

No.412/2012-PUB

DATED

SHIMLA 21st April, 2012

Seminar on Cancer Awareness organized

A one day seminar on 'Cancer Awareness – Role of communicators' was organized by Public Relations Society of India (PRSI), Shimla Chapter at Solan today.

Dr.K.R.Dhiman, Vice Chancellor, Himachal Pradesh Horticulture and Forestry University, Nauni was the Chief Guest on the occasion and Sh. Dinesh Kumar, Associate Editor; The Tribune presided over the function.

Speaking on the occasion, Dr. Dhiman said that changing food habits, obesity, pollution and environmental degradation were the main reasons of cancer. He said that in earlier times physicians use to the treat the patient and not the disease but in the present context the technological advancement have changed the scenario. Cancer could only be defeated through massive awareness and sustained mass awareness movements would achieve the objective. He urged the people to change their style of living and abstain from junk food habits.

Dr. Dhiman said that overuse of pesticide was damaging the crops beyond control and was one of the reasons of spread of cancer. Nauni University was making farmers aware about the bad affects of pesticides and to minimize their use. He said that natural resource conservation can help in reducing the incidence of cancer.

He congratulated the PRSI for organizing this seminar which would go a long way in making people aware about cancer.

Sh. Dinesh Kumar said that the role of communicators especially the media was of paramount importance in helping the society in fight against cancer. He said that media can play a vital role in making the people aware about this dreaded disease. He said that Information, Education and communication was the only answer in fight against Cancer. New communication technology was helping in quick percolation of message upto grass-root level. He stressed upon the need of highlighting the cancer survival stories so that more and more people could become aware of it.

Dr. Yashwant Verma, surgeon in regional hospital dwelled upon the need of regular check-ups so that the disease can be detected at the earliest in the very first stage which was the best treatment. He said that today lung, larynx and cervix cancer was the most common in India in the people above the age of forty. He said that media can help in sensitizing people about the disease. Besides, the State Government had provided state of the art medical testing facilities in every hospital and people should avail these facilities.

He urged people to be aware of quacks and said that cancer was fully curable if detected in its early stage.

No.412/2012-PUB -2-

Dr. Lokesh Mungai, Ayurvedic doctor said that awareness was the best remedy of cancer. He detailed about various types of cancer and their causative agents. He said that adulteration in food products was amongst the potential reason of cancer. Besides, drug addiction has become major source of cancer.

Miss Seema, member, SEWA trust, said that advancement in technology was helping in curing cancer but lack of awareness was biggest hindrance in curing the disease.

Earlier, Shri B.D Sharma, Chairman, PRSI Shimla Chapter welcomed the chief guest and other dignitaries. He detailed the activities of PRSI Shimla Chapter and said that it was organizing such programmes to make people aware about social issues.

Shri Dharmender Thakur, District Public Relations Officer, Solan, proposed vote of thanks.

Senior officers, members of PRSI, doctors, Anganwari workers, students from different streams were present on the occasion.

000

000