



**TAGORE DENTAL COLLEGE &  
HOSPITAL**

*Department of Public Health Dentistry*



**DEPARTMENT OF PUBLIC HEALTH DENTISTRY**

<b>VENUE</b>	<b>Perungalathur Signal</b>
<b>DATE</b>	<b>4<sup>th</sup> February 2020</b>
<b>TIME</b>	<b>8:30 am – 10:30 am</b>
<b>PARTICIPANTS</b>	<b>FINAL YEAR STUDENTS, INTERNS and DEPARTMENT STAFFS in association with IDA and IAPHD</b>

Cancer is one of the leading causes of morbidity and mortality worldwide with approximately 14 million new cases and it is the second leading cause of death globally which is responsible for 9.6 million deaths in 2018

Around one third of deaths from cancer are due to the 5 leading behavioral and dietary risks such as high body mass index, low fruit and vegetable intake, lack of physical activity, tobacco use and alcohol use. These risk factors are easily modifiable by creating awareness.

Cancer can be prevented and controlled by implementing evidence-based strategies for cancer prevention, screening and early detection, treatment and palliative care.

The world cancer day was observed across the world on **February 4**, with an aim to unite the world's population in the fight against cancer and to save millions of preventable deaths by raising awareness and education about the disease, pressing governments and individuals across the world to take action.

The theme for world cancer day 2020 is

**‘I Am and I Will’**

Preventing and fighting this malaise is of paramount importance and we as a society should stand together in our fight against this scourge.

With an attempt to create awareness of cancer and to encourage its prevention, conveying the message that cancer is curable its common detection methods and treatment options available among people living in Perungalathur, Department of Public Health Dentistry, Tagore Dental College and Hospital in collaboration with IDA (Indian Dental Association), Madras branch, Adayar cancer institute and IAPHD(Indian Association of Public Health Dentistry), Tamilnadu chapter has organized a signal campaign at Perungalatur.

Permission from commissioner of police was obtained by Adayar cancer institute to conduct the campaign.



**Cancer Institute (WIA)**  
Adyar, Chennai, Tamil Nadu, India- 600 020.



28.01.2020

To  
The Commissioner of Police  
Greater Chennai Police  
Chennai- 600007

Sir,

Sub: Requesting permission to conduct Signal Campaign on "World Cancer Day"  
(04<sup>th</sup> February, 2020). - reg.

Cancer burden, evidently, has been on rise in the past decade. Lack of awareness and unhealthy lifestyle among the public, are major contributing factors for the same. In this regard, Cancer Institute (WIA) along with Indian Dental Association are proposing to organize a signal campaign on 4th February, 2020 (Tuesday), aimed to create awareness on the message that cancer is curable and common cancer is preventable among the general public through carrying Placards, distributing pamphlets and handouts. The signal campaign is scheduled in 23 signals from 8:30 am to 10:00 am.

In this regard, we kindly request you to grant us permission to conduct the event.

Enclosure: 1. List of Signals

Thanking you  
Sincerely

Dr. V. Surendran  
Associate Professor and Head  
Department of Psycho-oncology & RCTC  
Cancer Institute (WIA)  
Adyar, Chennai

28.01.2020

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The campaign involves the rally in perungalathur bus stop signal and railway station. All the students had actively involved in creating awareness by caring placards, reciting slogans among general public on cancer prevention and treatment modalities. The response from the public was very good. It was a great eye opener for the general public as they posed all their queries about cancer prevention and got them answered. These small acts on world cancer day should have made phenomenally powerful impact this year.



Department of Public Health Dentistry thankall the students for spreading the word and who do the work every day to create a healthier, brighter future for all.

And, to everyone who believes that a world without cancer is a world worth speaking up for.