

JDMC-IQAC Centre for Extension and Outreach Activities
Community First Initiative
2018-2019

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. PUBLIC AWARENESS CAMPAIGN ON RETINOBLASTOMA ON WORLD
CANCER DAY - FEBRUARY 4TH, 2019**

The Department of Human Development and Family Empowerment, Janki Devi Memorial College in collaboration with Centre For Sight & Womenite organized a public awareness campaign on Retinoblastoma, life threatening eye cancer in children up to six years of age. Each year on February, 4th, World Cancer Day empowers all of us across the world to show support, raise our collective concern, take personal action and unite under one banner of cancer in a positive and inspiring way. The walk was flagged off by Dr. Mahipal Sachdev (Chairman and Managing Director, CFS, New Delhi). The peace walk covered the residential areas of Safdarjung enclave to create awareness among the residents on eye cancer in children. More than 100 students actively participated in the peace walk to create awareness.

This is a unique initiative where students, faculty, NGO, survivor, Ophthalmologists, Ocular Oncologists from super speciality eye care institution joined hands in creating awareness about eye cancer in children.



Public awareness campaign on Retinoblastoma on World Cancer Day - February 4th, 2019



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