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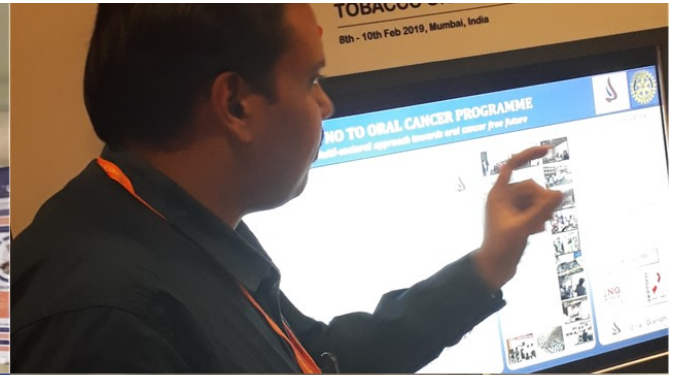
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Affiliated to Kerala University of Health Sciences, Thrissur  
Recognized by Ministry of Health and Family Welfare,  
Govt. of India & Dental Council of India, New Delhi

**NATIONAL CONFERENCE ON TOBACCO OR HEALTH**



## 4<sup>TH</sup> NATIONAL CONFERENCE ON TOBACCO OR HEALTH, MUMBAI



**SAY NO TO ORAL CANCER PROGRAMME**  
*A Multi-sectoral approach towards oral cancer free future*

<p><b>Project...</b> 2013 Project of Dental Institute of Dental Kothamangalam, Ernakulam (01) of prevention</p> <p><b>Issues</b> Issues among all regarding prevention and treatment of oral cancer.</p>	<p><b>Departments involved</b></p> <ul style="list-style-type: none"> <li>Oral Medicine and Radiology</li> <li>Oral Pathology</li> <li>Public Health Dentistry</li> </ul> <p><b>Target population</b></p> <ul style="list-style-type: none"> <li>School children</li> <li>Migrant laborers</li> <li>Factory workers</li> <li>College students</li> <li>Teachers</li> <li>Health care providers</li> <li>Professionals</li> <li>General public</li> </ul> <p><b>Supporting Partners</b></p> <ul style="list-style-type: none"> <li>Resident's association</li> <li>Educational institutions</li> <li>Primary health centers</li> <li>Business establishments</li> <li>Factories</li> <li>Public Places - Roads, Railway stations, Bus stands.</li> </ul>	<p><b>MULTI-SECTORAL APPROACH</b></p> <p><b>Role of the Institution</b></p> <ul style="list-style-type: none"> <li>Manager</li> <li>Materials</li> <li>Portable mobile Unit</li> <li>Creating awareness</li> <li>Screening and referral</li> <li>Diagnosis, treatment and follow-up</li> <li>Tobacco cessation counseling</li> <li>Tobacco Control Centre</li> </ul> <p><b>Role of Rotary Club</b></p> <ul style="list-style-type: none"> <li>Active involvement with community</li> <li>Link with the community</li> <li>Strengths and characteristics</li> <li>Dynamic and effective</li> <li>Special capacity to work</li> <li>Collaboration with interested associations</li> </ul> <p><b>Role of Supporting Partners</b></p> <ul style="list-style-type: none"> <li>Ensuring community participation</li> <li>Venue, publicity</li> <li>Resources</li> <li>Organizing and co-ordination</li> </ul>	<p><b>Intervention - methods</b></p> <ul style="list-style-type: none"> <li>Awareness classes</li> <li>Movie plays</li> <li>Street plays</li> <li>Rallies</li> <li>Flash mobs</li> <li>Skits</li> <li>Dish taking</li> <li>Signature Campaigns</li> <li>Cartoon and caricature competitions</li> <li>Quiz competitions</li> <li>Demonstrations</li> <li>Puppet shows</li> <li>Seminars</li> <li>Scientific competitions</li> <li>Posters</li> </ul>	<p><b>Formative evaluation</b></p> <p>Total population screened: 14689</p> <p>Total no. of patients reporting to the Institution: 1191</p> <p>Number of malignant and potentially malignant cases detected: 364</p> <p>Total number of malignant cases diagnosed: 24</p> <p><b>Associated projects</b></p> <p>SATKRITI: an extended project of 'Say No to Oral Cancer'</p> <p>Creating awareness against tobacco and substance abuse</p>
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