Press Release  
26 July 2024

**Agriculture Minister inaugurates Kudumbashree 'Sraddha' State Level Cancer Awareness Campaign**

Alappuzha: ' Shri. P. Prasad, Minister, Department of Agriculture, Government of Kerala inaugurated the 'Shraddha' State Level Cancer Awareness Camp jointly organized by Kudumbashree, Medicon- Medical Students Collective of Kerala Sastra Sahithya Parishad at Coir Corporation Hall, Alappuzha.

It is really appreciative that Kudumbashree is trying to practically address a really serious issue. It's saddening that Kerala is slowly becoming the 'Cancer Capital of India' and Kudumbashree is making efforts to find a solution for this issue. The Minister said.  We should lead a lifestyle that would take health seriously into consideration. The quality of the food we intake has a key role in this. We should realise that agriculture and health are connected. Changing the food and lifestyle can help control cancer. He added. The Minister also pointed out that the importance of sanitation in controlling cancer. The Minister said that health should be our foremost priority. The Minister also offered the support of the Department of Agriculture for this programme.  The Minister also released the logo of the campaign.

In the first phase, the campaign will be implemented in Ambalapuzha and Aryad blocks of Alappuzha district. The aim of this campaign is to provide women with the necessary awareness about breast cancer and cervical cancer and to provide them with the necessary support for cancer diagnosis and specialist treatment.

The 'Shraddha' State Level Campaign is being organized as part of the National Rural Livelihood Mission FNHW (Food Nutrition Health Water and Sanitation) project activities implemented in the state through Kudumbashree. In the first phase, all the NHG members in all the wards of the selected blocks will be made part of the awareness camp. Cancer awareness class will be given to them under the leadership of Medicon Resource Person, Gender Point Person of NHG and selected NHG member. Along with this, preliminary screening will also be conducted. Once these two are completed in all the wards, medical camps will also be organized at the block level in collaboration with Medicon. Those diagnosed with the disease through primary screening and medical camps will be provided support for follow-up treatment in collaboration with local health institutions. Necessary psychosocial support and counselling will be provided through Kudumbashree Snehitha Gender Help Desk and Gender Resource Centre. The diagnosed members will be provided with further treatment instructions and referral letter with the help of Medicon team.  
  
District, CDS, ADS and FNHW Resource Persons will visit the houses of infected members once a month. Also, in association with Family Health Centres, their health condition will be assessed by Asha workers and necessary support will be provided. Women will also be made aware of menstrual hygiene, physical mental health and lifestyle disease prevention to improve family health.

Shri. M.G Suresh, Assistant District Mission Coordinator, Kudumbashree Alappuzha District Mission welcomed the gathering and Ms. Sunitha P, District Programme Manager, Gender & FNHW delivered the vote of thanks.

Shri. Reego Raju, Municipal Councillor, Sea View Ward presided over the function. Dr. B Sreejith, Programme Officer, Kudumbashree explained the project and distributed the certificates of Dheeram Karate Training. Ms. Sofi Augustine, Chairperson, Alappuzha North CDS, Shri. Muhammed Yousuf, Medicon State Secretary, Ms. M.S Ancy Mothis, Member, Medicon State Committee were also present at the function.

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