

## **Think Pink Bengaluru Cancer Awareness Programme for Men & Women -Kerala**

**Date:** 12 December, 2019

**Place:** Kakkanad, Kochi

**Think Pink Team:** Amritha, Rachel, Blessy, Jayesh, Anisha.

**Faculty Supervisor:** Dr. Ngaitlang Mary Tariang

**Event-** River Bourne, Kochi, Kerala

LMN Green is a flea market initiated by River Bourne Centre, Kerala. River Bourne is an exclusive fitness and activity centre for like-minded individuals to stay fit and healthy in a pleasant environment.

The River Bourne team from Kochi, Kerala approached the Think Pink Bengaluru Team from Christ University to conduct an awareness programme for the vendors and the customers at the flea market. The River Bourne team got in touch with the Think Pink Bengaluru team through their social media page on instagram and liked the concept of the Think Pink Bengaluru.



Five senior members from the Think Pink Bengaluru Team travelled to Kochi, Kerala. The Think Pink Conducted the awareness program during the day, there were two sessions. The first sessions was exclusively for the vendors and volunteers at the flea market. The first session was conducted before crowd start coming in, this helped in making the session interactive and a lot of questions were cleared from the crowd.

The second session was conducted in the afternoon for moving crowd. Few people from crowd were really interested in the session and choose to sit throughout the session and they had few questions for the Think Pink Team. The Think Pink Team conducted awareness program for about 50-55 people and it was a mixed crowd of men and women.



The Think Pink team created awareness on breast cancer, the risk factors, causes, stages, prevention and treatment. The method of Breast self-examination was taught to the people gathered. The Think Pink Bengaluru Team used case studies and spoke to both men and women. The Think Pink Team also

specified on the fact that not only women get breast cancer but even men can get it. Case studies of breast cancer among men were discussed. The awareness programme was done with the help of power point presentation and information for the presentation were taken from research articles.

### **Outcomes:**

The session helped the vendors at the flea market learn new aspects related to breast cancer. The awareness about breast cancer among men was a quite surprising to the participants. The participants were really enthusiastic and interacted well and shared their views about cancer. They also asked relevant questions and concerns regarding breast cancer. Most of them wanted to know about the ways to prevent cancer and some of them came up personally post the session to clarify their queries.

### **Feedback:**

The participants shared that the session was quiet interesting and very informative. Especially the men shared that they were unaware that even men were vulnerable to develop breast cancer and the discussion of the case studies was an eye opener for them as well. The participants were concerned about the prevention of breast cancer and they shared that they were happy to get it clarified. The women also shared that the self examination was a new awareness to them and that they would share with the other members of their family and friends. One participant mentioned that she had a few warning signs that we discussed during the session and that she recently visited the Regional Cancer Centre and got herself checked and it was really helpful that the team taught the breast self- examination. Overall the participants gave a very good feedback to the team for the session and the initiative.