

# Breast Cancer Awareness

A CIPHER Report



# One in eight Indian women will suffer from breast cancer by the year 2020.

There are enough statistics to show that breast cancer rates are increasing at an alarming pace in urban India. However, rural India does not seem that affected by breast cancer.

## Increased Risk of Breast Cancer for Urban Women

Largely owing to lifestyle changes, urban Indian woman face an increased risk of breast cancer. The risk factors include,

- Unhealthy food habits
- Increased consumption of alcohol and tobacco
- A steady rate of urban women choose to marry late and have children later which increases the risk of breast cancer due to hormonal fluctuations

The reasons for this could be multi-fold, most of which point to lifestyle changes in urban India including unhealthy food habits, increased consumption of alcohol and tobacco and more fundamentally, a steady rate of urban women choosing to marry later and have children much later than it used to be.



**“Early detection saves lives”**

At CIPHER, we decided to target women employees of multi-national corporations in order to make them aware of the risks of breast cancer, screening requirements and why they should be worried. We decided to reach out to them physically as well as via video conferencing.

## Our Approach

Our first step was to place the statistics in front of the team to make them aware of the risk they all face. Once they understood the risk involved and how close it was to them, the next task involved educating the women about simple changes to their day-to-day lives in order to reduce their own risk of breast cancer.

Our conversations with the team were very open and spaced out in a way that we offered enough time for in depth conversations and Q and A. After a few sessions, we understood that women had a lot of questions related to their body. Traditionally, they had reached out to someone in their family.

But, with this intervention from CIPHER, a positive side effect in the form of a support group got formed. It created a platform for women to openly speak about things that affected them.

*"I have never attended a session like this before. Everything was explained so clearly. I never knew my health was in my own hands."*



## Introduction to Breast Cancer

- What is breast cancer?
- What are the risks involved in causing breast cancer
- The symptoms of breast cancer



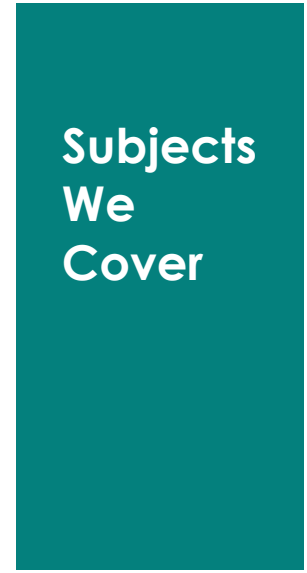
## Reduce Your Risk of Breast Cancer

- The kind of food one should eat
- Exercise needs for a healthy adult female
- General lifestyle changes to reduce the risk of cancer



## Assess Your Risk of Breast Cancer

- What are the kinds of screening available
- Who should get them done
- How does one get screened for breast cancer
- Where are the screenings done



Subjects  
We  
Cover



## Our Impact

Our breast cancer screening programs have been very effective which also gave rise to yet another positive outcome where women began to realise the value of loving themselves and paying attention to their own health.

We have had several people call us 2-3 years after a session with questions and concerns. Such feedback has been very encouraging that our work has had a positive impact on many women.

"My mother's breast cancer was detected in time because I attended one of your sessions. The help and support you gave us during my mother's operation and treatment was priceless. We are having a family re-union after 3 years because of you!"



Do you want to organise an interactive session to raise awareness about any specific form of cancer to the people at your organisation or community?

Drop us a line at [mywellbeing@cipherhealthcare.com](mailto:mywellbeing@cipherhealthcare.com) or call us at +91-9030088120 / 9030088130