

# India

In India, the most prevalent cancers, like breast, cervical, and oral, are largely preventable or can be detected early with timely treatment. More than 250 million people in the country use tobacco, which currently accounts for an estimated 800,000 to 900,000 annual deaths. As a result, the Indian government is taking bold steps to fight tobacco use, but it remains the single leading cause of cancer in the nation.

With more than 90 years of experience and as the largest and most experienced voluntary health agency in the world, the American Cancer Society is one of the few organizations capable of providing meaningful leadership to developing cancer societies worldwide. By partnering with top cancer leaders, high level government officials, and a network of journalists in India, we are increasing cancer awareness; promoting cancer prevention, early

detection, and access to cancer information; reducing tobacco use; and improving the quality of life for cancer patients and survivors.

To date, we have worked with more than 75 top Indian cancer organizations to provide expert trainings and national collaborations to fight cancer. Our American Cancer Society University (ACSU) program, held in Chennai and New Delhi, has trained leaders from prominent nongovernmental organizations (NGOs) and cancer centers across the country. ACS trainings have improved the skill and expertise of cancer and tobacco control leaders to launch and fund community-based projects throughout India.

## *Raising Cancer Awareness*

In a nation just beginning to devote critical resources and attention to cancer and other chronic diseases, we have leveraged the power of the media through a very successful journalist “boot camp” about the cancer and tobacco burden. Held in conjunction with the ACSU in New Delhi (April 2007), this intensive “boot camp” began with a press conference that included Dr. Ambumani Ramadoss, the Indian union minister of health. This event received national press coverage in more than 50 leading



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media outlets. Since the training and after meeting with NGO leaders and cancer survivors in New Delhi, journalists have continued to report on the local and national toll cancer and tobacco take on Indian families and communities.

### *Improving Quality of Life for Cancer Patients*

In collaboration with the International Network for Cancer Treatment and Research (INCTR) and Pallium India, we have launched a palliative care training center for physicians, nurses, and social workers at the MNJ Institute of Oncology and Regional Cancer Centre in Hyderabad, India. Through this international collaboration, a new Department of Pain and Palliative Care was established that provides ongoing services within the hospital and training courses for health care professionals throughout the state of Andhra Pradesh.

### *Reaching Out to Families*

To share information with the Indian public, we have established chronic disease prevention programs at large worksites throughout the country. We are also creating an India cancer information Web site and print materials. Through the Web site, Indians can spread the word about cancer prevention and detection to loved ones around the world. The site will

provide critical information on prevention, detection, treatment, and facilities. In addition, we plan to translate cancer materials into various Indian languages so local NGOs and health care facilities can provide complete cancer information to their patients. The Web site and print materials reflect more than 90 years of cancer fighting knowledge and best practices, reducing the disparities in cancer information by translating lifesaving information into different Indian languages.

### *Fighting Tobacco Use*

We provide grants to leaders in tobacco control and cohost the Global Smokefree Partnership, which can help entire cities in India go smoke-free. We worked alongside leading tobacco control advocates in the country to support the passage and implementation of the central government's tobacco control law. We collaborated in the development of the Advocacy Forum for Tobacco Control (AFTC) in India to support efforts on a wide range of tobacco control activities. The AFTC is a network of national advocates who exchange ideas, advise the Indian government on tobacco control policy, and present a unified, science-based approach to fight the tobacco epidemic.

*For more information on our global programs, please visit our Web site at [www.cancer.org/international](http://www.cancer.org/international).*



**International**

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