

JDMC-IQAC Centre for Extension and Outreach Activities
Community First Initiative
2017-2018

Early Detection and Screening of Retinoblastoma in children

The ongoing sensitization project on 'Early detection and screening of white eye reflex in children' (underprivileged children) was launched in November, 2017. The Department of Human Development and Family Empowerment of Janki Devi Memorial College, has been actively working on Retinoblastoma, a life threatening cancer in children below six years of age. This project was conceptualized by Ms. Nirmala Muralidhar, faculty with the guidance of Dr. Vikas Menon, Consultant Ocular Oncology, Centre for Sight New Delhi.

The students screen the eyes of the children with a smart phone in health centers, anganwadis, construction sites and hospitals. They also sensitize health workers, doctors and parents regarding this disease. Children from this project are referred to Centre for Sight.

The goals of this project are:-

- Screening of eye with smart phone
- Sensitizing health workers & parents about eye cancer and urging them to go for eye checkups
- Public awareness

We have screened more than 6000 children for white eye reflex so far.

Awareness tools

World Cancer Day Public awareness campaign, badges, placards, pamphlets/flyers, videos, Nukad Natak (Street play), Department. FB Page (<https://www.facebook.com/hdfe123/>), Annual report, Posters, Movie

- 1. FUND RAISING CAMPAIGN AT THE COLLEGE AND COMMUNITY LEVEL, IN ORDER TO PROVIDE FINANCIAL ASSISTANCE TO AN UNDERPRIVILEGED EYE CANCER SURVIVOR. – FEBRUARY, 2018**

Fundraising Initiative to Support for a prosthetic eye

The Department initiated a fund raising drive to facilitate the procurement of an 'Orbital Prosthesis' for Retinoblastoma survivor studying in Delhi University. The students and faculty

of the College supported the cause enthusiastically and we were able to raise sufficient amount to procure an artificial eye for the survivor.

2. STRIDES FOR RETINOBLASTOMA AWARENESS - 4TH FEBRUARY 2018

To take this awareness initiative ahead the Department of HDFE in collaboration with Centre For Sight and Womenite on World Cancer Day that is, 4th Feb 2018 organized “Strides for Retinoblastoma Awareness”. More than 200 people including Students, Faculty, Parents and Friends joined us in the awareness walk led by a 19 year old survivor.



We Can, I Can.

Department Of
Human Development And Family Empowerment (HDFE),
JDMC

In collaboration with
Centre For Sight and Womenite
organises

"Strides for Retinoblastoma Awareness"
(eye cancer in children)

on
World Cancer Day



Date : 4th February'18
Time : 10 a.m
Starting Place: JDMC,
New Delhi

Jessica Dhingra
9910528334

Shweta Das
9560627408

Media Partners





Strides for Retinoblastoma Awareness (4th Feb 2018)

3. LAUNCH OF AN AWARENESS CAMPAIGN ON RETINOBLASTOMA – 7TH NOVEMBER, 2017

The Department of Human Development And Family Empowerment(HDFE) successfully launched an awareness campaign on Retinoblastoma (a life threatening eye cancer in children) at Janki Devi Memorial College on 7th November, 2017. The campaign was planned with the help and guidance of Dr. Vikas Menon (Consultant, CFS, New Delhi) .The Students and Faculty took a pledge to spread awareness about the cause and also about detecting Retinoblastoma with the help of a smartphone.



Launch of an awareness campaign on Retinoblastoma – 7th November, 2017



Pledge taken by the students and faculty – 7th November, 2017



Launch of an awareness campaign on Retinoblastoma – 7th November, 2017



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