



## **Preamble**

Cancer.

The word itself invokes fear and foreboding in any normal person.

Actual diagnosis of cancer, in any person, brings a deluge of negative thoughts. Suddenly the whole existence is at stake.

Growing at an alarming 11 percent annually, Cancer is the second biggest cause of death in India. There are 11 lakh new cancer cases every year and four lakh deaths in India alone.

The debilitating impact of a cancer incidence, given its financial, emotional and social implications, is catastrophic not only to the patient but in the collective psyche of patients near and dear ones.

The above throws up a challenge that has to be fought at two levels:

- a) Life Beyond Cancer ; as well as**
- b) Life Before Cancer**

***Sanjeevani ... Life Beyond Cancer*** founded in 2012 by Ruby Ahluwalia endeavors to fill this huge gap.

Ruby, a cancer survivor herself, was diagnosed with Triple Negative (Stage 3) Breast Cancer in 2009 and took her treatment at Tata Memorial Hospital, Mumbai.

Ruby, having under gone the emotional stress, financial drain, physical pain and challenges associated with her personal fight against this deadly disease, decided to take the problem head on by implementing programs that

- a) make the journey for persons fighting cancer less painful and strenuous by providing care, counseling, handholding and rehabilitation to cancer patients and survivors; and
- b) intend to curb the exponential growth rate of cancer by reaching out to the community, through on ground as well as virtual activities, that attempt to involve all stakeholders in conversations and activities focused on need for prevention and early detection.

Though the world has seen significant improvements in the quality of cancer care over the last decade, Cancer still remains one of the most dreaded ailments which instantly triggers a situation where the shadow of death becomes a constant companion. The risk of a fatal outcome has been mitigated significantly with the advancement of care programs and medical technology but the most critical factor still remains timely discovery and patient's will to fight cancer.

Many patients are so petrified of the word 'Cancer' that they never really get to the treatment or through the treatment. Or they simply give up.

***Many deaths are because of the fear of cancer amplified by lack of psycho-social support.***

***This huge gap threw up a need for interventions***

- a) that motivate, encourage and enable Cancer patients and their families to fight the battle fully and to not give up hope and treatment, half way or totally.***
- b) that address the fear of recurrence of cancer in patients ; and***
- c) that help cancer survivors get gainful employment.***

The following programs by Sanjeevani Life Beyond Cancer focus on mitigating the above stated gaps. These being:

- 1. Counselling & Handholding Program**  
(In-hospital interventions for cancer patients and their families)
- 2. \_Wellness & Rehabilitation programs for survivors**
  - 2 a) Sanjeevani Wellness Centres
  - 2 b) Certificate Course on Oncological Care giving

## **Wellness and Rehabilitation programs**

Once the treatment at hospital is over, patients need to take charge of their lives but are faced with two challenges:

- a) The fear of recurrence of cancer; and
- b) Get gainful employment.

The Wellness and Rehabilitation programs were thus designed and implemented to meet a need strongly articulated by patients and their care-givers in the FGDs conducted with them.

### **Program Design**

In order to address the fear of recurrence, *Sanjeevani* runs **Sanjeevani Wellness Centres** (adjunct to the SCRCs) that offer very well designed 15 day course with inputs on Psychotherapy, Nutrition, Emotional Freedom techniques, Yoga, Meditation, Music Therapy and Dance Therapy by trained faculty.

### **Program Objective**

Objective of creating these spaces is to help cancer patients

- a) Deal with the side effects of modern medicine in a better way; and also
- b) Equip them with skills to take responsibility of their own health and build up their immunity systems.

### **Geographical reach**

**Sanjeevani Wellness Centres** are currently operational at the following 3 locations :

- a) Mumbai,
- b) Ahmedabad, and
- c) Bikaner

### **Impact**

The program has successfully transformed the lives of over 1400 patients.

### **Expansion during 2019-20**

In addition to the above locations it is proposed to make available this program at the following locations during 2019 - 20

Guwahati (Assam), Goa (Goa), Bangalore (Karnataka), Jaipur (Rajasthan) and Kolkatta (Bengal).