

Lucknow Breast Cancer Support Group

Celebrating the Journey of four years!



ENLIGHTEN TO EMPOWER! –
TALK TO YOUR NEAR AND DEAR ONES ABOUT BREAST CANCER

**An initiative by Department of Endocrine Surgery
King George's Medical University, Lucknow**

The Beginning

Breast cancer today, is the leading cancer amongst women in our country, with more than 1.7 lakh new cases diagnosed each year and more than 80,000 women dying of the disease. This high incidence of breast cancer and the dismal prognosis can contribute to the physical, emotional, social and financial burden of breast cancer, which can be overwhelming for those affected and their families.

It can greatly disturb a person's life, disrupt their plans and dreams, and leave them feeling scared, confused, and alone. The emotional toll of the diagnosis can be overwhelming, as patients struggle to come to terms with the reality of their situation and its impact on their lives. Even after starting treatment, few patients do not complete their treatment due to misconceptions, ignorance, financial constraints and social stigma. Some patients also consider taking alternative treatments which do not have any scientific basis, thus wasting precious time after the diagnosis of cancer.

Often the question that arises in patient's minds is "WHY ME?". In such a situation, it can be immensely useful to know and meet someone who has faced breast cancer before and has overcome the disease. Interacting with someone who has gone through a similar experience can provide patients with a sense of hope, encouragement, and inspiration. It can help them realize that they are not alone in their struggle and that there is a way to overcome the disease and reclaim their lives. The breast cancer survivors can offer emotional support and provide a safe and supportive environment for the patients to share their experiences, ask questions, and learn from others who have gone through similar experiences. Moreover, a breast cancer support group can help remove the myths and misconceptions surrounding breast cancer, especially among

uneducated individuals who may not have access to accurate information about the disease. Such individuals may also be more likely to discontinue seeking medical help due to a lack of awareness, cultural beliefs or financial constraints. A support group can provide them with accurate and reliable information about the disease, its causes, and treatment options, and encourage them to seek medical help early.

The journey of breast cancer survivors is a bag full of emotions. The journey begins with the diagnosis of cancer, continues through multiple sessions of chemotherapy, surgery followed by radiotherapy. This cancer treatment exerts a toll not only on the individuals but also on the family members. The "New Normal" after completion of treatment is also different for each individual. Some may adapt to the new life quickly while others may still have issues coping with scars of the surgery, low self-esteem and reduced functional status. The common anxiety faced by most survivors is uncertainty – uncertainty about recurrence of cancer or moving forward in life in general. For such people, being a part of breast cancer support group helps them to cope up with the situation and adapt to changes in their life.

Although a breast cancer support group can be an excellent source of information for the patients and their families, without proper supervision and guidance, it can quickly become directionless, ineffective and can even cause unintentional harm or spread misinformation to those involved. Without trained facilitators, the group would lack structure, focus, and cohesion, and the discussions may wander aimlessly without providing meaningful support or information to the members.

With this framework in mind, the Lucknow Breast Cancer Support group was

envisioned by Dr Anand Kumar Mishra on 4th May 2019 with around 25 female and 2 male breast cancer survivors. This organisation is coordinated & facilitated by Breast cancer caregivers at the Department of Endocrine Surgery of King George's Medical University in Lucknow. The group comprises survivors, patients, and their primary caregivers, who are here to help and support every patient who has lost hope and is having a difficult time with the knowledge of having cancer. The vision of this breast cancer survivor group is as follows:



Inauguration of Lucknow Breast Cancer Support Group

Vision, Mission, Inspiration

Our Mission

Create a forum for peer education amongst patients and survivors where, through sharing of experience and interactions, one can:

- Raise awareness
- Educate masses on breast cancer
- Help seek Psycho-social counselling
- Help provide socio-economic support

To support our participants:

- To take ownership of their disease
- Navigate the existing complex healthcare system

Our Vision

- Fostering leadership and peer support among patients
- Breast cancer support and provision of psycho-social support
- Improve quality of life after treatment
- Increase knowledge of disease and treatment
- Sustain and scale up the model throughout Uttar Pradesh

Our Function

- To provide information and support on current treatments, coping strategies and rehabilitation to patients and caregivers
- To increase the bonding between patients and caregivers
- To access and connect with other cancer survivors
- To provide psychological and social support to improve the quality of life

Pink Marathon- "Celebration began before the journey"



Inauguration of the Pink marathon 2018 for breast cancer awareness

Pink Marathon was organised in 2018. It was held in association with UP Athletic Association where 66 technical persons monitored the entire event. Half marathon of 11 km was conducted for both men and women starting from 1090 Gomti Nagar. The registration was free for everyone. 2000 pink T-shirts and caps were distributed at the event and prize money of Rs. 1 Lakh was awarded for the winner of this half marathon, which is the highest ever prize

money for half marathon in UP. Brand ambassador for this event was Ms Sudha Singh, who is a National Athlete and Gold Medalist at Asian Olympics. Other dignitaries attending the Marathon included Ms Rachna Govil, Director of Sports Authority RC,



Our participants at the finish line

Although the participation of the general population was very encouraging, our breast cancer survivors were sceptical about participating in the marathon. Very few of our survivors participated in this marathon as it was considered to be a social taboo to open up about their diagnosis. This led to the foundation of our breast support group, as we realised that medical treatment of breast cancer was only a small part of the spectrum of management of breast cancer. After 6

Activities

Is the diagnosis of breast cancer the end of life as we know it? The answer is a big NO! Who else can prove this better than the women who themselves have been brave warriors

Lucknow, Mr. Ram Naik, Governor of Uttar Pradesh, Mr Ashok Bajpai, MP, Dr. RP Singh, Sports Director. The event turned out to be very successful with thousands of participants running the marathon and creating awareness about breast cancer.



Prize distribution ceremony

months of close personal interaction with all our survivors, encouraging them to embrace the 'new normal', the idea of Lucknow Breast Cancer Support Group was born to empower these breast cancer survivors. This event paved way for our upcoming events where our breast cancer survivors participated, proving to be role models for other patients of breast cancer. Some of the events that we conducted over the period of 4 years is highlighted below:



Inauguration of LBCSG Logo



Skit on Breast Cancer awareness by paramedical students of KGMU



Our survivors walking the ramp along with profession models

2019 Mega Fashion Show for Breast cancer survivors

In October 2019, we took the initiative to bring the limelight on our survivors. Seventy women and two men walked the ramp at the Atal Bihari Vajpayee Convention Centre, Lucknow to showcase how diagnosis of breast cancer and its treatment could not dampen their spirit to live life to the fullest. Graced by Chief guest Ms Padmini Kolhapure, Bollywood actress and Guest of honour, Ms Tripti Shakya, Playback singer -

these men and women displayed not only style and sense of fashion but told stories of hope, courage and resilience. This went a long way in encouraging the patients who are newly diagnosed with breast cancer that 'Breast cancer does change you, but that change can be beautiful.'

कैंसर से डरने का नहीं, बल्कि लड़ने का वक्त

फिल्म अभिनेत्री पद्मिनी कोल्हापुरी और गायिका तृप्ति शाक्य ने किया ब्रेस्ट कैंसर के प्रति जागरूक, मॉडलों के साथ कैंसर सर्वाइवरों ने किया कैंटवॉक

साई सिटी रिपोर्टर

लखनऊ। जिनकी प्यार का वीत है, इस कर उस पार जाना पड़ेगा...। फिल्म अभिनेत्री पद्मिनी कोल्हापुरी ने यह गीत गाकर ब्रेस्ट कैंसर सर्वाइवरों का हौसला बढ़ाया। उन्होंने कहा कि अब कैंसर से डरने का नहीं बल्कि लड़ने का वक़्त है। चिकित्सा क्षेत्र में नई तकनीक आने से ब्रेस्ट कैंसर पूरी तरह से ठीक हो जाता है। वह केजीएमयू के इंडोक्राइनोलॉजी सर्जरी विभाग की ओर से पूर्व प्रधानमंत्री अटल बिहारी वाजपेयी सांठिक कैंसर सेंटर में आयोजित ब्रेस्ट कैंसर जागरूकता कार्यक्रम में बतौर मुख्य अतिथि बोल रही थीं।

अभिनेत्री पद्मिनी कोल्हापुरी ने गीतों के माध्यम से कैंसर सर्वाइवरों को तनाव से दूर रहने और ज़िंदगी को खुशनुमा बनाने की सलाह दी। वहीं, पार्श्व गायिका तृप्ति शाक्य ने गीतों और भजनो से हौसला बढ़ाया। केजीएमयू इंडोक्राइनोलॉजी सर्जरी विभागध्यक्ष प्रो. आनंद मिश्रा ने बताया कि ब्रेस्ट कैंसर का इलाज अब आसान हो गया है। स्तन में गांठ दिखते ही चिकित्सक से संपर्क करना चाहिए। जांच से पता चल जाता है कि कैंसर की स्थिति क्या है। फिर उसी हिसाब से सर्जरी प्लान की जाती है। सर्जरी भी अब काफी आसान हो गई है। इस दौरान कैंसरविद विभागका क्वाब मोरखनाथ, डॉ. अंजनी मिश्रा ने भी संबोधित किया। कार्यक्रम में 63 महिला कैंसर सर्वाइवर और दो पुरुष शामिल थे। संचालन एंकरअनुकूलि ने किया। इस दौरान लखनऊ ब्रेस्ट कैंसर सपोर्ट ग्रुप, टीम इंडिया लखनऊ फुटबॉल क्लब, कैंसर क्लब आदि भी सहयोग रखा। इससे पहले केजीएमयू कुलली प्रो. धर्मपाली भट्ट, प्रति कुलपति प्रो मधुवीत गोयल, प्रो. ज्योती सिंह, प्रो. आनंद मिश्रा, विभागका क्वाब मोरखनाथ ने संयुक्त रूप से दोपहर 12 बजे कार्यक्रम का उद्घाटन किया।

केजीएमयू के इंडोक्राइनोलॉजी सर्जरी विभाग की ओर से कन्वेंशन सेंटर में आयोजित ब्रेस्ट कैंसर जागरूकता कार्यक्रम में फिल्म अभिनेत्री पद्मिनी कोल्हापुरी व गायिका तृप्ति शाक्य के साथ कैंसर सर्वाइवर तथा नाटक के जरिये जागरूक करने एम्मीवीएस स्टूडेंट्स।

रैंप पर उतरी कैंसर सर्वाइवर

लखनऊ। ब्रेस्ट कैंसर सर्वाइवरों का हौसला बढ़ाने के लिए कैंटवॉक भी हुआ। दिल्ली से आए कैंसरविद एवं पेशेवर के साथ पार-पार ब्रेस्ट कैंसर सर्वाइवर रैंप पर उतरीं। कई लड़कियां हुए जो कैंसर लड़कियां हुए। अपने ज़ात का प्रदर्शन किया। इस दौरान कैंसरविद हलके में आई कैंसरविदों ने तबब का जवाब दिया। उनके लिए रैंप पर उतारने का वह जगह सही था।

Time to fight against this cancer

2020 Pandemic couldn't stop us!

During lockdown where travelling and social gathering was impossible, we continued supporting our warriors and patients through online meetings on 1st Wednesday of every month. The day to day queries related to Covid precautions and protocols as well as pertaining to the disease were answered and

managed online through these meets as well on a Whatsapp group. To keep our audience motivated, we organised Yoga classes, invited motivational speakers to our meet and held several online competitions like 'Cook a healthy meal in 5 minutes'.



Online breast cancer 'meets'

2021 Special movie show with survivors and family



Inauguration of Special movie screening of breast cancer survivors

A special movie screening was organized for our survivors at Fun Republic Mall, Lucknow, on 31st October 2021. Around 65 survivors with their family participated in the event. The Chief Guest for this event was Mr Baba

Gorakhnath. All our survivors with their attendants had fun-filled evening, sharing stories, inspiring everyone and giving hope to patients battling this disease.



Our survivors enjoying the movie screening

The journey has just begun!

Lucknow Breast Cancer Support group aims to bring people together and develops long lasting friendship between breast cancer survivors, giving them hope and strength. There is a strong bond of friendship amongst us, we celebrate festivals together, educate and re-educate ourselves on relevant topics

and aim to make our survivors- Brand Ambassadors to tell the world that this disease can be defeated. Continuing with this trend we would all be celebrating the beginning of the 5th year of this group together on 29th April, 2023.

Watching these survivors gives hope to the people still battling breast cancer that
"THERE IS ALWAYS A LIGHT AT THE END OF THE TUNNEL. BREAST CANCER IS CURABLE".

You are not alone in this fight against breast cancer! Join us!
Connect with us via:
www.lbcsg.com
Facebook/ Lucknow breast cancer support group
lbcsg20@gmail.com



**An initiative by Lucknow Breast Cancer Support Group for
Breast Cancer Awareness**

**Department of Endocrine Surgery
7th Floor, Shatabdi Hospital, Phase II,
King George's Medical University, Shahmina Road,
Lucknow**