ANNUAL REPORT

2020-2021

www.capedindia.org
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.

**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 OBJECTIVES

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.
CAPED IN NUMBERS
Stats of CAPED (Till March 2021)

- **24Mn**: Overall Outreach
- **159**: Screening Camps
- **121**: Awareness Session
- **47**: Events
CAPED IN NUMBERS
Stats of Screening (Till March 2021)

- 14300 Total Screened
- 3118 Abnormal Cases
- 53 Critical Cases
LEADERSHIP SPEAK

DEAR FRIENDS,

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 have 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
LEADERSHIP SPEAK

DEAR FRIENDS,

CAPED has come a long way in the last 7 years. Our core area of work is cervical cancer prevention and early detection. We achieve this through community outreach, awareness and facilitating cervical cancer screening for women from economically weaker sections of the society. The issues our journey highlights and which is similar to many states that we have discussed and taken peer reviews from is:

Continuum of care for cervical cancer elimination is the need of the hour.

2020 has proven to be an exciting and yet a challenging year for CAPED. Our experience of working hands-on with the communities, and different stakeholders in the healthcare sector positioned us uniquely to step-in at the time of crisis, to support the Govt. and the people in preventing the spread of Corona virus.

CAPED aims at becoming a thought leader and pioneer in advocacy, community outreach strategy and planning for eradication of Cervical Cancer in India. Some of the initiatives undertaken are:

- National-level Survey on Cervical Cancer Awareness
- Strategic Global Partnerships with international organisations such as WHO and CCAE for elimination of cervical cancer
- Collaboration with CII to create strategies for prevention, care and management of cervical cancer in India

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
Focus Area

CAPED is committed to the cause of spreading awareness about Cervical Cancer across the country, through awareness and education programs, and by improving access to screening facilities particularly for underprivileged sections of the society.

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.

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.
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
2014
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.

2015
Began conducting screening camps in peri-urban and rural communities. Began conducting awareness workshops in schools, colleges, corporates and continued conducting awareness sessions.

2016
Formed first corporate tie-up initiated independent awareness events and campaigns. We were screening 100 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
Launched Cervical Cancer Mukt Bharat campaign with a mobile screening van. Launched Punjab chapter in partnership with Phulkari CAN. Organized 'Queen of Rock' - CAPEED's second musical production, in partnership with Azad Foundation. We were screening 500 women a month.

2019
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)

2020-21
We impacted over 5,00,000 people since August 2020 through our on-ground initiatives for COVID-19 awareness, testing and management across Delhi-NCR in association with BMW Foundation, IMG Healthcare & ACT.
OUR ACTIVITIES

Awareness
- Campaigns
- Workshops
- Events

Screening Camps
- Counseling
- Follow Up
- Community Mobilisation

Treatment
176 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  
6. Pandemic stories of CAPED  
7. CAM series  
8. Lets Share series  
9. Slogan writing competition, Cervical cancer capsules etc.
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.

159 village impacted through screening since 2014

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.
53 patients referred for further diagnosis and treatment since 2014

While many cases of Cervical Cancer are identified during screening, most of the patients are reluctant to undertaketreatment. 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.
AWARENESS

121 awareness workshops conducted since 2014

A few institutions and organizations where workshops have been held:

1. JNU, DELHI
2. Boston Consulting Group, Gurgaon.
3. ReNewers at ReNew POWER.
4. Jaipuria Institute of Management, Noida
5. Prime minister kaushal kendra, New
6. Amity University, Noida.
7. Naggarro, Gurgaon
8. PNB HOUSING LTD, New Delhi
... 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.
47 events organised since 2014

A few significant events include:

1. JAPA Art exhibition.
2. GAPED- "Queen of Rock
3. Coke Studio.
4. NICPR Annual Day.
5. Fortis Memorial Institute, Gurgaon
6. Catamaran music festival
7. Hospido virtual run
8. WHO global strategy launch
9. MEGA Tika Utsav
   ... and more.

CAPED has executed several events to create mass awareness
COVID SUPPORT

CAPED's field intervention for Emergency COVID Support

Our experience of working hands-on with the communities, and different stakeholders in the healthcare sector positioned us uniquely to step-in at the time of crisis, to support the Govt. and the people in preventing the spread of Corona virus. We believed our relationship with communities and community leaders, and ability to motivate them to adopt health-seeking behaviour had been a key factor in the success of our preventive health initiatives.

We impacted over 5,00,000 people since August 2020 through our on-ground initiatives for COVID-19 awareness, testing and management across Delhi-NCR in association with BMW Foundation, 1MG Healthcare & ACT. Westfield South Asian commitee, The US non profit, did a fund raiser and donated 65 Oxygen concentrators to CAPED. Further the relief material helped support the Delhi Govt.; Army Base Hospital & Haryana Govt.
CAPED’s initiatives for COVID-19 screening and patient management included:

- 7 COVID-19 screening booths operated across Gurgaon & Delhi, one of which catered specifically to Doctors & other frontline health workers
- 2 mobile screening vans operated in & around 3 locations – North & West Delhi and Gurgaon
- COVID-19 vaccination delivery & screening being continued in Gurgaon through 3 vans
- In-kind support worth INR 28 Lakhs to over 10,000 beneficiaries including healthcare professionals, patients & their families and the elderly, in the form of ration supply, PPE kits, ORS solutions etc.
- Hospitals and organizations supported – Rajiv Gandhi hospital, Hamdard hospital (Delhi), AIIMS, CRPF, CMO (Gurgaon), CDMO (West & North Delhi), HelpAge India and Earth Saviours
Global partnership with international organization such as WHO & CCAE for elimination of cervical cancer

CAPED added one more feather in the cap by partnering with CCAE (Cervical Cancer Action for Elimination) - A network of organizations working together to accelerate global progress towards a world free from cervical cancer. It's was a moment of immense pride for CAPED to be their India's partner and initiate the launch of the campaign in India.

Cervical cancer is one cancer the world can actually eliminate: it's time to do it. Following a Call to Action in May 2018 from the World Health Organization (WHO) Director-General, Dr. Tedros, 194 countries collectively resolved to end needless suffering from a cancer that is both preventable and curable. In August 2020, the World Health Assembly passed a resolution calling for elimination of cervical cancer and adopting a strategy to make it happen. Countries around the world have affirmed their support for this important priority.
On November 17, following the close of the 73rd World Health Assembly, WHO officially launched the elimination strategy.

The WHO’s Global Strategy for Cervical Cancer Elimination states that 90% girls should be vaccinated for HPV by the age of 16, 70% women over the age of 30 should be screened for HPV and 90% of the women with abnormal results should have access and availability to treatment.
Understanding Cervical Cancer Awareness in India
National-Level Survey by CAPED India

Cervical cancer is the 2nd most common cause of cancer mortality in Indian women. It is a huge public health crisis for India, as 1 Indian woman loses her life to cervical cancer every 8 minutes. This suffering is unacceptable, particularly as cervical cancer is largely preventable.

CAPED has been working since 2014 in the area of cervical cancer awareness, prevention and early detection. Through our various programs, we work towards ensuring that women don’t just stay aware of cervical cancer preventive measures but implement them to keep the disease at bay. In order to shape more concrete, long-term strategies for eradicating cervical cancer entirely from our country, we undertook a public survey to understand the level of awareness among Indians on cervical cancer and their propensity to take action to protect themselves from the disease.

Approach

The survey targeted Indian citizens of different demographics – age group, gender, socio-economic status, educational backgrounds and geographic location. The aim of this survey was to identify the percentage of the population who have heard of cervical cancer, know the cause and treatment for cervical cancer and are prepared to take the vaccine or the early diagnostic test. By capturing this information, we better understand how on-ground programs can be made much more effective and impactful with the ultimate goal of eradicating cervical cancer from India.
KEY FINDINGS

55% Of people who participated in the survey HAVE NEVER HEARD OF CERVICAL CANCER

22% Of those who claim to know about cervical cancer confuse it with a disease occurring in the neck

Only 18% ARE AWARE THAT CERVICAL CANCER IS 100% PREVENTABLE

ONLY 25% ARE AWARE THAT CERVICAL CANCER HAS A PRECANCEROUS STAGE

87% of those who are aware about the precancerous stage, DID NOT KNOW that it LASTS FROM 1 TO 10 YEARS

Of the people who claim to know about cervical cancer

52% are NOT AWARE about HPV vaccination

Of those who know about vaccination only 21% have gotten vaccinated

41% are NOT AWARE about PAP Test

Of those who know about the PAP Test, Only 20% have gotten tested

Among the various reasons for not getting HPV vaccination or PAP Test

73% Women represented in the survey have neither gotten a PAP Test nor an HPV vaccination, despite being correctly aware about cervical cancer

48% respondents state “lack of knowledge”

38% state “absence of strong advice from Doctor/Gynaecologist”
FUNDING

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.
UTILIZATION OF FUNDS

- Cancer Screening: 21.75%
- Cancer Awareness: 9.50%
- COVID-19 Testing Expense: 50.80%
- Admin Expenses: 17.95%

GRATITUDE

*ALL CONTRIBUTIONS MADE TO CAPED ARE TAX EXEMPT UNDER SECTION 80G.
Delhi runs record 78k tests, positivity rate drops to 5%
MR. ARUN BHARAT RAM
PRESIDENT OF CII

DR. ASHOK KUMAR VAID
HEAD OF MEDICAL AND HAEMATO ONCOLOGY MEDANTA

MS. RADHIKA BHARAT RAM
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Sanjeet Kumar
CERVICAL CANCER AWARENESS SESSIONS
CERVICAL CANCER SCREENING CAMP
COVID SUPPORT
CERVICAL CANCER MUKT BHARAT
An initiative by CAPED India