

JDMC-IQAC Centre for Extension and Outreach Activities
Community First Initiative
2021-2022

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. SENSITISATION ON RETINOBLASTOMA – FEBRUARY 4TH, 2022

The Department of HD FE on the occasion of World Cancer Day and International Childhood Cancer Day organised a session on "Sensitisation on Retinoblastoma" on 4th February, 2022 under the Project on "Early Detection and Screening of White eye reflex in children" that was initiated in 2017 is now in the 5 year. This year we invited Oncologists, Doctors and Child care specialist to our session to pay a "Tribute to all the Child Care Team looking after Children with eye cancer."

Eminent ocular oncologists from India and US participated in the session, presented on RB and appreciated our project.

We also sensitised our audience by sharing Pamphlets in 2 languages (English and Hindi). A total 97 attended the session.

Janki Devi Memorial College
University of Delhi

Department of Human Development and Family Empowerment
on the occasion of

WORLD CANCER DAY
&
INTERNATIONAL CHILDHOOD CANCER DAY
organises

"SENSITIZATION ON RETINOBLASTOMA"
(Life Threatening Eye Cancer in Children)

4TH FEBRUARY, 2022

5 PM ONWARDS (IST)

PLATFORM :- ZOOM

#Tribute to Doctors and Child Care Team looking after children with eye cancer

'Better Survival' is achievable
#throughyourhands

#close the care gap

Dr. Vikas Menon
Project Advisor
(CONSULTANT - Ophthalmic Plastic surgery and Ocular Oncology, Arvind Eye Hospital, Chennai)

Nirmala Muralidhar
Project Coordinator

Prof. Swati Pal
Principal, JDMC

Sensitisation on Retinoblastoma – February 4th, 2022



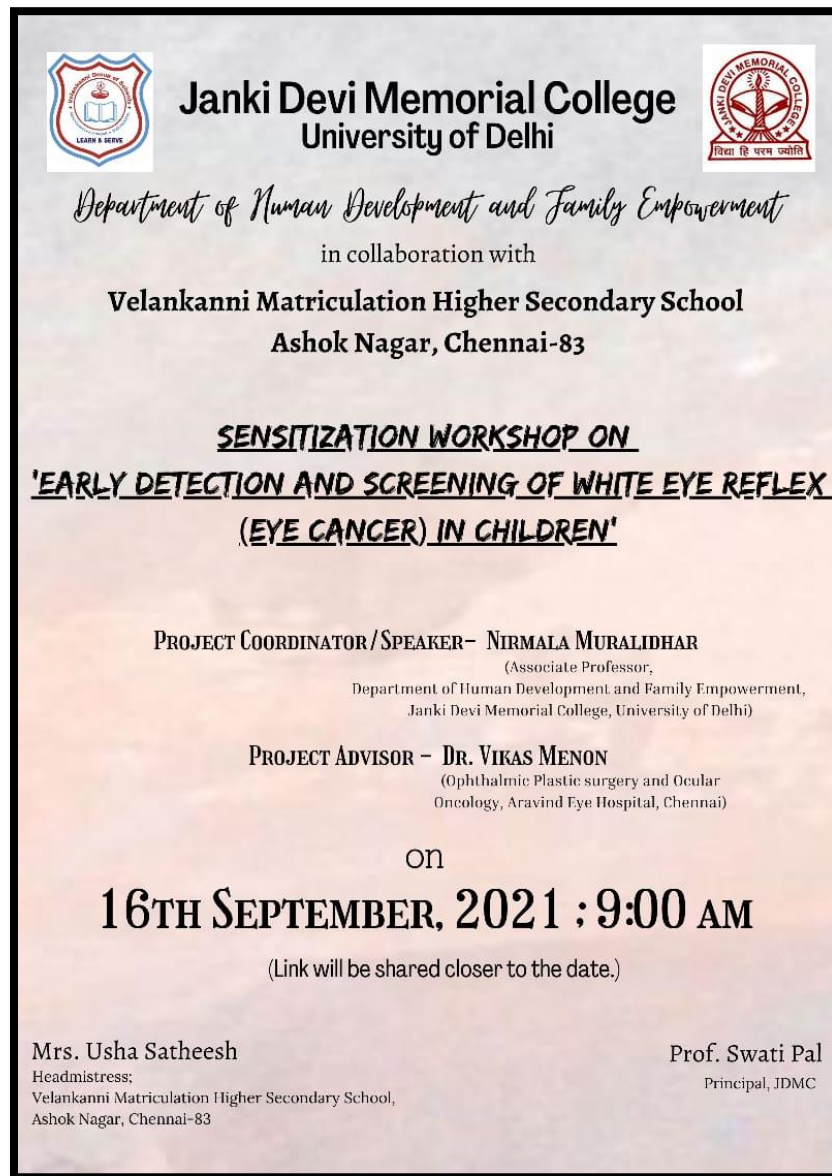
Sensitisation on Retinoblastoma – February 4th, 2022



Sensitisation on Retinoblastoma – February 4th, 2022

2. SENSITIZATION WORKSHOP ON 'EARLY DETECTION AND SCREENING OF WHITE EYE REFLEX IN CHILDREN – SEPTEMBER 16TH, 2021

A sensitization workshop was organized by the Department of HDPE, JDMC in collaboration with Velankanni Matriculation Higher Secondary School, Chennai. The speaker of the session was Ms. Niramala Muralidhar. A total of 100 participants attended this workshop.



The poster is for a sensitization workshop. At the top, it features the logos of Janki Devi Memorial College, University of Delhi (left) and Velankanni Matriculation Higher Secondary School (right). The text in the center reads: 'Janki Devi Memorial College University of Delhi', 'Department of Human Development and Family Empowerment in collaboration with', 'Velankanni Matriculation Higher Secondary School Ashok Nagar, Chennai-83'. The title of the workshop is 'SENSITIZATION WORKSHOP ON 'EARLY DETECTION AND SCREENING OF WHITE EYE REFLEX (EYE CANCER) IN CHILDREN''. Below this, it lists the Project Coordinator/Speaker as Nirmala Muralidhar, Associate Professor, Department of Human Development and Family Empowerment, Janki Devi Memorial College, University of Delhi. The Project Advisor is Dr. Vikas Menon, Ophthalmic Plastic surgery and Ocular Oncology, Aravind Eye Hospital, Chennai. The date and time are 'on 16TH SEPTEMBER, 2021 : 9:00 AM'. A note says '(Link will be shared closer to the date.)'. At the bottom, it lists Mrs. Usha Satheesh, Headmistress, Velankanni Matriculation Higher Secondary School, Ashok Nagar, Chennai-83, and Prof. Swati Pal, Principal, JDMC.

 **Janki Devi Memorial College**
University of Delhi

Department of Human Development and Family Empowerment
in collaboration with

Velankanni Matriculation Higher Secondary School
Ashok Nagar, Chennai-83

SENSITIZATION WORKSHOP ON
'EARLY DETECTION AND SCREENING OF WHITE EYE REFLEX
(EYE CANCER) IN CHILDREN'

PROJECT COORDINATOR/SPEAKER- NIRMALA MURALIDHAR
(Associate Professor,
Department of Human Development and Family Empowerment,
Janki Devi Memorial College, University of Delhi)

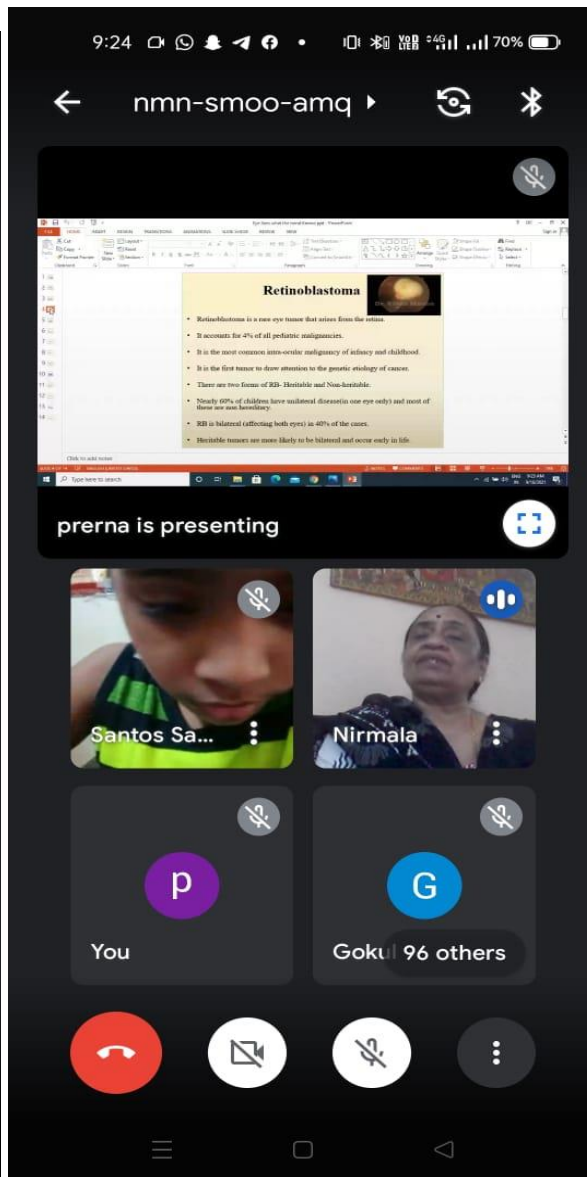
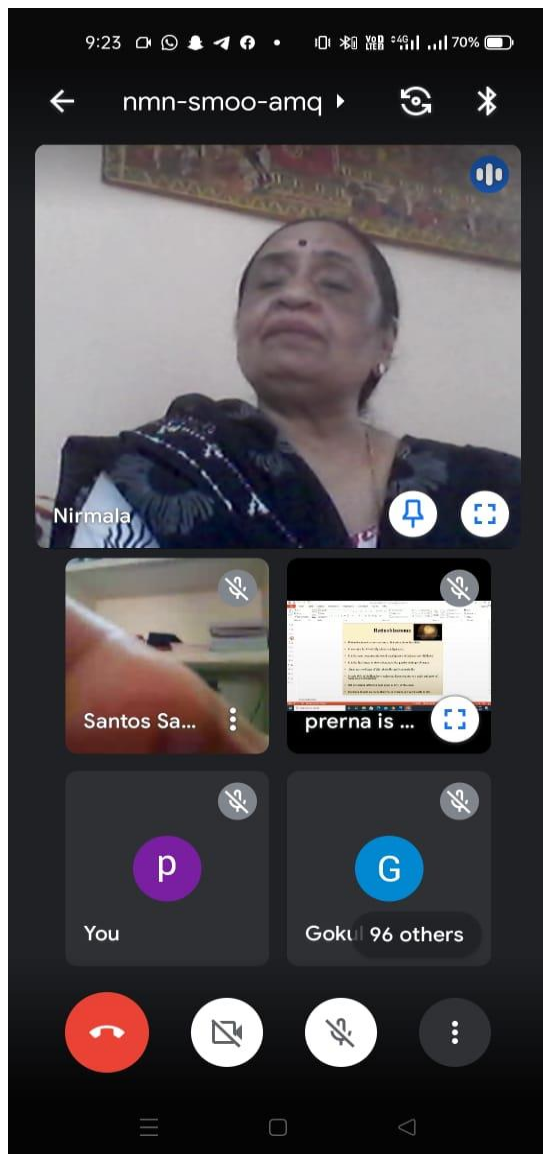
PROJECT ADVISOR - DR. VIKAS MENON
(Ophthalmic Plastic surgery and Ocular
Oncology, Aravind Eye Hospital, Chennai)

on
16TH SEPTEMBER, 2021 : 9:00 AM
(Link will be shared closer to the date.)

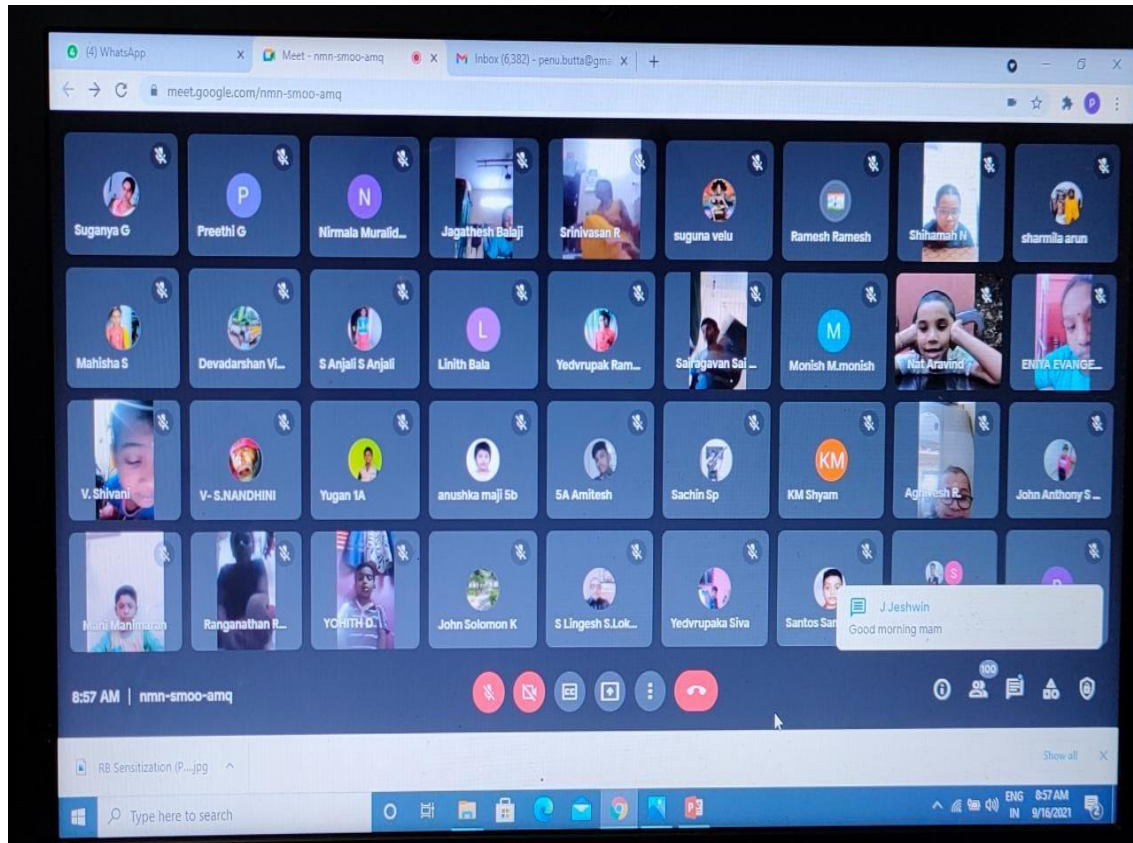
Mrs. Usha Satheesh
Headmistress;
Velankanni Matriculation Higher Secondary School,
Ashok Nagar, Chennai-83

Prof. Swati Pal
Principal, JDMC

Sensitization workshop on 'Early detection and Screening of white eye reflex in children – September 16th, 2021



Sensitization workshop on ‘Early detection and Screening of white eye reflex in children – September 16th, 2021



Sensitization workshop on ‘Early detection and Screening of white eye reflex in children – September 16th, 2021

3. INTERNATIONAL RECOGNITION - NEW YORK EYE CANCER CENTRE

This project has received **International recognition**. An International blog is written on our work by **Dr. Paul T Finger** (MD, Ophthalmic Plastic Surgery from New York Eye Cancer Centre) on the New York Eye Cancer Centre website.

Link - <https://eyecancer.com/uncategorized/3-year-journey-raising-awareness-for-retinoblastoma/>



3 – YEAR JOURNEY – RAISING AWARENESS FOR RETINOBLASTOMA

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Retinoblastoma is the most common intraocular cancer in children. One out of 15,000 children suffer from this malignancy. Typically, parents notice that one or both pupils turn white and their child has difficulty seeing. In 2017, a university in New Delhi, India initiated a long-term project to detect that white eye reflex in children. It was spearheaded by Nirmala Muralidhar, the project coordinator of Janki Devi Memorial College, under the direction of Dr. Vikas Menon, their consultant ocular oncologist. What began as a student faculty project, in November 2017, it transformed into a larger initiative where a Non Governmental Organization (NGO), ophthalmologists, ocular oncologists from specialty eye cancer centers collaborated to create awareness for early detection of retinoblastoma cancer.

Eye Cancer Resources

- [About the Eye](#) +
- [Conditions](#) +
- [Treatments](#) +
- [Research Articles](#) +
- [Case Studies](#) +
- [Innovation Briefs](#) +
- [Image Galleries](#) +
- [FAQ & Glossary](#) +