

Cancer Awareness at Grassroots

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In This Part Of World Main Cause Of Late Diagnosis and Cancer Related Mortality is Lack of Knowledge. Eighty percent of Patients present in Late Stage When only 20 percent are treatable. While only Twenty Percent Present Early When Eighty percent Can be Treated. To Reverse This Disturbing Trend Cancer Awareness Has To be Percolated To Masses. For This We Started With Cancer Awareness Drives in Jammu Province of J and K India and saw visible results. To Take a Step further We Organized a Cancer Awareness Workshop Using Social Media Platforms and Got Tremendous Results in form of Queries, Media Campaign, Breaking of Administrative Inertia. Whether It will be converted into More Early detection will be seen in Time To Come.

Key Words: Cancer, Awareness, Early Detection, Late Diagnosis, Social Media.

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