

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 peaks at 50 – 64 years of age.

- 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 has 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) and Staff nurses, AYUSH MOs, Medical Officers etc at primary, secondary level 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



