



MVR PINK BUS
CAMPAIGN

IN ASSOCIATION WITH
THE DEPARTMENT OF
ZOOLOGY
PROVIDENCE WOMEN'S
COLLEGE

Nov 4 2017



REPORT

Activity: MVR Pink Bus awareness campaign

Number of students participated : 103

To raise awareness against breast cancer - The MVR PINK BUS Awareness campaign in association with the department of zoology was held on November 3, 2017. This initiative of MVRCCRI was organized jointly by MVRCCR, CARE Foundation I, and Prateeksha Association for Cancer Patients, Kozhikode. Dr. Sajeevan, an Oncologist at MVR Cancer Center and Research Institute (MVRCCRI) said that sensitizing the youth against breast cancer is the need of the hour. He also said the hormonal changes caused by the changing lifestyle and dietary habits have resulted in advancing the onset of menstruation in girls 15 years of age to 8-9 years. The consumption of foods with high-fat content and changed lifestyle has also resulted in shifting the normal age of menopause from the earlier 45 years to 55 years of age at present. He further said these changes in lifestyle and diet are the main causes of increasing incidences of breast cancer among the women of Kerala and across the country.

