

TINKLE

THE POWER OF EARLY DETECTION IN THE FIGHT AGAINST LUNG CANCER

#IndiaDetectsToDefeat





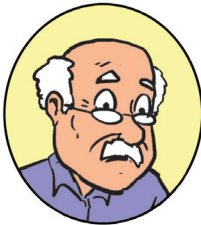
Prakash

A 40-year-old who loves his family and is battling lung cancer



Tina

Prakash's wife who is his support system in his fight against lung cancer



Ramesh

Prakash's father and his pillar of strength



Priya

Prakash's mother and his anchor



Dr. Sharma

A famous pulmonologist



Dr. Iyer

A medical oncologist

TINKLE

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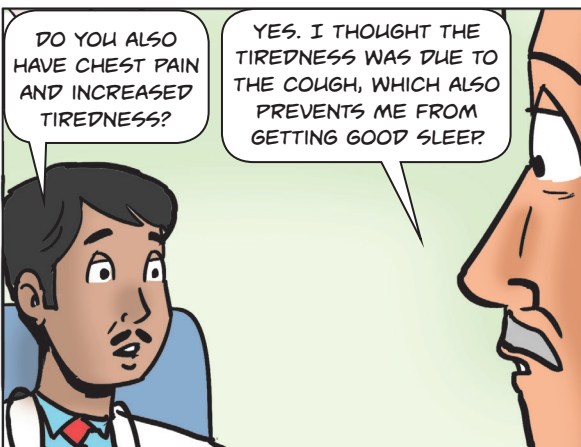
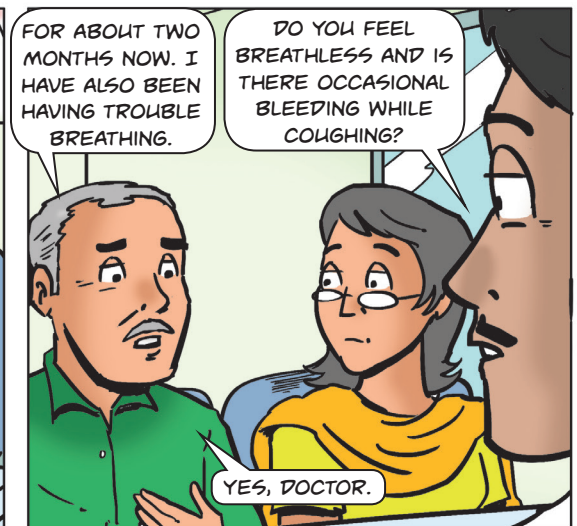
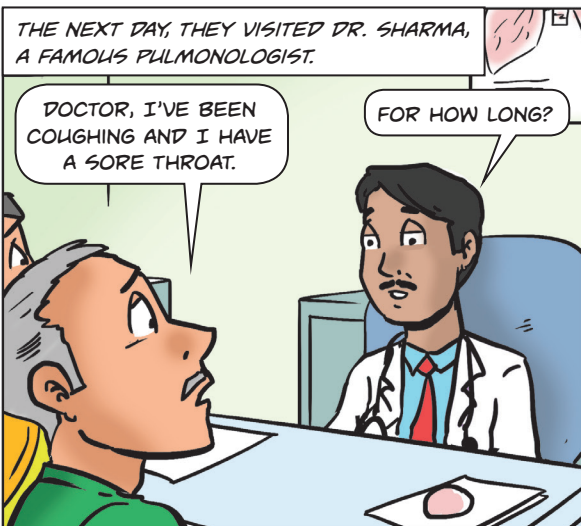
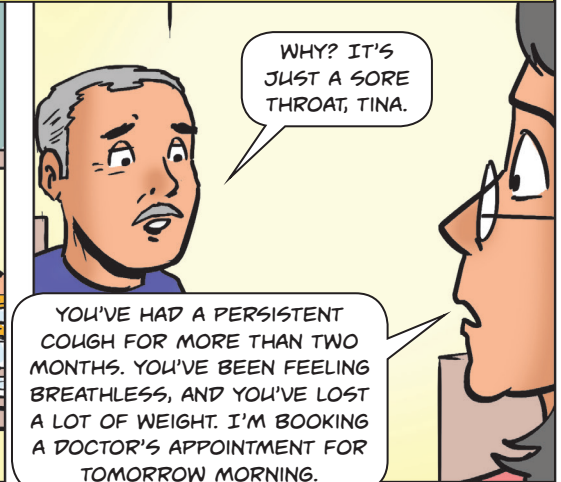
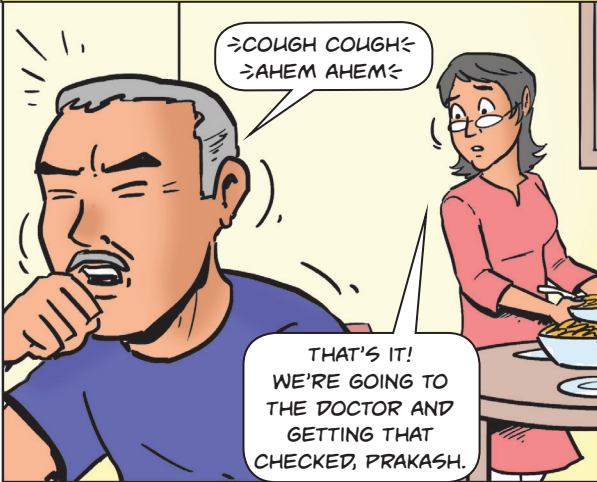
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THE POWER OF EARLY DETECTION IN THE FIGHT AGAINST LUNG CANCER



THE NEXT DAY—

BASED ON YOUR CT SCAN REPORTS AND SYMPTOMS, THERE ARE HIGH CHANCES YOU MAY POTENTIALLY HAVE LUNG CANCER. I WOULD ADVISE YOU TO CONSULT AN ONCOLOGIST FOR FURTHER EVALUATION AND MANAGEMENT.

OH NO!

A FEW DAYS LATER PRAKASH AND HIS WIFE VISITED DR. IYER, A MEDICAL ONCOLOGIST.

BASED ON YOUR REPORTS AND SYMPTOMS YOU MAY HAVE LUNG CANCER.

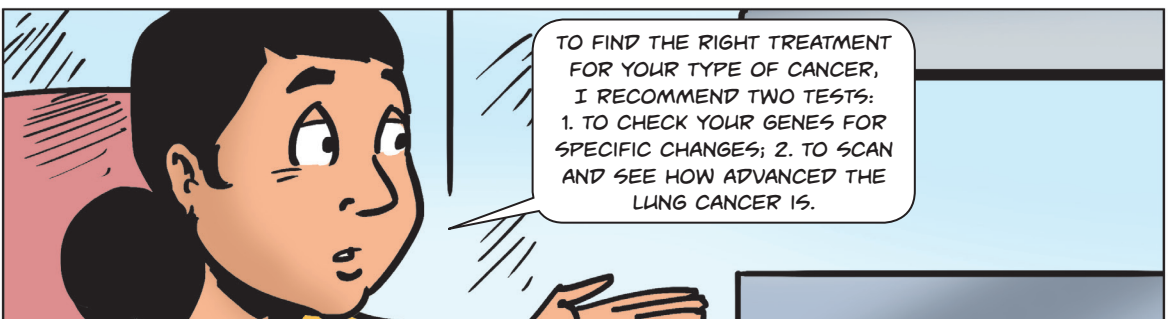
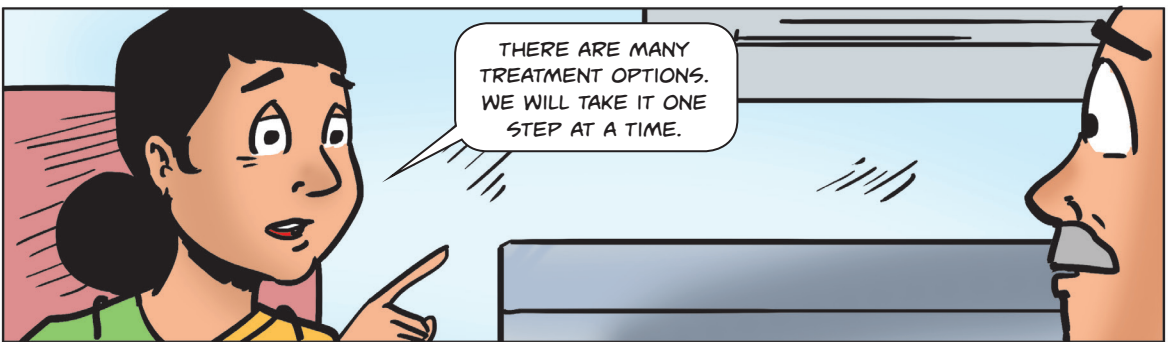
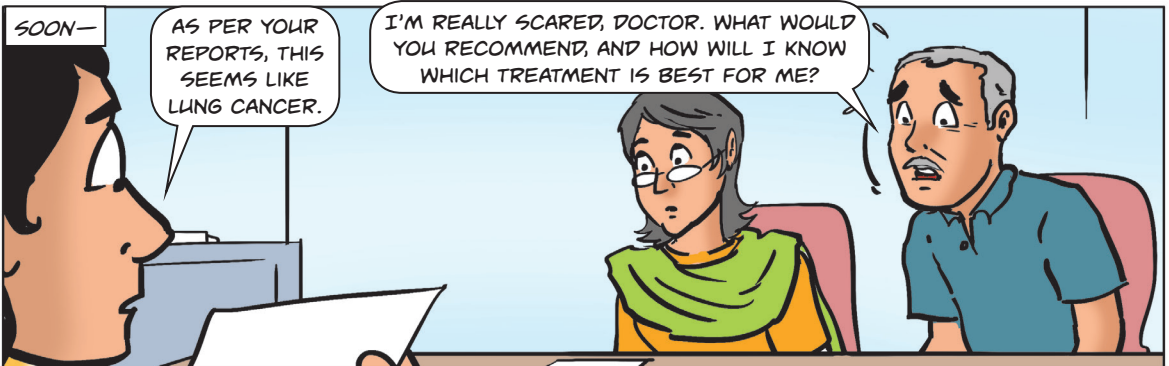
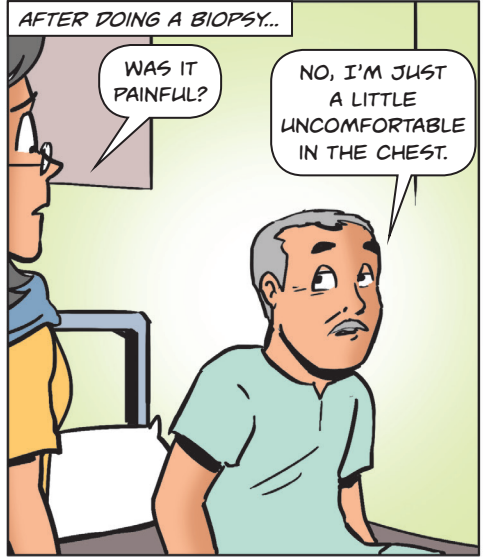
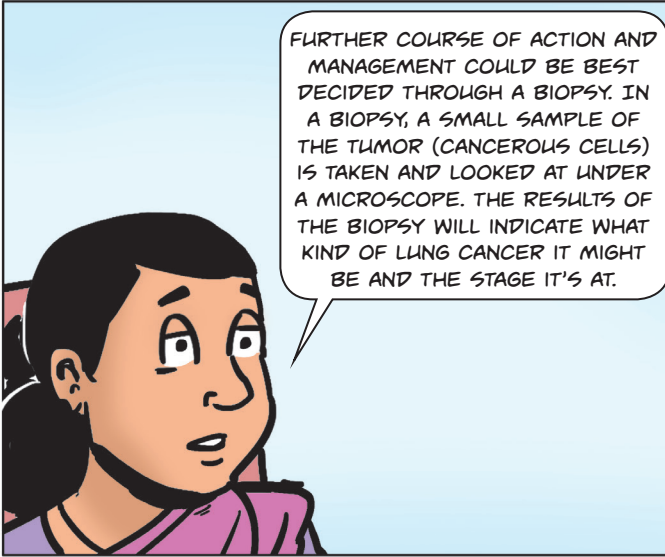
HOW IS THAT POSSIBLE?

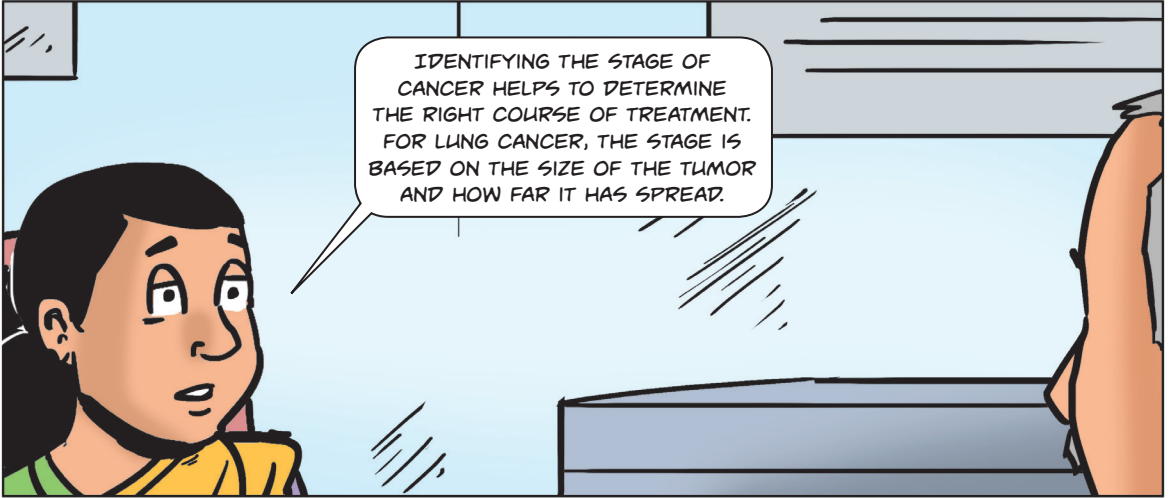
I UNDERSTAND THIS MAY BE HARD TO BELIEVE. BUT LET ME EXPLAIN. OUR BODY IS MADE UP OF CELLS WHICH USUALLY DIVIDE TO CREATE NEW CELLS IN A CONTROLLED WAY. SOMETIMES, THIS PROCESS GOES WRONG AND CELLS START GROWING OUT OF CONTROL. WHEN THIS HAPPENS IN THE LUNGS, IT LEADS TO LUNG CANCER, WHERE ABNORMAL CELLS GROW TO FORM A TUMOR.

BUT DOCTOR, I DON'T EVEN SMOKE. HOW CAN I GET LUNG CANCER?

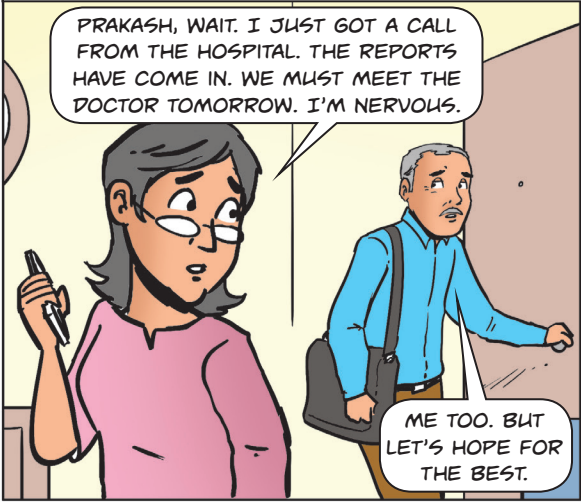
SMOKING IS JUST ONE OF THE RISK FACTORS FOR LUNG CANCER.

THERE ARE OTHER RISK FACTORS, SUCH AS BEING AROUND PEOPLE WHO SMOKE, BREATHING IN POLLUTED AIR, BEING EXPOSED TO CANCER-CAUSING SUBSTANCES ETC. 10 TO 20 PER CENT OF LUNG CANCER CASES OCCUR IN PEOPLE WHO HAVE NEVER SMOKED OR SMOKED FEWER THAN 100 CIGARETTES IN THEIR LIFETIME.

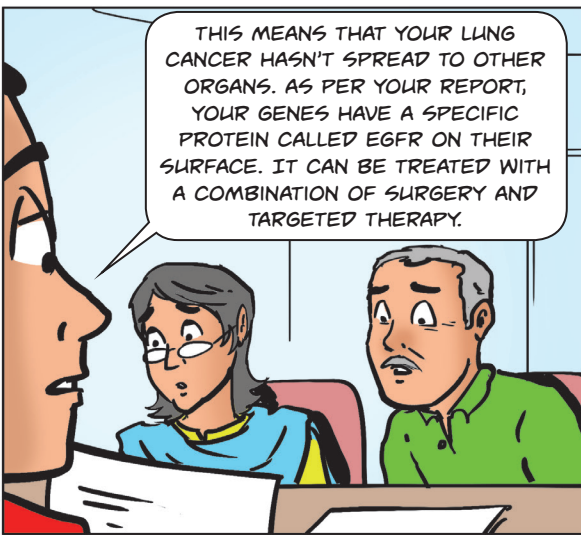
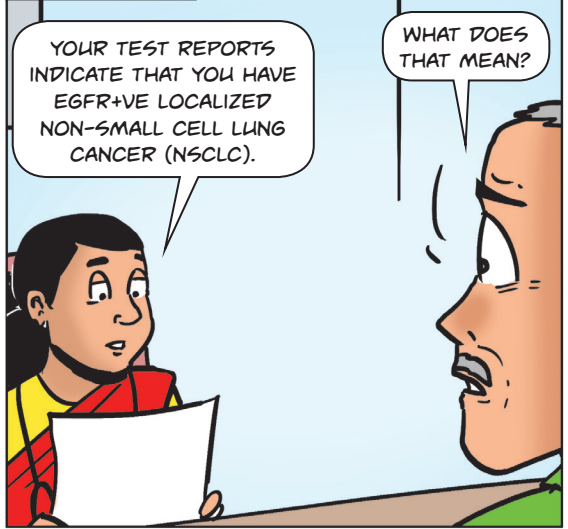


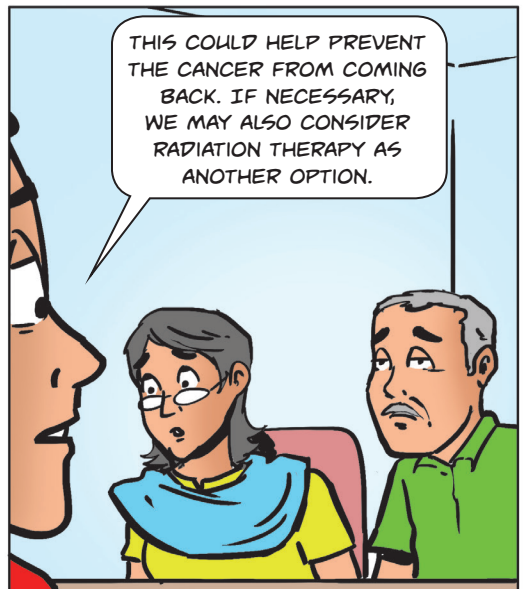
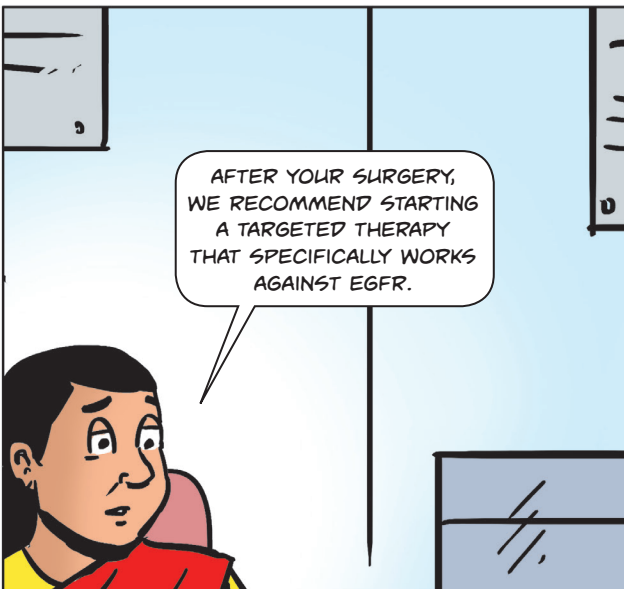
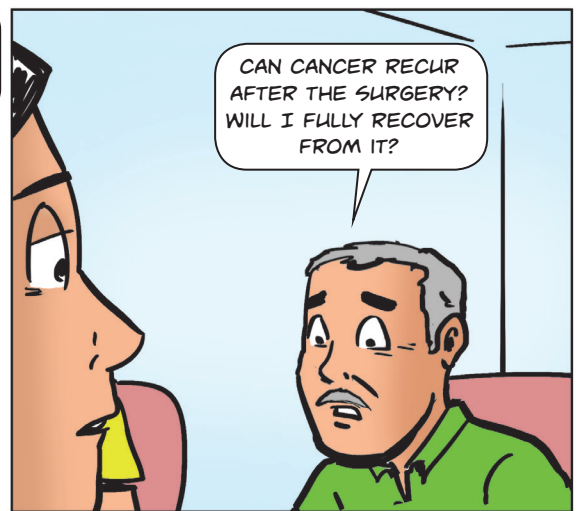
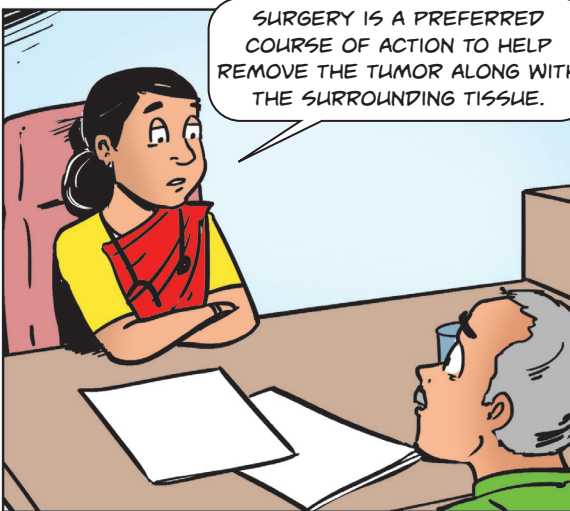
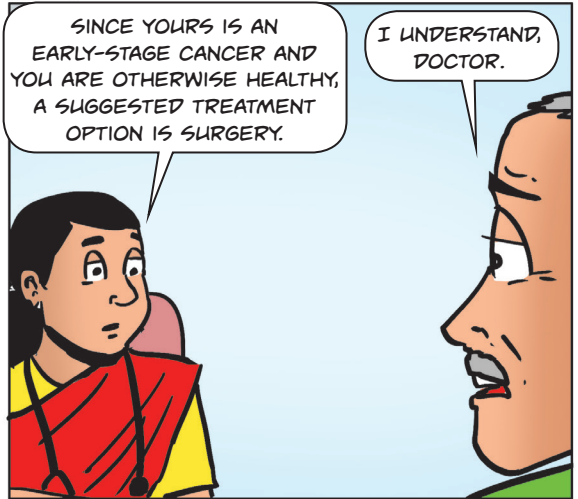
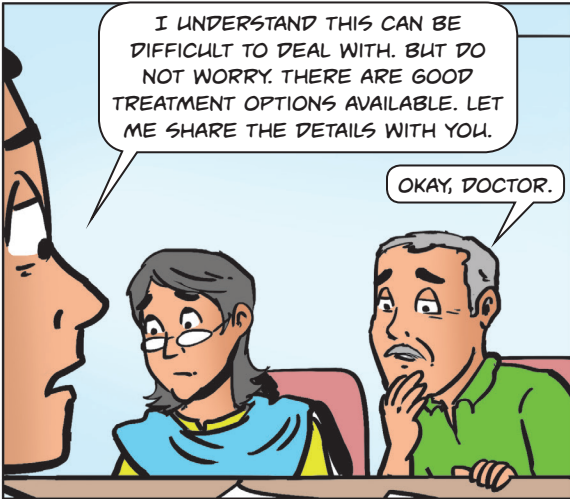


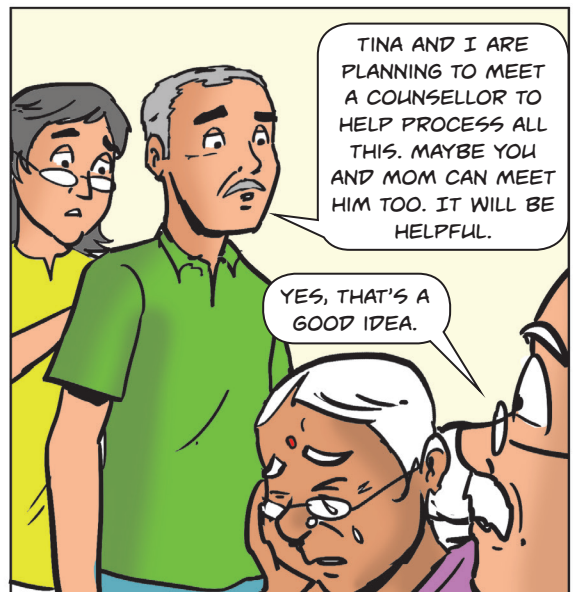
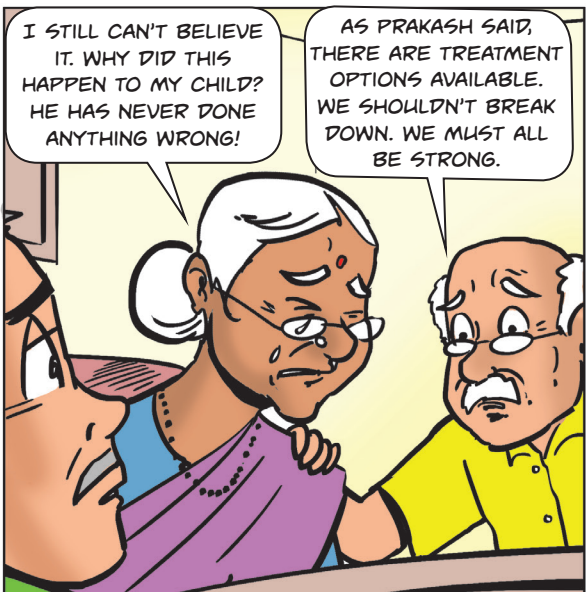
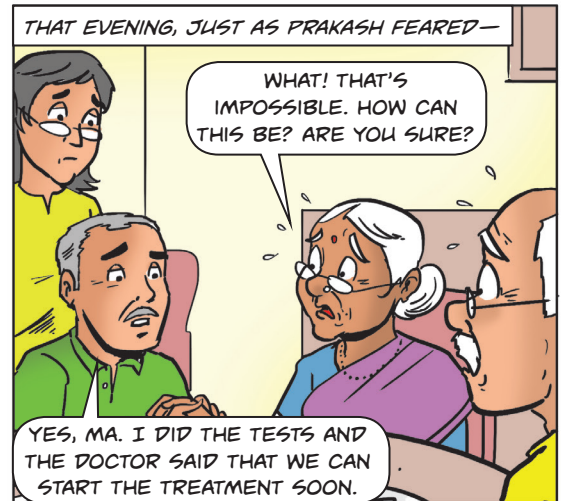
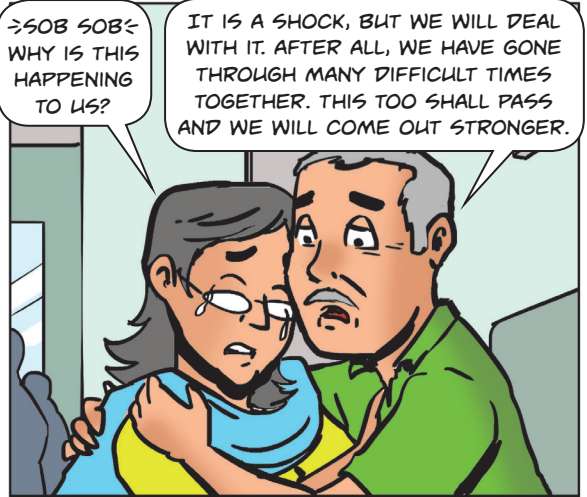
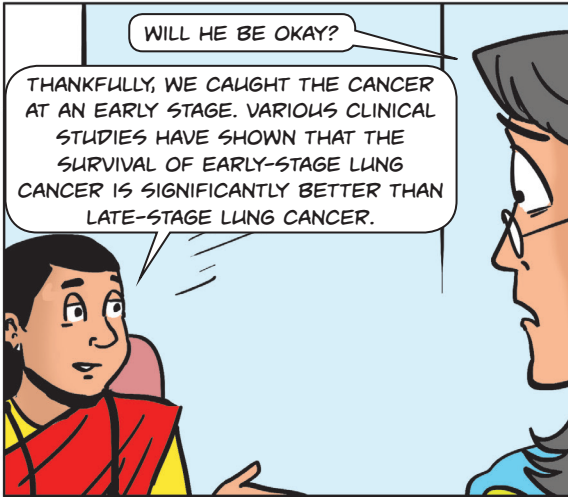
PRAKASH GOT A BIOMARKER TEST AND A PET-CT SCAN DONE AT A HOSPITAL. A WEEK LATER—



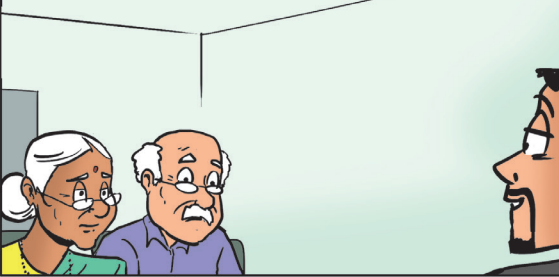
THE NEXT DAY—







OVER THE NEXT WEEK, PRAKASH'S FAMILY ATTENDED COUNSELLING SESSIONS AND WAS SLOWLY ABLE TO COME TO TERMS WITH THE SITUATION.



PRAKASH'S FATHER EVEN FOUND A LOCAL CANCER SUPPORT GROUP IN THEIR CITY.

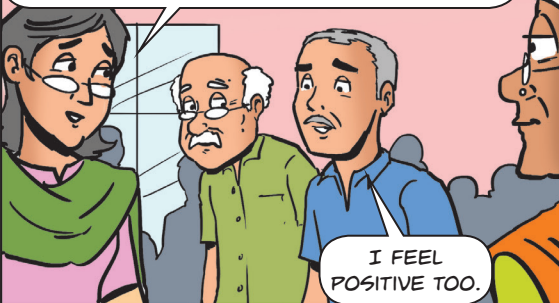
I HAVE BEEN FIGHTING CANCER FOR THE PAST TWO YEARS, AND THIS GROUP KEEPS ME GOING.

I FOUND SOME GREAT FRIENDS HERE WHO HAVE BEEN INCREDIBLY SUPPORTIVE.



ONCE THE SESSION WAS OVER, PRAKASH AND HIS FAMILY MEMBERS MINGLED WITH THE OTHERS.

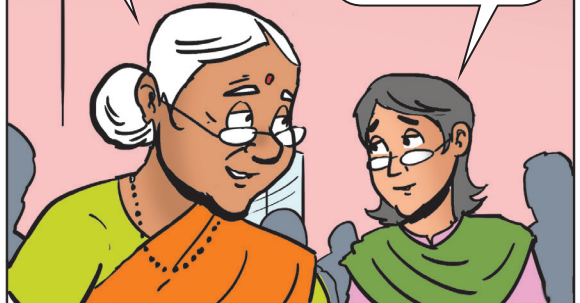
I MET ANOTHER WOMAN WHOSE HUSBAND IS SUFFERING FROM STAGE II LUNG CANCER. HE HAS BEEN UNDERGOING TREATMENT FOR A FEW MONTHS NOW AND IT SEEMS LIKE HE IS GETTING BETTER. I FEEL HOPEFUL NOW.



I FEEL POSITIVE TOO.

THEY HAVE A MEETING AGAIN NEXT WEEK. I WOULD LIKE TO ATTEND.

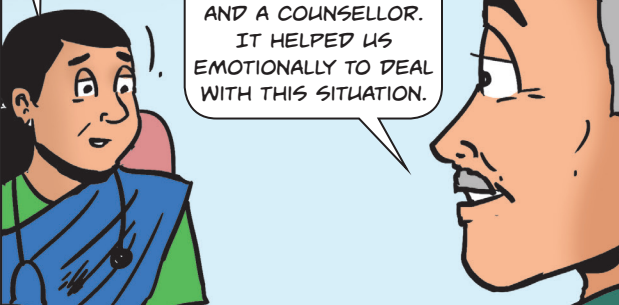
ME TOO! I AM POSITIVE FOR THE FIRST TIME THIS WEEK. I DON'T WANT TO LOSE THAT FEELING.



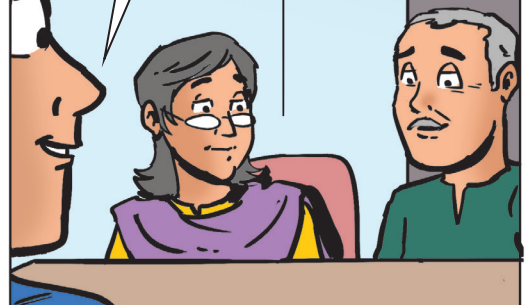
THE NEXT DAY, PRAKASH AND TINA ONCE AGAIN MET DR. IYER.

SO, HOW ARE YOU FEELING NOW?

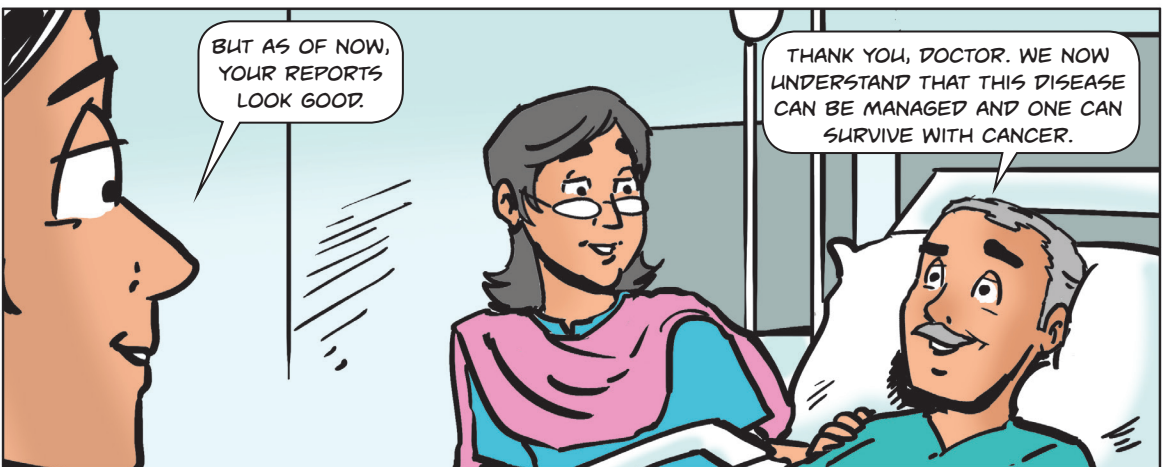
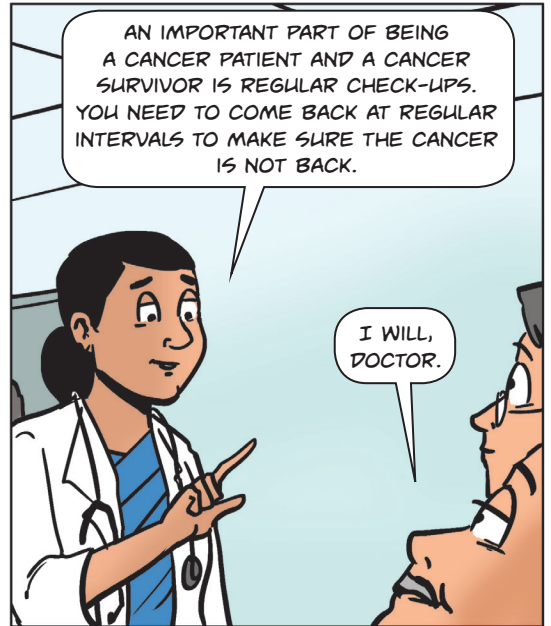
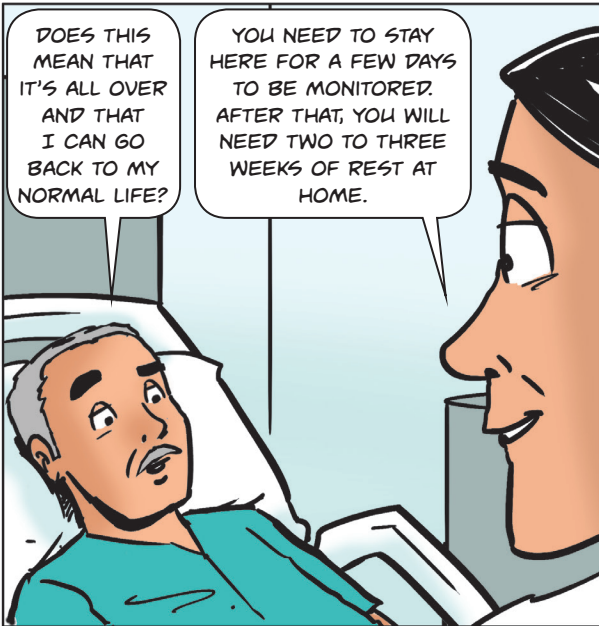
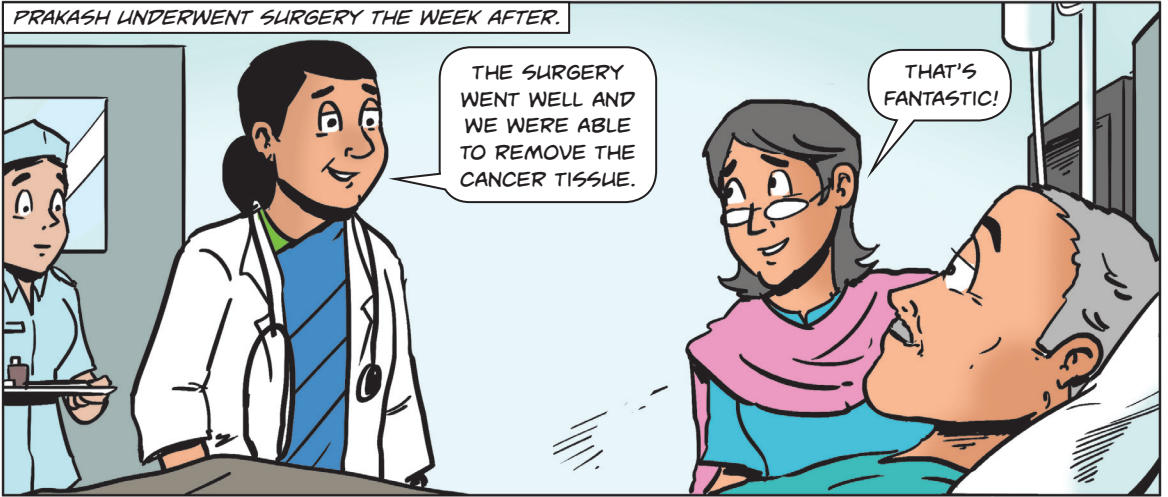
WE TOOK YOUR ADVICE, DOCTOR. WE VISITED A SUPPORT GROUP MEETING AND A COUNSELLOR. IT HELPED US EMOTIONALLY TO DEAL WITH THIS SITUATION.



THAT'S GREAT. I WANTED YOU TO BE A LITTLE MORE COMFORTABLE BEFORE WE PROCEED WITH THE SURGERY.



PRAKASH UNDERWENT SURGERY THE WEEK AFTER.





Caring for a loved one with lung cancer can be overwhelming. This is because it often involves managing complex medical needs, emotional stress and the physical demands of daily care.

Here are some ways to ease your journey:

- ◆ **Ask for help:** Reach out to formal support groups, counsellors or talk to friends and family. Sharing your experiences can ease your worries.
- ◆ **Maintain social connections:** Stay connected with friends and family to prevent social isolation. Engaging in social activities and nurturing relationships can provide emotional support.
- ◆ **Take breaks:** Give yourself time to relax and do things you enjoy. It's important to recharge yourself!
- ◆ **Prioritize your health:** Incorporate stress-relief techniques into your routine. These practices can help manage stress and maintain a balanced outlook.
- ◆ **Monitor emotional health:** If you experience persistent feelings of guilt, sadness or hopelessness, consider seeking professional help to manage these emotions effectively.

Knowing how to lower the risk of lung cancer is also key. Here's how:

- ◆ The most common cause of lung cancer is cigarette smoking. It is linked to 80 to 90 per cent of lung cancer cases. People who quit smoking have a lower risk of lung cancer compared to those who continue smoking. Quitting smoking at any age can significantly reduce the risk of developing lung cancer.
- ◆ Second-hand smoke should be avoided.
- ◆ Inhaling chemicals such as radon can also cause lung cancer. People who work around chemicals should take safety precautions.
- ◆ The odds of developing lung cancer are higher for those who have a family history of lung cancer or a history of lung disease.

Share this book with your family and friends to help build a supportive community and lower the risks of lung cancer. Remember, every conversation can make a difference!

INDIA
DETECTS
TO DEFEAT

The logo consists of the text 'INDIA DETECTS TO DEFEAT' in a bold, red, sans-serif font. The word 'DETECTS' is on the top line, 'TO' is on the second line, and 'DEFEAT' is on the third line. The letter 'C' in 'DETECTS' is replaced by a magnifying glass icon. Inside the lens of the magnifying glass is a stylized illustration of human lungs.

An educational awareness program by
Johnson & Johnson