



CCF The Sparrow

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Editorial

The world has seen an unprecedented change over the last two years like never before! Every sector across the world has been hit and the conventions are changing, in this context healthcare and its delivery is one of the worst-hit sectors. Our focus since inception was on Cancer care and its nuances, in this testing time all conventional methods of cancer support is being challenged and we have to find innovative and cost-effective alternative methods to continue our care delivery.

It's our pleasure to inform all our supporters that we too have adapted to the changes with the integration of tele-counselling and home-based care to our day-to-day activities, we have even extended our expertise in counselling and support to COVID patients via our collaboration with PSG hospitals!

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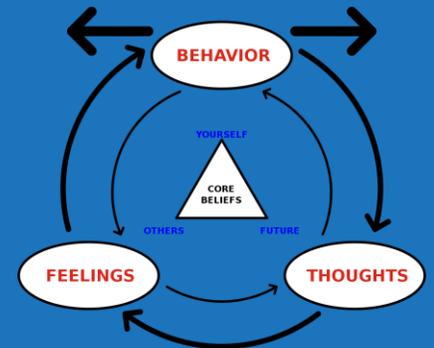
We Are What We Believe We Are!

The success stories derived from our efforts at CCF pushes us to work better and more committed each day. One among those unique stories is Mr Krishnan who is a 67-year-old person hailing from Thudiyalur, unfortunately, he was diagnosed with stage IV carcinoma lung. He could not take in the pressure of the situation initially and was troubled by severe psychological stress that led to deranged sleep and altered appetite. The hopelessness brought in by stage IV diagnosis was affecting his quality of life but our well-trained psychologists at CCF spoke to him administering **Cognitive Behavioral Therapy** techniques which made him cope with the outcome and accept the diagnosis. Various stress relaxation methods like music therapy and autogenic relaxation techniques were used to improve his quality of life! His feedback at the review session was **“Whatever happens I will face it courageously”** This transformation was quite a boost for us at CCF and makes us look forward to help countless more to come in our fight against cancer!

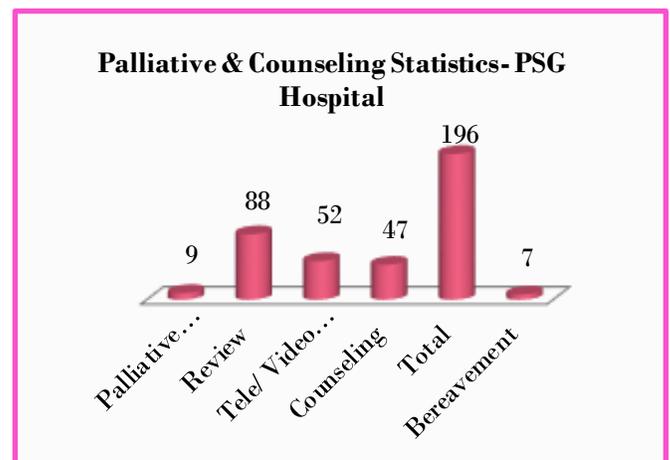
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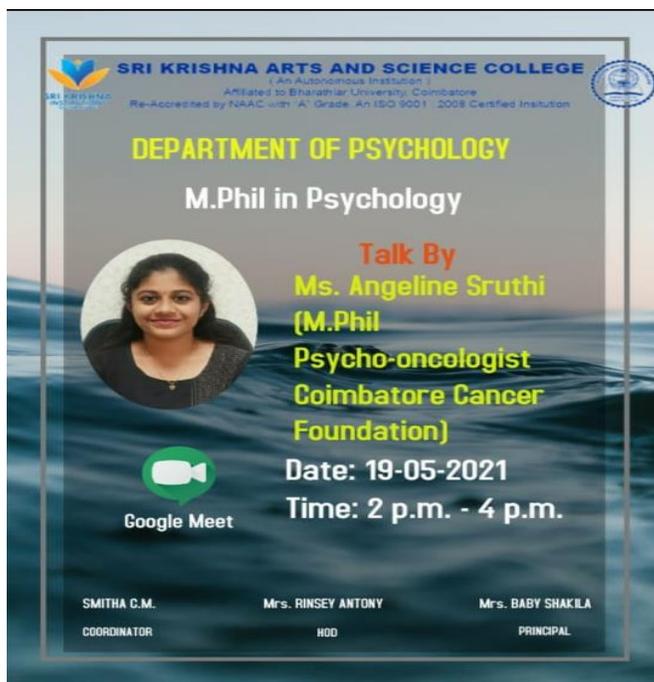
PSYCHOLOGY AWARENESS

This month let us learn about **COGNITIVE BEHAVIORAL THERAPY (CBT)**. Popularly Known as CBT is a psychology therapeutic tool in which the counsellor tries to alter and identify the root cause of the stress in a patient and uses behavior modification techniques and advice coping strategies to understand the pain better and thus achieve relief from the stressor. This is one of the Evidence-Based Tools proven to be effective in cancer patients and survivors to redefine their life goals and maintain their quality of life!



Statistics at CCF MAY 2021





Activities at CCF MAY 2021

The month of May 2021 began with Grimm news about the peaking second wave and further lockdown measures being implemented, Coimbatore's daily positive case numbers skyrocketed, and our home care activities were severely affected due to the lockdown. We refocused our efforts on awareness and educational activities and as a part of this Ms Shruthi delivered sessions on the career opportunities with an M.Phil. in psychology for the art students at Krishna Arts 7 Sciences college. Then our team under Ms. Rema focused her efforts on finding stressed COVID patients at home and delivering scientific and evidence-based support for them, this was extended further by the collab with PSG hospital as we worked in tandem with the doctors to deliver expert home-based care to COVID patients (COVID Sanjaya).

HOME CARE IN PPE!

Dr Harsha Singh and her team took utmost care of all our patients via tele consultations but at times desperate house calls came and we could not resist. So we used personal protection measures and visited three homes to provide the emergency home-based medical care required and made our CCF team proud being frontline workers!



Shruthi our Psycho-oncologist delivered an educational session



We conducted Tele-Counseling sessions under the aegis of Ms Rema for COVID patients



PSG & CCF jointly delivered home-based care for COVID patients with Tele-Counseling & Consultation



We celebrated World No Tobacco Day with Radio City to spread awareness.

WORLD NO TOBACCO DAY

Our Counsellor Ms Anna took up the theme “commit to Quit” and spoke about the various steps, methods, resources etc available to quit tobacco use via the RADIO CITY FM CHANNEL, she also stressed the various diseases and lifestyle conditions caused by tobacco use. She answered the FAQ session by the radio Jockey about TOBACCO use and its complications. She also used the opportunity to spread awareness about the CCF and our activities to fight cancer and its effects on society.

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