



Awareness of Cervical Cancer in working Women in the Software Industry in New Delhi, India

Dr. Deepali Kapoor

EP712

Prevention and Early Detection



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One woman dies every 7 minute

Out of 1 million new cases 70% are in stages III and IV

WHO (2009b) cites 1,32,082 new diagnosed and 74,118

Expected increase by 79% to 1,32,742 deaths by year 2025

Growing risk is 2.4% compared to 1.3% for the world

80% in developing countries are detected only 5% are screened (WHO 2006)



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Prime reasons for

- Lack of awareness
- Traditional inhibitions
- Health of women neglected
- Delay in diagnosis and treatment
- Lack of knowledge of HPV
- Sporadic check ups
- Changing lifestyles

Methods used

- Letters to corporate for in-house presentations
- Power point presentations on risk factors, symptoms, causes, early detection methods and screening
- Role of HPV vaccine in prevention
- Distribution of handouts, handbills
- Video conferencing to larger group



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Disclosure of Interest:
None Declared

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BCPBF is

Promoting health and educating women in early detection, screening methods- pap smears and HPV testing

The above has resulted in mothers coming forward to vaccinate their young girls

Petitioned Govt. to subsidize cost of the vaccine for the underprivileged

Awareness is one the key factors which can help in reducing mortality due to cervical cancer

The message given is that it both **preventable and curable when detected early**