



The Power of Cancer Awareness: **Empowering Lives**

“The Ray of Light never questions the magnitude of darkness before vanquishing it; it has a mission and that is to remove the darkness, stay and carry on with its path unperturbed; similarly the Ancient Ayurveda based Nutrient Energy Treatment enkindles Hope for Cancer patients irrespective of their Cancer type”

Prof. Shiva Shankar Trivedi


Founder Scientist, D. S. Research Centre.
From the book, “**Cancer Is Curable Now**”



The Power of Cancer Awareness: Empowering Lives

Cancer awareness holds the key to transforming lives and outcomes. By shedding light on this disease, we empower individuals to take charge of their health and make informed decisions. Early detection, breaking stigma, community engagement, and embracing technology are crucial steps in the fight against cancer. Together, we can create a future where lives are saved, and hope prevails.

DID YOU KNOW?



India had an estimated **1.16 million new cancer cases** in 2018, according to a report by the **World Health Organization (WHO)**, which said that one in **10 Indians** will develop cancer during their lifetime and one in **15 will die** of the disease. The World Cancer Report said that according to the estimated cancer burden in India in 2018, there are about **1.16 million new cancer cases, 784,800**

cancer deaths, and **2.26 million 5-year prevalent cases in India's** population of 1.35 billion. The most common types of cancer in men are **lung, prostate, stomach, colorectal**, and **liver cancer** while among the **women breast lung, cervical, colorectal**, and **thyroid cancer** are the most common.

Facts about cancer awareness



Preventable cancer statistics

Experts believe that In India, preventable factors account for 70% of cancers out of which 40% are tobacco-related, 20% infection-related and 10% are due to other factors.

Women and cancer in India

In India, one woman dies of cervical cancer every 8 minutes. For every 2 women newly diagnosed with breast cancer, one woman dies of it in India.

High death rates

Almost 50% of cancers are detected at late stages in India due to lack of awareness, illiteracy, fear and taboos.

Cancer claiming lives

According to WHO, in 2018, cancer claimed approx 9.6 million lives in the world and India's share was around 8.17%

Tobacco increases cancer risk

According to the Lancet report about cancer, India is the second biggest killer after heart disease, which states that the use of tobacco is a risk factor for 14 types of cancer.

MYTHS VS FACTS



Fact Check

Myth: Cancer is contagious

Fact: It is not contagious. However, some cancers are caused by virus and bacteria that can be spread from person to person. Human Papillomavirus (HPV) has been known to cause cervical, anal, and some kinds of head and neck cancers. Hepatitis B and Hepatitis C are viruses that increase the risk of developing liver cancer.

Myth: If you have a family history of cancer, you will get it too.

Fact: Having a family history of cancer increases the risk of developing the disease, it is not a complete prediction of your future health. An estimated 4 out of 10 cancers can be prevented by making simple lifestyle changes, such as forming healthy eating habits, maintaining a healthy weight, exercising, limiting alcoholic beverages, and avoiding tobacco products.

Myth: Cancer thrives on sugar

Fact: There is no conclusive evidence that proves eating sugar will make cancer grow and spread more quickly. All cells in the body, both healthy cells and cancer cells, depend on sugar to grow and function. However, eating sugar won't speed up the

growth of cancer, just as cutting out sugar completely won't slow down its growth.

Myth: It is easier to remain unaware you have cancer.

Fact: You should not ignore the symptoms or signs of cancer such as a breast lump or an abnormal-looking mole. Although the thought of having cancer is frightening, talking with your doctor and getting a diagnosis will give you the power to make informed choices and seek the best possible care. Because treatment is usually more effective during the early stages of cancer, an early diagnosis often improves a person's chances of survival.

Myth: Cancer treatment is usually worse than the disease.

Fact: Although cancer treatments, such as chemotherapy and radiation therapy, can cause unpleasant and sometimes serious side effects, recent advances have resulted in many drugs and radiation treatments that are much better tolerated than in the past. As a result, symptoms like severe nausea and vomiting, hair loss, and tissue damage are much less common.

Signs and symptoms of cancer

With so many different types of cancers, the symptoms are varied and depend on where the disease is located. However, there are some key signs and symptoms to look out for, including:



- **Unusual lumps or swelling** – cancerous lumps are often painless and may increase in size as the cancer progresses



- **Pain or ache** – includes unexplained or ongoing pain, or pain that comes and goes



- **Coughing, breathlessness or difficulty swallowing** – be aware of persistent coughing episodes, breathlessness or difficulty swallowing



- **New mole or changes to a mole** – look for changes in size, shape, or color and if it becomes crusty or bleeds or oozes



- **Changes in bowel habit** – such as constipation and diarrhea and/or blood found in the stools



- **Complications with urinating** – includes needing to urinate urgently, more frequently, or being unable to go when you need to or experiencing pain while urinating



- **Unexpected bleeding** – includes bleeding from the vagina, anal passage, or blood found in stools, in urine or when coughing



- **Unusual breast changes** – look for changes in size, shape or feel, skin changes and pain



- **Unexplained weight loss** – a large amount of unexplained and unintentional weight loss over a short period of time (a couple of months)



- **Appetite loss** – feeling less hungry than usual for a prolonged period of time



- **Fatigue** – which shows itself as extreme tiredness and a severe lack of energy. If fatigue is due to cancer, individuals normally also have other symptoms




- **A sore or ulcer that won't heal** – including a spot, sore wound or mouth ulcer



- **Heartburn or indigestion** – persistent or painful heartburn or indigestion



- **Heavy night sweats** – be aware of very heavy, drenching night sweats



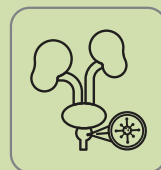
Common types of cancer



Breast Cancer



Cervical Cancer



Prostate Cancer



Bowel Cancer



Lung Cancer



Breast Cancer

What is breast cancer?

Breast cancer is a type of cancer that starts in the breast. It can start in one or both breasts. However it needs to be noted that most breast lumps are benign, that is, non-cancerous.

Reach out when

- You feel or see a lump in either of your breasts
- you notice a visible change in your breast size or shape
- you observe bloodstained discharge from nipple/s
- you perceive a lump or swelling in your underarms

- you observe a dimpling on the skin of your breasts or a rash on or around your nipples

Screen to Stall

- Mammogram is a test process that can detect cancer at a very early stage
- Women between the age group of 50 and 70 need to go for screening once in every 3 years
- Early detection in breast cancer is a proven life saving factor
- When it comes to breast cancer, being watchful about the benign changes becomes worthwhile



Cervical Cancer

What is cervical cancer?

Cervical cancer is cancer that starts in the cells of the cervix. The cervix is the lower, narrow end of the uterus (womb).

Raise your guard when

- you notice blood from your vagina after intercourse
- You feel pain and discomfort during intercourse
- You bleed in between your menstruation cycles
- If you bleed after the menopause

Concerns

- However, there are lots of other reasons that cause bleeding from vagina

- People don't always notice the signs of cervical cancer. Some people have
- No signs at all until they are very ill. Hence, it is imperative to consult a doctor whenever one comes across with unusual vaginal bleeding

Screening

All women must go for cervical screening:

- once in every 3 years if they are 25 to 49 years old
- once in every 5 years if they are 50 to 64 years old

Being screened often means any changes in the cells of the cervix that are not normal can be found and treated to stop cancer developing.



Prostate Cancer

What is prostate cancer?

It starts when cells in the prostate gland situated between penis and bladder start to grow out of control. This gland is found only in males.

Be concerned when

- The need of urinating at night escalates
- Urination becomes a difficult or time consuming process
- When holding urine becomes a struggle

- When an uncomfortable feeling persists even after urination

Screening

- It is not known exactly what causes prostate cancer, but males over 50 years of age are likely to get it. Overweight and sedentary lifestyle can lead to prostate cancer. Hence, to be on safe side it is imperative to consult a medical practitioner when any of the above-mentioned symptoms occurs.



Bowel Cancer

What is bowel cancer?

Bowel cancer is a general term for cancer that begins in the large intestine. Depending on where the cancer starts, bowel cancer is sometimes called colon or rectal cancer.

The chances of bowel cancer gets higher if

- The condition of getting blood in your stools persists
- There is a persistent change in your bowel habit – which usually means going more often, with looser stools

- Persistent lower abdominal pain, bloating or discomfort and vomiting
- loss of appetite or significant unintentional weight loss
- A lump in the anus or rectum
- Change in urine colour – dark, rusty or brown

If these problems persist more than 3 weeks, one must immediately consult a doctor for cancer screening.



Lung Cancer

What is lung cancer?

Lung cancer begins in the lungs and may spread to lymph nodes or other organs in the body, such as the brain. Cancer from other organs also may spread to the lungs.

Signs of lung cancer

- A cough that does not go away after three weeks
- A gradual deterioration of coughing condition
- Recurrent chest infection
- Coughing up blood
- A sense of throat ache or pain while coughing or breathing

- Feeling of breathlessness

Besides all the symptoms mentioned-above when a person loses appetite and feels extremely exhausted, the individual must consult a physician immediately for cancer screening.

The persons who are more prone to lung cancer

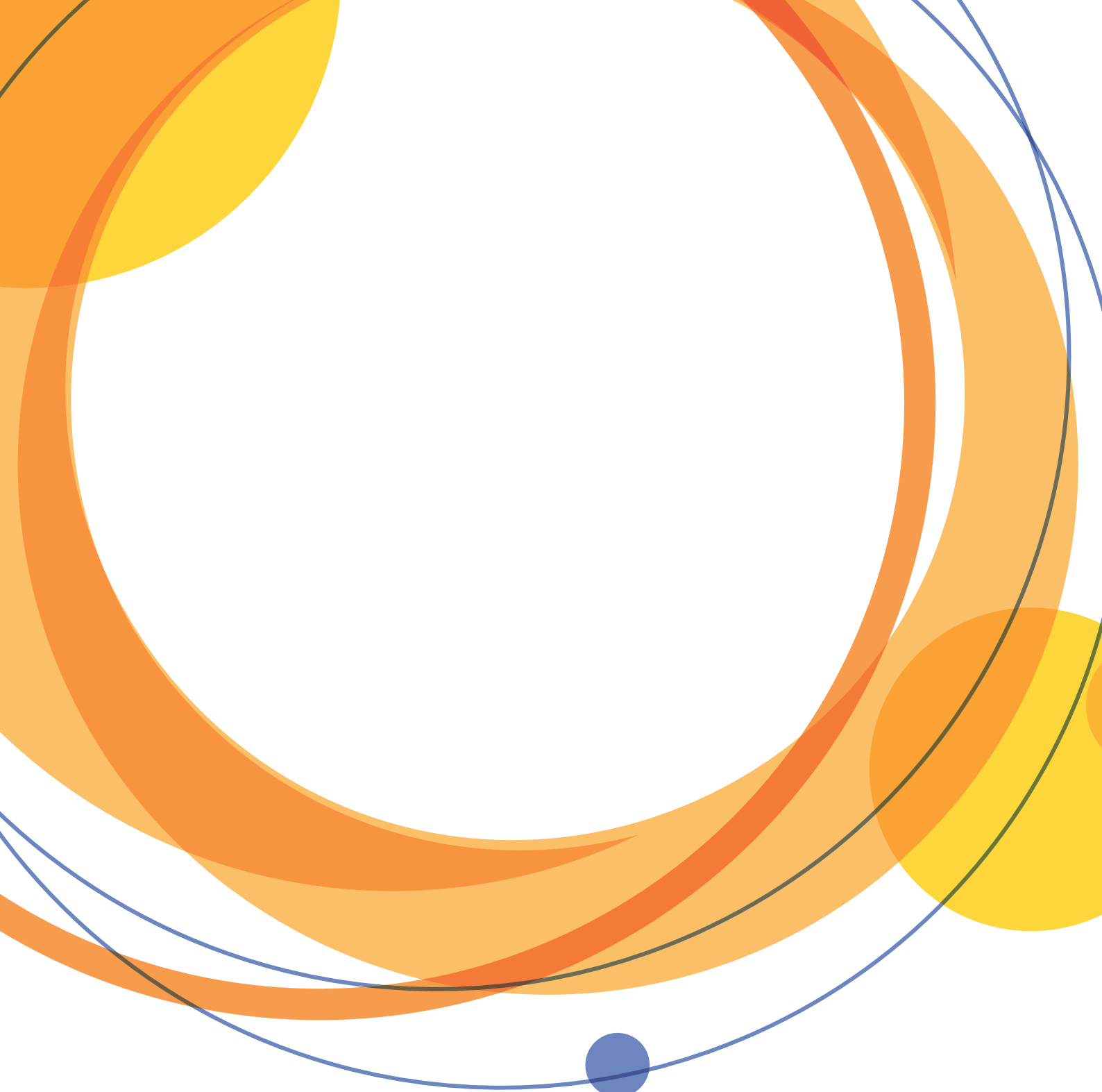
- People within the age group of 70 to 74 are more likely to get infected with lung cancer
- A non-smoking person can get a lung cancer but 85 % of the lung cancer patients bears a history of smoking



Importance of screening in cancer treatment

Screening tests can help find cancer at an early stage, before symptoms appear. Early detection of cancer put patients into more advantageous positions in their respective fights against cancer. When abnormal tissue or cancer is found early, it may be easier to treat or cure. By the time symptoms appear, the cancer may have grown and spread. This can make the cancer harder to treat or cure. It

is important to remember that when your doctor suggests a screening test, it does not always mean he or she thinks you have cancer. Screening tests are also done when you have no cancer symptoms. The main objective of the test is to detect cancer before the appearances of symptoms. In cases of common cancers, screening decreases the chance of dying from cancer.






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LET US SAVE OUR WORLD FROM CANCER

An "ISO 9001:2015" Organization

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