

PRESS RELEASE

For Immediate Publication

Fortis Memorial Research Institute (FMRI) takes initiative to spread awareness on timely detection & prevention of Cancer on World Cancer Day

Gurgaon, 3rd February 2016: Doctors at Fortis Memorial Research Institute (FMRI) emphasized that it is critical to understand cancer, the key symptoms and early warning signs facts and trends and ways to prevent some types of cancer that the public needs to know so that they are equipped with the knowledge to battle it, adopt healthier lifestyle approaches and emerge victorious.

Dr. Vedant Kabra, Director, Department of Surgical Oncology, Fortis Memorial Research Institute, Gurgaon said that, “According to statistics, nearly 10 lakh Indians die prematurely due to tobacco consumption every year. Globally it is 55 lakhs so one fifth of tobacco related deaths take place in India which equals to one life being lost every eight seconds due to tobacco. Tobacco is the leading cause of non-communicable diseases. Children and adolescent girls and boys who consume tobacco will sooner or later contract cancer of the lungs and oral cavity and die a painful, premature death. India is known as the oral cancer capital of the world due to the largest number of cases of oral cancers caused by tobacco use. In addition, tobacco is also a major cause of cardio-vascular and respiratory diseases. We are observing increased cases of lung cancer, perhaps due to rising tobacco use. Any form of tobacco consumption should, therefore, be completely avoided as it leads to serious diseases.”

FMRI recently joined hands with Gurgaon Police and Sambandh Health Foundation for a very noble initiative. Gurgaon Police will be enforcing various sections of the tobacco-free law, COTPA (Cigarette and Other Tobacco Product Act), 2003 to provide healthier environment to citizens of Gurgaon. The law bans tobacco consumption in public places, bans advertising & promotion; prohibits the sale of tobacco to minors and by minors and also prohibits the sale of tobacco within 100 yards of educational institutions. This restricts children’s access to tobacco protects from falling prey to tobacco usage. Studies show that 115 children are starting tobacco every day in Haryana. The COTPA Law exists since 2003 but it is soft law. Penalty is not too much. Also it’s a neglected law in the country.

A booklet which contains comprehensive information on implementation of COTPA law was recently released at an event held at the Gurgaon Police Commissionerate organised by Fortis Memorial Research Institute, Voice of Tobacco Victim and Sambandh Health Foundation. The Police officials will educate representative of education institutes, malls, coffee shops, restaurants, bars and other organisations about the various sections of the law. After multiple awareness sessions, penalties will be imposed where there is non-compliance.

What is a Cancer? Cancer is a malignant growth or tumour in any part of the body, resulting from an uncontrolled division of cells. These genes are activated by mutations that are a result of environment or lifestyle influences such as tobacco, alcohol, radiation, harmful pollutants, etc. When this tumour spreads to other parts of the body, it is called a secondary tumour or a metastasis. Cancer may come back some time after its initial treatment. It could be because the original treatment did not get rid of all the cancer cells or that some cancer cells have spread to other parts of the body and gradually grown there to form a tumour. Sometimes cancer can become resistant to cancer drug treatment.

Signs & Symptoms: Key signs and symptoms include breathlessness, unexplained vaginal bleeding, persistent heartburn or indigestion, hoarseness of voice, persistent cough/sore throat, frequent diarrhea, persistent bloating, difficulty in swallowing, a sore that won't heal, a mouth or tongue ulcer that won't heal, heavy night sweats, unusual breast changes, blood in stools or urine with difficulty in passing urine, unexplained weight loss, new mole or changes to a mole, blood in sputum, unexplained pain, an unusual lump or swelling anywhere in the body.

As per the **World Health Organisation (WHO)**, tobacco use causes many types of cancer, including cancers of the lung, oesophagus, larynx (voice box), mouth, throat, kidney, bladder, pancreas, stomach and cervix. About 70% of the lung cancer burden can be attributed to smoking alone. Second-hand smoke (SHS), also known as environmental tobacco smoke, has been proven to cause lung cancer in non-smoking adults. Smokeless tobacco (also called oral tobacco, chewing tobacco or snuff) causes oral, oesophageal and pancreatic cancer. According to the Global Adult Tobacco Survey (GATS 2010), published by Ministry of health and Family Welfare, 27.5 crore Indians consume tobacco in one form or another.

In the state of Haryana, as per GATS 2010, the consumption rate is 23.7% adults with 39.6% of males and 5.6% of females use some form of tobacco. The average age while initiating tobacco use in the state is 18.5 years. 75.3% of daily users consume tobacco within half an hour of waking up.

About Fortis Memorial Research Institute

Fortis Memorial Research Institute is the flagship hospital of Fortis Healthcare Limited. It is a multi-super speciality, quaternary care hospital with a comprehensive team of clinicians and patient care programmes, supported by advanced technology and medical research solutions. Set on a spacious campus with a potential bed capacity of 1,000 beds, this ultra-modern facility utilises and showcases some of the latest technologies in use in world class health care. Some of the milestone technologies at the hospital include amongst the first pilot project for precision Radio-surgery in the world, integrated operating and procedure rooms, digitized critical care cubicles, advanced Cath-labs, transplant rooms, endoscopy suites, private birthing centres, a state-of-the-art radiation wing and a stem cell lab to name a few facilities. A range of thoughtful services and health facilities for patients and their attending family include several Art 'n' Health programmes to recuperate, a mini theatre to de-stress, retail therapy outlets for immediate needs and a food court providing a choice of dining options to replenish energies.

About Fortis Healthcare Limited

Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. The company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 260 diagnostic centres. In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute' (FMRI), was ranked No.2, by 'topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.

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