake to spread awareness, screen for cancers and carry out tobacco cessation at various workplaces. We will share the landmark research undertaken by Tata Memorial Centre that helped shape the National Cancer Control Programme in India and several low resource settings. We will share our collaborative efforts towards capacity building of State Health Services staff. We will share link to the Resource Centre developed on our webpage wherein freely downloadable awareness material and resources for training towards cancer awareness and early detection are available.

Dr. Gauravi Mishra

Dr. Gauravi Mishra is a Professor and Physician in the Department of Preventive Oncology and Deputy Director, Centre for Cancer Epidemiology at the Tata Memorial Centre, Mumbai, India. She specializes in prevention and early detection of common cancers and in tobacco control and cessation. She has led many large research trials. Her work has helped develop evidence-based guidelines that have strengthened national cancer control policies in India and other LMICs. In addition to over 100 articles published in indexed medical journals, her keen interest is in capacity building, for which she has published six handbooks in three languages and one Atlas of Oral Lesions to train paramedical staff in cancer prevention activities. She has developed video-based tutorials in collaboration with IIT, Mumbai, to train paramedical staff in common cancer screening.