



## GOVERNMENT OF KERALA

### Abstract

Health and Family Welfare- Nava Kerala Karma Padhati 2 - Woman Cancer Screening Programme- Approval - Orders issued.

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### HEALTH AND FAMILY WELFARE (FW) DEPARTMENT

G.O.(Rt)No.271/2025/H&FWD Dated,Thiruvananthapuram, 31-01-2025

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Read: Meetings conducted by Hon'ble Minister for Health and Women and Child Development on 20/1/2025, 24/1/2025, 27/1/2025 and 28/1/2025.

### ORDER

As per GLOBOCAN 2022, breast cancer ranks second among cancers globally accounting to 11.5% and is the leading cause of cancer death. In India breast cancer accounts for 13.5% of all cancers and Cervical cancer ranks 3rd among cancers in India(9%). As per PBCR data of Malabar Cancer Centre(2018) breast cancer accounts for 33% of woman cancers and cervix accounts for 4.18%.

2. The Government of Kerala has been implementing Ardrum Mission as part of 'Nava Kerala Karma Padhati 2' with the main objective to achieve the Sustainable Development Goals (SDGs) by providing affordable, accessible, comprehensive and quality healthcare services to all.

The Cancer Care Programme is one of the important interventions planned to strengthen district cancer control program and extend services to all patients. The objective of the programme is to identify and treat cancers at an early stage by strengthening field-level screening activities, establish cancer diagnosis and treatment facilities in government health facilities, making diagnosis and treatment accessible to patients, thereby reducing the cost of treatment and to reduce the prevalence of cancers in the community by increasing awareness among the public.

3. In continuation and extension of the ongoing activities for cancer care, the Government have decided to launch a Statewide campaign to address the concern of late detection of cancer cases among women, especially those belonging to the poorer sections of the society who often present with an advanced disease.

In order to give strong support to ongoing efforts an innovative campaign

'For women through women' to generate awareness among woman by doing all necessary capacity building, screening and subsequently diagnosis and treatment to needy patents for breast cancer and Cervical cancer is planned.

4. The objectives of the campaign includes creation of awareness about cancer especially Breast and Cervical cancers, to make a behavioural change in the community towards voluntary screening and early detection, elimination of social stigma associated with the cancer, to support vulnerable population financially for screening and treatment and detection of Breast and Cervical cancers in early stages thereby aiming at the reduction of financial burden on the family and to the State Exchequer. Mass awareness campaign will be launched for sensitization of stakeholders at District and Panchayath level involving all the line departments, stakeholders women organizations, civil society and public and private sectors.

5. The programme will be launched on the 4th of February, the World Cancer Day that is observed annually as a reminder of the need to raise awareness, inspire action, and reduce the burden of disease and shall continue for a month till the 8th of March, the International Women's Day. The programme will be continued in a systematic way throughout the year with specific 'awareness generation- screening- diagnostics - treatment - post treatment rehabilitation and support structures follow up' continuum of care approach. These services shall be provided free to BPL patients.

(By order of the Governor)

Dr. Rajan Namdev Khobragade I A S  
ADDITIONAL CHIEF SECRETARY

State Mission Director, National Health Mission  
Director of Health Services, Thiruvananthapuram.  
Director of Medical Education, Thiruvananthapuram.  
Principal Director, LSGD  
Director, Women and Child Development Dept.  
Director, Social Justice Dept.  
Director, Kudumbasree  
All District Collectors.  
All District Panchayat Presidents.  
Director, Regional Cancer Centre.  
Director, Malabar Cancer Centre.  
Director, Cochin Cancer and Research Centre.  
All DMOs (through DHS).  
All DPMs (through NHM).  
Principals/ Superintendents of All Medical Colleges.  
Accountant General (Audit/ A &E) Kerala, Thiruvananthapuram.  
Information and Public Relations Department (wide publicity).

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Section Officer

Copy to :

The Private Secretary to Hon'ble Minister for Health

CA to Additional Chief Secretary, Health Dept

CA to Additional Secretary I,II; Joint Secretary I, II, Deputy Secretary I, II,  
Health Department

Under Secretaries, Health Department

All sections of Health & Family Welfare Department