ABOUT US

CAPED Cancer Awareness, Prevention and Early Detection established in 2014, is a Trust registered under the Indian Trust Act. CAPED was born out of the immense need to address one of the most glaring health challenges in India – Cancer. Among all the forms of Cancer prevalent, CAPED chose the cause of women-related Cancers, with a specific focus on Cervical Cancer.

CAPED is a platform for disseminating information and creating awareness about the latest developments in the field of Cancer. Through its activities, CAPED ensures that people, especially women, don’t just stay aware and abreast of Cervical Cancer preventive measures, but implement them to keep it at bay. CAPED has been working tirelessly towards this end, particularly within disadvantaged communities.

“ Our mission is to identify and create different arenas to spread awareness and knowledge about cervical cancer among women and empower them to take action regarding their own health ”
Creating awareness towards Cervical Cancer, its causes, risk factors and preventive measures, among rural as well as urban communities, through workshops, events, campaigns and other similar activities.

Facilitating early detection of Cervical Cancer through screening camps conducted in rural and peri-urban communities.

Supporting those diagnosed with Cervical Cancer, during treatment through encouragement and follow-up for regular checkups and counselling for treatment options.
Stats of CAPED (till March 2020)

- **143** Screening Camps
- **107** Awareness Sessions
- **42** Events
- **15 Mn** Overall Outreach
It is usually a personal tragedy that shakes us out of our comfort zone and forces us to look at the World around us differently. It is also these difficult events in life that help us create bonds with others who’ve experienced similar tragedies – one look, one glance and a knowing of the heart that connects us.

And sometimes, it is these bonds that help us make important decisions. CAPED - Cancer Awareness, Prevention and Early Detection Trust is an outcome of one such bond – a bond to never stop sharing love and light with those around us who have been affected by Cancer.

All of us at CAPED have had our run-ins with Cancer. Having lost loved ones to some or the other form of the disease, we felt an urge to do something to mitigate Cancer and the despair it leaves in its wake. While we all had done our share of research on Cancer during our caregiving years, it was only after we started contemplating deeply that our intentions found a purpose and a direction.

Since then, CAPED has been creating awareness on and facilitating early detection of Cervical Cancer in India, through a number of awareness workshops and screening camps, particularly in peri-urban and rural areas in Haryana.

Every gesture and every step in our journey has been extremely valuable to us, as we continue to build on our resolve to mitigate the risk of Cervical Cancer in our country.

We thank all our supporters and well-wishers for their involvement in our work, and hope for continued support in the coming years towards creating a healthier community.

With gratitude,

Arun Bharat Ram
Trustee, CAPED
CAPED has come a long way in the last 6 years. We started with awareness sessions in schools, corporate, townships and various other places. Slowly we graduated to screening camps in bastis and villages. After 5 years of working, we understood the situation on the ground much better. We also learnt about policy issues and we understood what is required of us.

2019 has proven to be a remarkable year for CAPED. CAPED associated with NICPR (National Institute of Cancer Prevention and Research) for its Patient navigation management system. Through this association the further diagnosis of positive patients were done by NICPR and AIIMS. We established many such significant partnerships to further the cause of Cervical Cancer eradication.

I would like to extend a big ‘thank you’ to all those who have supported us and brought us to this point. To take this journey forward, we need a lot of more people to join us - supporters, volunteers, collaborators.

Let’s make a Cervical Cancer Mukt Bharat a reality!

With gratitude,

Mridu Gupta
Founder &
CEO, CAPED
WHY CERVICAL CANCER?

In India, 1 woman dies of Cervical Cancer every 8 minutes...

Cervical Cancer is nearly 100% preventable, yet each year, about 1,32,000 women in India learn that they have Cancer of the cervix. About 74,000 of these women lose their battle to the disease, accounting nearly 1/3 rd of the global deaths due to Cervical Cancer. ¹

Ironically, this is the only form of Cancer which can be eliminated entirely. It has been largely eradicated in the Western World through strong preventive measures. India, on the other hand, has very low preventive care awareness.

Women from underprivileged sections of the society are most prone to this form of Cancer because of lack of awareness as well as unsafe sexual practices.

With greater awareness and steps towards early detection and prevention, the damage caused by this disease can be mitigated.

¹ Indian Journal of Medical and Paediatric Oncology, India
CERVICAL CANCER
The ‘Preventable’ Cancer

- Cervical Cancer is the 2nd most common cancer in Indian women
- Most women who develop Cervical Cancer are between 30 and 60 years old
- Cervical Cancer is majorly attributed to Human papillomavirus (HPV) infection, transmitted sexually
- Major risk factors for Cervical Cancer are early-age marriage, multiple sexual partners, multiple pregnancies, poor genital hygiene, malnutrition, use of oral contraceptives and lack of awareness.
- Cervical cancer is preventable through vaccination and treatment of precancerous lesions
- It is the first form of Cancer to have not one, but two vaccines for preventing it
- Cervical Cancer can be successfully cured if caught and treated early
- Pap test has been widely successful in diagnosing Cervical Cancer in early stages
Established in May 2014, with the aim to spread awareness on Cancer affecting women, particularly Cervical Cancer. Began conducting awareness workshops in schools, colleges, and corporates and continued conducting awareness sessions.

2014

Began conducting screening camps in peri-urban and rural communities
Began conducting awareness workshops in schools, colleges, and corporates

2015

Formed first corporate tie-up
Initiated independent awareness events and campaigns.
We were screening 100 women a month.

2016

Launched Cervical Cancer Mukt Bharat campaign with a mobile screening van
Launched Punjab chapter in partnership with Phulkari CAN
Organized ‘Queen of Rock’ - CAPE’s second musical production, in partnership with Azad Foundation
We were screening 500 women a month.

2017

Started a fundraiser project - Theatre for a Cause & first production was ‘I Have a Dream’ - a musical stage production to raise funds and awareness.
We were screening 200 women a month.

2018

JAPA Art exhibition, next edition of Queen of Rock,
Collaboration with first coke studio live event,
Launched patient navigation system with NICPR and AIIMS.
Multiple campaigns in cervical cancer awareness month resulting 5 million+ outreach in one month (Auto awareness, information cards in business parks)

2019

We were screening 200 women a month.

OUR JOURNEY
Awareness
Screening
Camps
Treatment

OUR
ACTIVITIES

Community
Mobilisation
Counselling
Follow Up

Counselling
Follow Up

Screening
Camps

Campaigns
Workshops
Events
163 campaigns undertaken since 2014

A few significant campaigns include:

1. #TealTuesday, #SharamKaisi, #AskMeanyThing, #EndCervicalCancer, #DonotFearTheSmear and many more on our social media platforms
2. Autorikshaw awareness campaign across Delhi
3. Japa art exhibition @Indian Habitat center
4. Radio program on regional radio station, ‘Gurgaon Ki Awaaz’ and awareness drive on FM 107.2 ‘Queen Of Rock’ – Theatre for a Cause
5. Sheroes Online Campaign … and more.

CAPED has undertaken several online and offline campaigns to reach out to more and more people
Screening young women can prevent Cervical Cancer almost 100% of the time. Even when detected early, the 5-year survival rate is more than 90%.

CAPED has partnered Helvetia Diagnostics Healthcare as well as Diagnostics lab partner for conducting screening and testing for low-income communities.

CAPED’s community mobilizers visit villages and bastis to identify an appropriate place within the community for holding the screening camp. They go door-to-door to mobilize people before the camp.

Successful project: CAPED completed a project in Delhi & Ballabghar (Faridabad) in association with DSS Imagetech Pvt. Ltd, an Ongoing project in Bisrakh Village (Greater Noida) in association with Indraprastha Gas Limited (IGL) Through this project, we screened and educated over 10000 women from the area on cancer prevention, over a period of 1 year.

Our first screening project was with SANGANERIA FOUNDATION FOR HEALTH AND EDUCATION in Rajokri village where we screened over 1000 women.

Apart from the above-mentioned projects, CAPED has held standalone screening camps at various villages and bastis.

A few communities where screening camps have been held:

1. Khera Chauganpur village, Bisrakh.
2. PHC Bisrakh.
3. Tilpata Village.
5. Bhuda village, Bisrakh.
7. Shahpur B village, Bisrakh.

... and more.
CAPED organizes workshops with the relevant target segments (younger women) to educate and facilitate screening.

Despite being completely preventable, there is very less awareness among the general people about the disease, its risk or its treatability. Building awareness among communities goes a long way in altogether preventing the disease.
CAPED has executed several events to create mass awareness

42 events organised since 2014

- JAPA Art exhibition.
- CAPED- "Queen of Rock.
- Coke Studio.
- NICPR Annual Day.
- Fortis Memorial Institute, Gurgaon.

... and more.
While many cases of Cervical Cancer are identified during screening, most of the patients are reluctant to undertake treatment. In such cases, CAPED’s panel of Doctors advice a course of treatment and refer them to hospitals or specialist doctors. CAPED’s field ensures that the patient does not drop the treatment midway, by keeping in touch with them post camps, providing guidance and moral support throughout the course of treatment.

COUNSELLING & FOLLOW UP

FY20

- Critical Cases Diagnosed - 39
- Cases with abnormality - 1625
- Total Screened 7882
CAPED undertakes CSR projects, in collaboration with corporate companies, to facilitate free Cervical Cancer screening for women from low-income communities. CAPED has successful screened all women across Ballabgarh, Faridabad (with support from DSS Imagetech Pvt. Ltd.), Rajokri, Delhi (with support from Sanganeria Foundation) and Bisrakh, Noida (with support from Indraprastha Gas Ltd.)

Theatre for Cause, launched in 2017, is CAPED’s initiative for mass outreach and fundraising. Under the initiative, a musical stage productions titled ‘Queen of Rock’ was organized. Play was directed by Ritu R. Chandra and her group, who are known for their stage productions and have many times associated with various causes. The plays were screened across Delhi and Gurgaon and had an overall outreach of 16 Lakhs.
Institutional Donors, 87.3%
Individual Donors, 12.3%
Screening Camps, 72.75%
Awareness, 1.58%
Event, 25.67%

*All contributions made to CAPED are tax exempt under section 80G.
MOBILE VAX IN THE NEWS

CAPED IN THE NEWS

COMBATING CERVICAL CANCER

Cancer Awareness, Prevention and Early Detection Trust (CAPED) works towards creating mass awareness about Cervical Cancer. CED Mridu Gupta in conversation with Indu Yg Dharma shares insights about the organization and its efforts in spreading the message.

In India one woman dies every 11 minutes due to cervical cancer.

03. What are the most common indications of cervical cancer?

Cervical cancer is considered a major public health issue in India, as it is responsible for a significant number of deaths among women. According to the World Health Organization (WHO), cervical cancer is the second most common cancer in women worldwide, with an estimated 574,100 new cases and 294,500 deaths in 2018. In India, it is estimated that there were around 13,000 deaths due to cervical cancer in 2018, making it one of the leading causes of cancer-related deaths among women. The disease is more common in women who have multiple sexual partners, use oral contraceptives, or have a history of cervical dysplasia (pre-cancerous changes in the cervix).

04. How does the vaccine protect against cervical cancer?

The vaccine is designed to prevent infection with two types of the HPV virus, which are responsible for approximately 70% of all cervical cancer cases. The vaccine is administered in a series of three doses, typically given over a period of six months. It is recommended that girls and young women receive the vaccine before they become sexually active, as it is most effective when given before exposure to HPV. However, it is also effective in older women who have not been previously exposed to HPV.

05. What do you recommend to women who are at risk of cervical cancer?

Women who are at risk of cervical cancer should undergo regular cervical screening, also known as a Pap smear or cervical cytology test. This test can help detect pre-cancerous changes in the cervix before they progress to cervical cancer. Women who are at increased risk of cervical cancer, such as those who have been exposed to HPV or have a history of cervical dysplasia, may be recommended to undergo more frequent screening.

06. What is the importance of early detection?

Early detection of cervical cancer is crucial for effective treatment and improved survival rates. When cervical cancer is detected early, it can be treated with a higher success rate compared to later stages. Early detection can also prevent the progression of pre-cancerous changes to cancerous lesions. Therefore, it is important for women to undergo regular cervical screening and to seek medical attention if they experience any symptoms or changes in their vaginal discharge or bleeding.
Ms. Mridu Gupta  
Chief Operating Officer

Ms. Madhu Yadav  
Relations Manager

Ms. Kanchan Tanwar  
Program Coordinator

Mr. Sanjeet  
Field Executive

Mr. Prakash Kumar  
Office Boy

Ms. Rabani Singh  
PR & Event Manager

Ms. Tolsy Sharma  
Program & Finance Assistant

Mr. Ravi Kumar  
Senior Program Manager
CERVICAL CANCER AWARENESS SESSIONS