

One in 1,000 city women suffering from breast cancer: Survey

TIMES NEWS NETWORK

Hyderabad: For every 1,000 city women aged between 35 and 65 years, there is at least one suffering from breast cancer but is clueless about the disease.

Shocking as it may sound, city-based Ushalakshmi Breast Cancer Foundation (UBCF) came out with these startling results after a population-based breast cancer screening programme in the twin states.

Touted as South Asia's first large-scale breast cancer screening

programme, the survey involved a whopping 176,000 underprivileged women between 35-65 years spread over 3,990 villages in 15 districts of Telangana and Andhra Pradesh. All underwent a manual clinical breast exam conducted by 3,750 healthcare workers.

"Though our comprehensive survey included both urban and rural women, detecting breast cancer in 1:1200 ratio, Hyderabad city women are expected to have higher breast cancer incidence at 1:1000 due to urban trends like

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westernized lifestyle, delayed marriages, having children at late stage and not breastfeeding," said Dr P Raghu Ram, president, Association of Breast Surgeons of India (ABSI).

TAKING FORWARD THE FIGHT: CEO & director of Ushalakshmi Breast Cancer Foundation Dr P Raghu Ram addresses the media at a press conference in the city on Wednesday. Also seen are (from left) Ushalakshmi, IT secretary Jayesh Ranjan and Tollywood actor Charmme

UBCF on Wednesday kicked off massive awareness campaigns on Wednesday to mark the international breast cancer awareness month in October in association with The Times of India at an event attended by Tollywood actor Charmme. As part of the campaign, prominent buildings like Buddha statue, Ravindra Bharati, Charminar and KIMS Hospitals were illuminated on Wednesday.

The importance of early detection of breast cancer has also attracted celebrities and organi-

zations, including FICCI Ladies Organisation Hyderabad chapter chairperson Rekha Lahoti and GMR airport to the seventh edition of UBCF's Pink Ribbon Campaign-2015, which includes a Pink Ribbon Walk on October 11.

"Women save money to buy sarees and jewelry but never save for a mammogram. I would recommend women aged 30 and above to go for mammogram once in a year to screen for breast cancer. It is quick, comfortable and affordable," said Charmme at the event.