

OLEEVIA FOUNDATION STRENGTHENS CANCER AWARENESS ON WORLD CANCER DAY

04 FEBRUARY 2025

On **World Cancer Day**, the **Oleevia Foundation** was part of the **Cancer Awareness Session** conducted by **Thangam Hospital Cancer Centre**, Palakkad, under our **Nairujya Bharat Initiative**. The event focused on educating individuals about **cancer prevention, early detection, treatment options, and mental health care**. The initiative aimed to equip participants with essential knowledge to fight cancer and promote overall well-being in society.



EXPERT INSIGHTS ON CANCER PREVENTION & TREATMENT

Dr. Ponraj, a renowned oncologist, conducted a session on the **most prevalent types of cancer**, including breast, lung, cervical, and oral cancer. He emphasized the importance of regular screenings, lifestyle changes, and vaccination in cancer prevention. He also debunked common myths and discussed advancements in treatment, stressing that early diagnosis significantly improves survival rates and treatment outcomes.



THE PSYCHOLOGICAL BATTLE AGAINST CANCER

Gautam Ramakrishnan, psychologist and Chief Project Manager of Oleevia Foundation, highlighted the psychological impact of cancer on patients and families. He spoke on coping mechanisms, emotional resilience, and the need for strong support systems. Stress management techniques such as mindfulness, therapy, and community engagement were emphasized. His session encouraged individuals to address mental health challenges as a part of care.

OLEEVIA FOUNDATION'S ROLE IN RAISING AWARENESS

As part of **Project Nairujya Bharat**, Oleevia Foundation actively contributed by organizing the event, mobilizing community participation, **distributing educational materials**, and promoting cancer screening initiatives. The foundation also facilitated awareness campaigns, survivor interactions, and group discussions to provide emotional and informational support. These efforts aimed to create a sustained impact in **cancer awareness, prevention, and holistic patient care**.

The session concluded with an engaging **Q&A session**, allowing participants to seek expert guidance. The event successfully reinforced the message that **cancer prevention is possible through awareness and proactive measures**. Oleevia Foundation remains committed to expanding Project Nairujya Bharat, ensuring more communities gain access to essential health awareness programs, screenings, and psychological support for a healthier future.



“CAPTURING
MOMENTS”

