

Strength in Pink



Early Detection,
Stronger Futures.

In this fold,
We talk about



Addressing the need for
Breast Cancer Awareness & Care

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Did you know
that in India,
1 woman
is diagnosed
with breast
cancer
every
3 minutes.



Despite a significant rise in cases, India's 5-year survival rate lags behind developed countries, underscoring the urgent need for early detection to improve outcomes and reduce treatment costs.

These figures emphasise the necessity of continued and expanded efforts to fight breast cancer, ensuring that more women receive the life-saving care they need when it matters most.

Breast cancer is a growing concern in Goa, with nearly 1,000 new cases each year. Many women face late diagnoses due to limited healthcare resources, low awareness, and financial barriers.

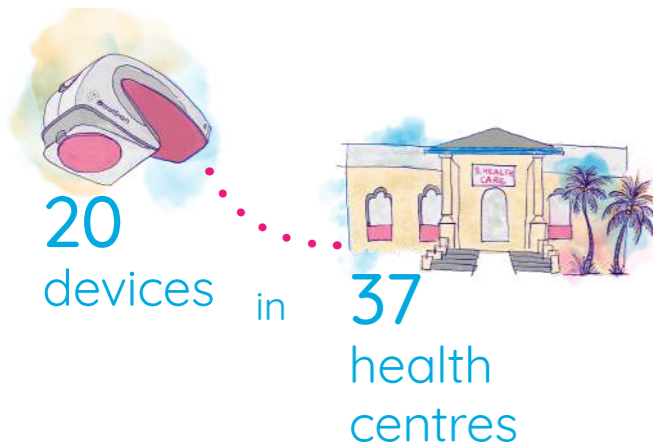
The 'Swasth Mahila Swasth Goa' initiative aims to change this through community-level screening for early detection and facilitating access to care.

The initiative of

Swasth Mahila Swasth Goa

The Swasth Mahila Swasth Goa initiative began as a collaborative effort between **SBI Foundation** and **YouWeCan Foundation**, driven by a shared commitment to improve women's health in Goa. Recognising the urgent need for enhanced breast cancer screening and awareness, we launched this project to reach women across the state.

With the support of the **Directorate of Health Services (DHS) Goa**, and leveraging the innovative iBreastExam device from our technology partner, **UE Lifesciences**, we deployed



Our dedicated **team of 10 members** in Goa worked tirelessly to screen women in both North and South Goa districts.

- **Programme duration:** April 2021 to March 2024
- **Total grant allocated:** ₹ 2,87,85,000

What makes Goa the focus?

Goa was selected as the starting point for this initiative due to its manageable size, which allows for focused implementation and effective adaptation. The project spans both North and South Goa, ensuring diverse and inclusive representation.

This geographic breadth enhances our understanding of regional challenges and successes, setting a model for inclusive development that can be scaled across India.

The model not only addresses local needs but also paves the way for a nationwide expansion.

The journey of

Implementing the Project

The project began with office setup and team recruitment. It involved awareness campaigns, iBreastExam screenings, and directing individuals with suspected cases to government facilities for further diagnosis and treatment.

The **3 core pillars of implementation** are approach to awareness, device & technology and the Public-Private Partnership model.

Pillar I: Approach to Awareness

A.



Educate:

Awareness sessions were organised to inform women about breast cancer and teach self-examination techniques, aiming to reduce the desensitisation often surrounding the topic.

B.



Detect:

iBE devices were used for screenings, with results shared promptly and support provided to navigate the next steps for those with concerning findings.

C.



Empower:

Long-term empowerment was emphasised through annual screenings, regular self-exams, and continuous counselling to counter desensitisation and keep women proactive in their breast health.

Pillar II: Device & Technology



The iBreastExam device is an ultra-portable, hand-held, and radiation-free tool designed for ease of use.

It offers instant, objective, and painless results through its **wireless, battery-powered, and cloud-connected** features. The Dynamic Co-Planar Capacitive sensing (DCPC) technology enhances early detection of stiff breast lumps.

ADVANTAGES



NON-INVASIVE,
painless examination method.



EFFICIENT DOCUMENTATION,
quick & accurate exam records.



IDEAL FOR LIMITED ACCESS AREAS,
effective in regions with limited advanced diagnostics.

Pillar III: Public-Private Partnership (PPP) Model

This initiative involved various partners for execution and to oversee project progress a Steering Committee was formed on May 12, 2022. Members included representatives from all stakeholder groups chaired by the Honorable Health Minister.

FUNDING, PLANNING & PROJECT DESIGN

- **SBI Foundation**, co-designed the project in collaboration with YouWeCan Foundation and the Government of Goa. SBIF was also the funding body and played an important role in developing the plan of action for the project.

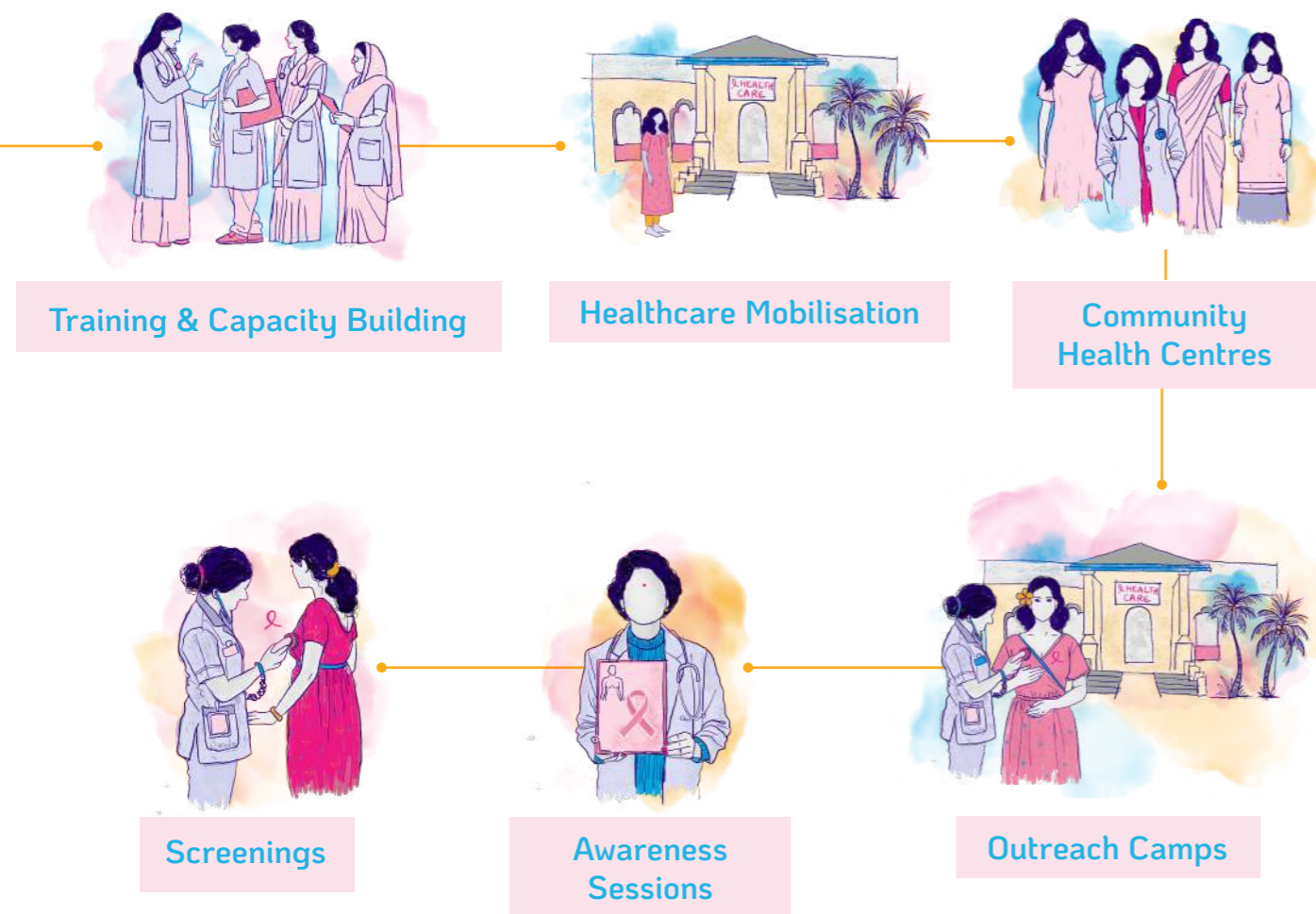
IMPLEMENTATION & TECHNOLOGY

- **YouWeCan (YSF)** is the NGO partner which executes all on-ground network of activities.
- **UELifesciences**, our technology partner, who manufactures and supplies the iBreast Device for early detection.

INTEGRATION

- 37 Health Centers conduct regular screenings in North and South Goa, and each center has a trained Nodal iBE officer.
- District Hospitals, have dedicated iBreastExam devices and specialised rooms in North and South Goa.

Various stages of the model



By combining cutting-edge technology with compassionate care, we're not just detecting cancer early, we are also dismantling the barriers of fear & stigma.



Effective community engagement at an outreach camp



iBreastExam device briefing at the district hospital



Screening of recipient at an outreach camp



Awareness session on self-breast examination



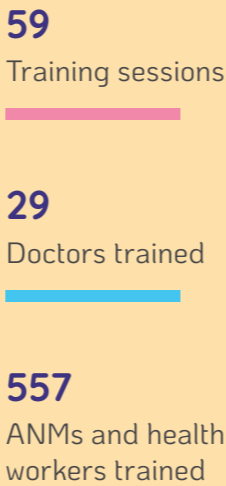
A successful outreach camp

Factors contributing to the

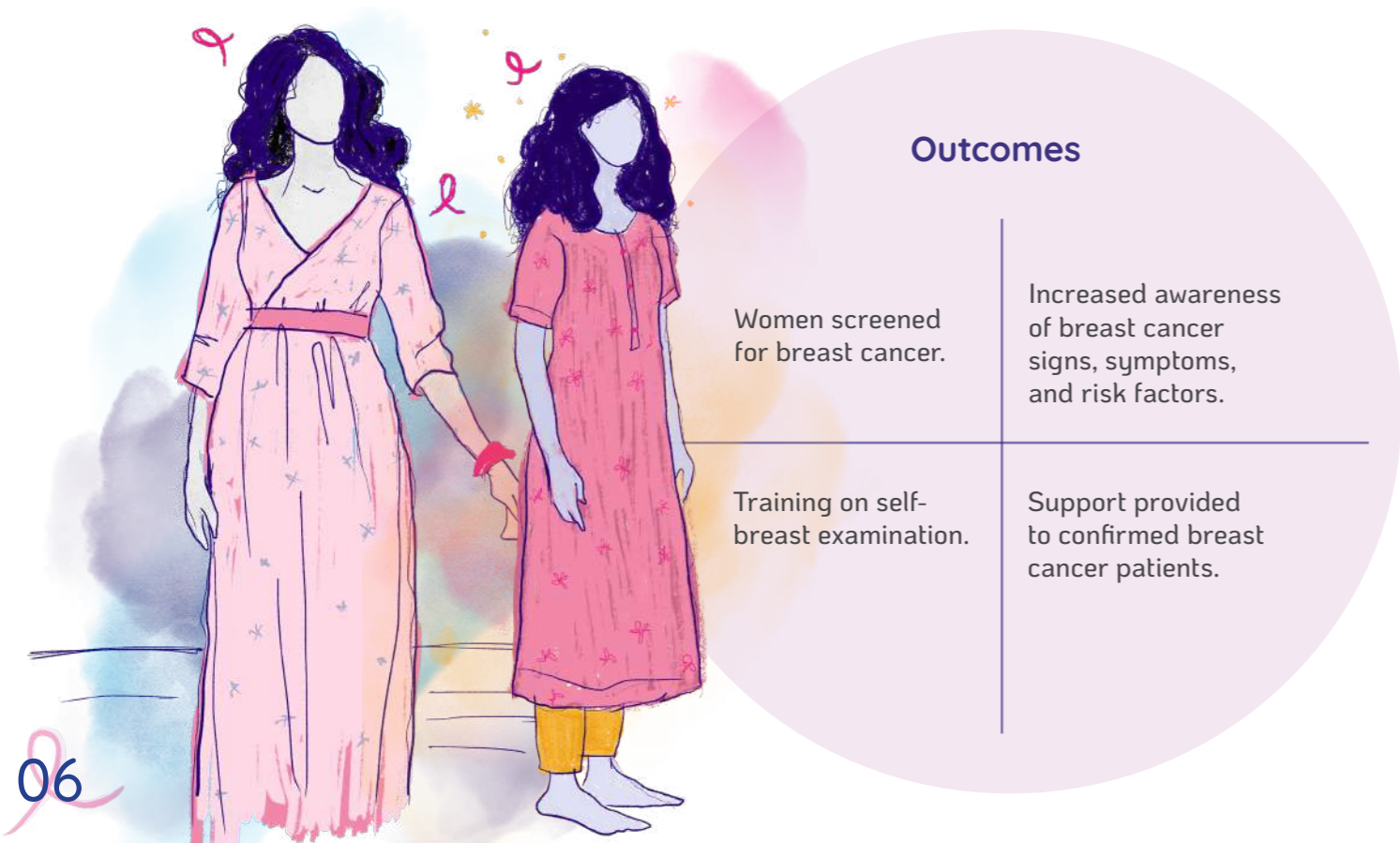
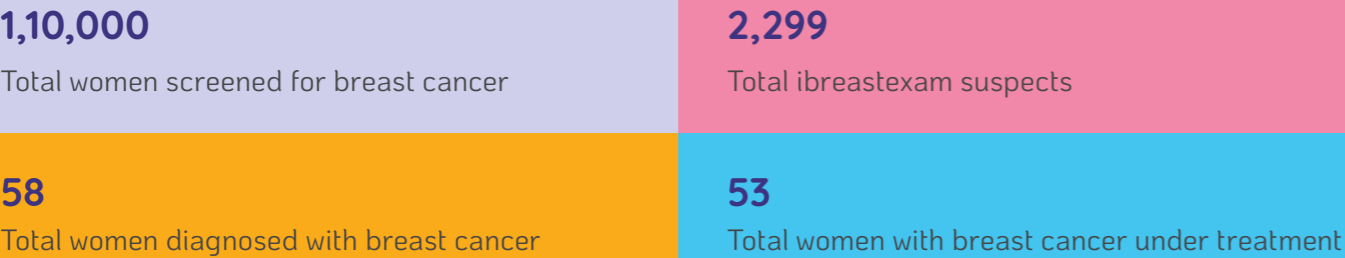
Project's Success

The success of the Swasth Mahila Swasth Goa project can be attributed to several key factors:

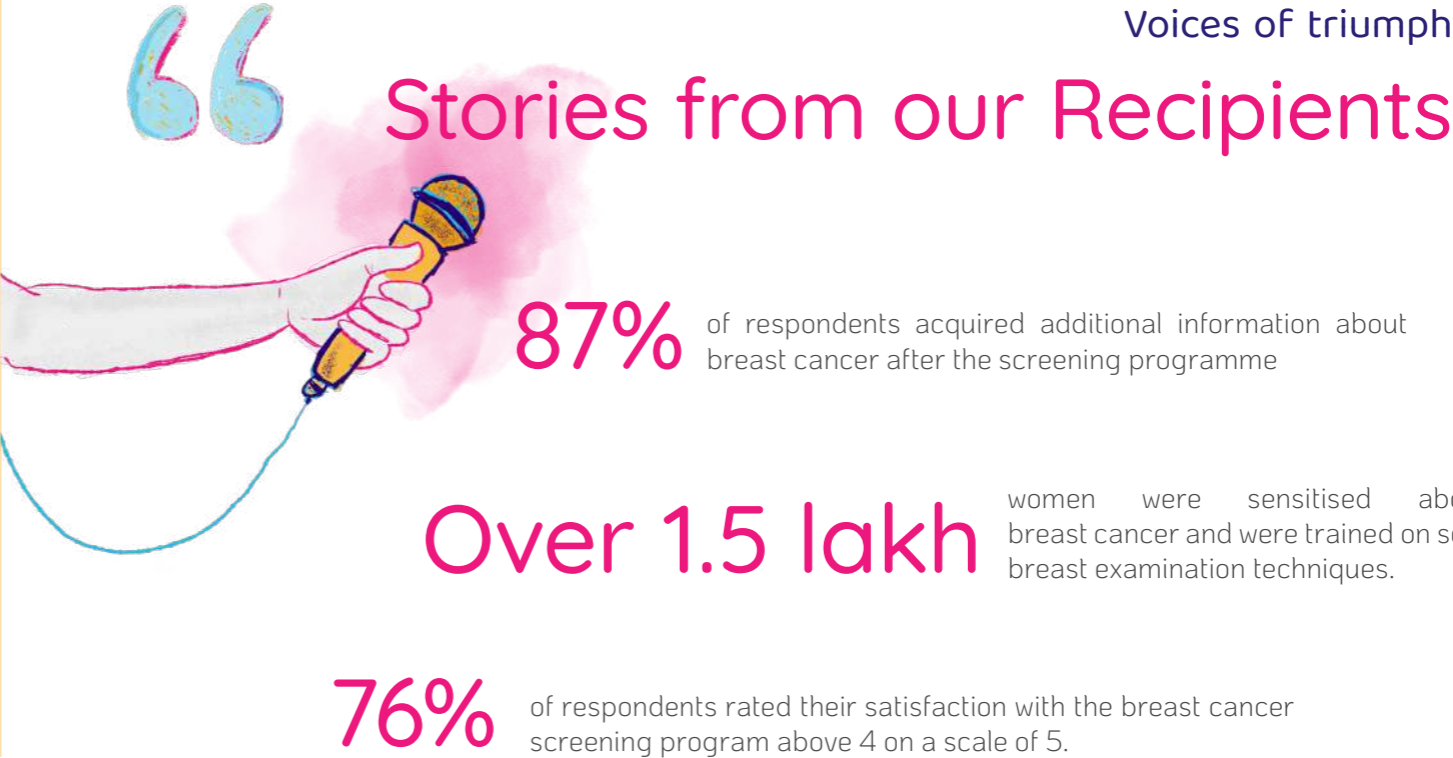
- a. **The iBreastExam device** proved essential with its non-invasive, quick, and efficient technology, which streamlined screenings and increased accessibility. The approach fostered awareness and destigmatised breast cancer, empowering women with knowledge and support.
- b. **Effective training and capacity building** through well-planned sessions for staff at each health center ensured that healthcare professionals were prepared, leading to smooth and efficient program execution.
- c. **Support for communities** through accessible and affordable screenings reduced the financial burden on families and ensured that even those with limited resources could benefit from early detection and treatment.



Success rate with screenings



Voices of triumph



Maya's Journey to Early Detection

THIS CHECK

At 51, Maya's iBreast screening in Cancona revealed a lump that led to a diagnosis of invasive lobular carcinoma. With prompt surgery and chemotherapy, she appreciates the early detection that enabled timely treatment and intervention, highlighting the value of the screening program.



Gayatri's Path to Recovery

When 42-year-old Gayatri noticed a lump, iBreast screening at South Goa District Hospital quickly identified invasive carcinoma. Her seamless transition to surgery and chemotherapy at Goa Medical College was crucial. She praises the accessible government care and stresses the importance of early detection and self-examination.



Vijaya's Supportive Treatment Journey

Vijaya, age 50, found a lump during a visit to North Goa. The iBreast screening led to a cancer diagnosis and surgery. With government coverage easing financial strain, she continued treatment in Satara. She's grateful for the comprehensive care and family support throughout her treatment journey.

Best Practices Identified from the Project

a. Destigmatising breast cancer

- To destigmatise cancer, holistic stakeholders, including Goa's Chief Minister, Health Minister, cricket celebrities, and SBI representatives, promoted openness about breast cancer screening.

ASHA workers, PHC, and CHC staff engaged the community through school events and sports activities, fostering a supportive environment for breast cancer screening through these community-driven initiatives.

b. Government convergence

- Collaboration with the State Government of Goa, supported actively by the Chief Minister and the Health Department, helped align government resources and priorities with the project's objectives.

c. Capacity building

- Provided training in the local language to ensure healthcare workers could easily implement the initiative.

Equipped healthcare workers with the skills and knowledge needed to deliver quality screenings and raise awareness.

d. Embracing technology

- Embracing world-class yet simple technology, the iBreastExam devices are advanced and easy to operate.

Made breast cancer screening accessible to even the most remote areas in Goa.



Way Forward Strengthening the Project

a. Expand technological reach:

Scale up the deployment of **iBreastExam** devices to **enhance early detection** and accessibility across diverse regions, particularly in underserved areas.

b. Strengthen government partnerships:

Deepen **collaboration with government schemes** to ensure **seamless referrals and treatment**, leveraging **existing infrastructure** for comprehensive care with other state governments.

c. Increase awareness campaigns:

Continue efforts to **destigmatise breast cancer** through **robust education and outreach**, fostering greater participation and engagement in preventive measures.

The project proves that by combining advanced technology with compassionate care, we can achieve early detection of breast cancer & destigmatise it. Our journey showcases the power of innovation & community, paving the way for every woman to access the care she deserves.



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Early Detection, Stronger Futures.

Swasth Mahila Swasth Goa
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