



ROKO CANCER CAMPAIGN

- AN INITIATIVE OF MKC TRUST -UK

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Roko Cancer Charitable Trust is an NGO working towards the cause of creating Awareness and Detection of Breast Cancer among women living in the urban, semi urban and rural areas of India, through its fully equipped Mobile Cancer Detection Unit. The Charity conducts free Mammograms. The Trust is also conducting awareness and detection camps for Breast, Cervix and Oral Cancer in the STATE OF MEGHALAYA.

ACTIVITIES IN INDIA

Roko Cancer Campaign in PUNJAB

Roko cancer has launched India's first fully-equipped mobile breast cancer detection unit in Punjab to educate women ,empower them and help them with early detection facilities of this deadly disease . Due to lack of awareness, heavy cost of detection and no facility for early detection people avoid coming forward for check up. The trust has provided a healthcare delivery system with latest technology being delivered at their doorstep free of cost. Hundreds of women are coming forward in our camps to avail this facility.

February 2010 to September 2011 campaign has covered villages of Amritsar, Ludhiana, Mansa, Moga, Mukhtsar, Bathianda, Faridkot , Patiala, Firozpur, Gurdaspur, Hoshiarpur, Sangrur, Jalandhar, Kapurthala and Taran Taran Districts & Details are available in the **website**. This campaign has been a huge success in the state of Punjab, as more and more women are availing this doorstep facility and also this campaign is educating & spreading cancer awareness in every house of Punjab.

ROKO CANCER MOVES TO ORISSA STATE

Roko Cancer Charitable Trust in collaboration with **Thrivani Earthmovers Pvt. Ltd.**, have signed an Agreement to support the cause and to reach the masses by initiating first ever cancer awareness & detection pilot project in **JODA (Keonjhar District) Orissa State** for one month. We are extremely grateful to them for their support.

Roko Cancer Campaign in MEGHALAYA

Roko Cancer launched its campaign in Meghalaya on 15th April 2010 by launching its fully equipped mobile cancer detection unit. The second phase of campaign will be launched in Tura, Garo Hills. Prior to the detection camps an awareness drive is being conducted to educate the masses. The population is being screened for Breast ,Cervix and Oral Cancer. Free tests and free further investigation tests are being conducted. Training is being imparted to ASHA workers at the camp locations. **April 2010 to August 2011** campaign has done **186 Camps, 10,432 Examinations** and **619** further Tests .



Roko initiate Diabetic & Blood Pressure Tests - Adopt Your Village initiative

Roko Cancer initiate Diabetic & Blood Pressure tests as it is needed to maintain a good health not leading to cancer and other ailments under NRI's Adopt your village initiative. So far we have examined **5045 Diabetic & Blood Pressure Tests with 359 cases found high Sugar Level**. The details of these camps can be viewed on our website. **www.rokocancer.org**

MKC TRUST Launched NRI's Adopt Your Village

We highly appreciate the initiative of our NRI supporters worldwide who have adopted their villages in Punjab to conduct free cancer awareness and detection camps . We thank you for your support in this campaign which will save many lives. The NRI camps have been very successfully conducted in **Ludhiana, Mansa, Moga, Mukhtsar, Amritsar, Bathianda, Faridkot ,Taran Taran , Firozpur, Gurdaspur, Hoshiarpur, Sangrur, Jalandhar, Kapurthala and Patiala,** (see the details on our Website) District by doing **128 Camps, 17,463 Examination, 3,657 mammography**. The details of these camps can be viewed on our website. **www.rokocancer.org**

Total Camps	: 1,330	Total: Mammography	: 21, 547
Follow Ups / Advised / US	: 4, 719	Total: Examination	: 1,01,154
Total: Positive	: 1207 (on mammograms)		





Indian Medical Association

On the **14th August 2011** the Indian Medical Association (IMA) held its dinner and dance event at Kanchans Restaurant in Ilford. Roko Cancer were the main charity on the night. An auction was held along with a fashion show and a presentation by Roko Cancer was given. All proceeds raised on the night were then handed to Roko Cancer. The event was a great success. Roko Cancer was able to deliver a clear presentation to a number of doctors and medical staff and the president of the IMA was very pleased at the amount of information given to its members by Roko Cancer.

Bucks Punjabi Society

Roko Cancer was invited by the Bucks Punjabi Society to their annual dinner event on the **24th September 2011**. Paul Riat, chairman of Bucks Punjabi Society praised Roko Cancer in his opening speech and encouraged people to give generously to the charity. A number of distinguished business people and local community figures from Buckinghamshire attended. The chief guest of the evening was Virenda Sharma MP. We were successfully able to distribute information about Roko Cancer and the dangers of Breast Cancer to all the guests and a presentation was given also which helped to raise further awareness.



Eid Festival 13th September – Dulwich Park

The festival to celebrate Eid was a huge success with over **1,000** people attending. The Roko Cancer team had a stall and spoke to the festival goers on the importance of being breast aware and the importance of early detection in saving lives from breast cancer.



Enfield Bangla Mela – 25th July

Bangladeshis in Enfield held their eighth multicultural festival on Sunday. The Mayor of Enfield, Jayne Buckland opened the event which involved music dance food and drink. The Turkish community joined the Bangladeshis to help celebrate multiculturalism in the borough. The festival included a large exhibition in a marquee to express the mutual values of different religions. The Roko Cancer stall was well attended by the festival goers who appreciated the information on Breast Cancer and the importance of early detection and also the leaflets which were available in all the community languages.

Breast Cancer Awareness Camp - Park Inn Hotel, London, Saturday 5th June

The British Pakistani Doctors Forum invited Roko Cancer to their annual Gala and dinner where Imran Khan was the guest speaker. There were 400 hundred guests present. Mr Chawla met the legendary cricketer Imran Khan and presented him with a Roko Cancer Profile and pen. He invited Mr Khan to also join him in the crusade to fight breast cancer and raise awareness of the disease. It was a successful night for Roko Cancer who raised the profile of the charity amongst the Pakistani Community and gained their support.

Middlesex University Breast Awareness and fundraising Event

Roko Cancer were invited to an event at the Middlesex University Bazaar where we had a stall displaying all the information on breast cancer and the work of the charity. The event raised £400 for Roko Cancer from selling cakes baked by Roko Staff Usha and Rebecca as well as jewellery and various other items.

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Women's India Association

The Women's India Association brings together a group of women settled outside of India and who meet regularly in order to help causes which directly help India. We were able to spread awareness of Breast Cancer and leaflets were distributed to the guests in order to educate them further on the importance of early detection. It was a highly successful event and over 100 people attended.

Tesco and Sainsburys - Head Offices

Roko Cancer held two Breast Cancer Awareness Sessions at Sainsburys and Tesco on the **21st June** and the **23rd June** respectively in order to raise awareness about the disease as well as promote the importance of early detection. Six members of staff helped out at the events and approximately 150 people attended on each day. Literature in various languages including English, Urdu and Hindi was distributed amongst the guests in order to break the language barrier and include every community. The events were highly successful in raising awareness amongst the community; particularly the ethnic minorities.

Enfield Town Show – Enfield Park 4th September

Two members of the Roko Cancer Staff, Rebecca and Usha set up a stall at the town show event which was held at the local park for the community in Enfield. The event was a great success and Roko Cancer was able to let everyone there, the other stall holders (local charities and council representatives) and the local people know about the charity and the work that they do. The other charities and Enfield Council who organized the event all agreed that the people of Enfield would benefit from the various charities present and that working together would benefit the users who are from different cultures

Leicester Mela - 18th July

The Mela was well attended by one thousand plus people. The Roko Cancer Stall raised much interest as all the work that has been done by the charity in India and the UK was on display by way of photographs, newsletters and profiles.

