



## Colorectal Cancer March Awareness Campaign 2025 (Part 3)

### Workplace CRC awareness sessions- Feb & March 2025

To commemorate Global Colorectal Cancer (CRC) Awareness Month, the Coimbatore district of Tamil Nadu witnessed an impactful initiative—the CRC Awareness Campaign conducted in March 2025 by the TNNCD (Oncology) project. The campaign featured a series of participatory activities and events designed to educate and empower individuals in the fight against Colorectal Cancer.

A baseline study conducted in 2024 in the Thodamuthur block of Coimbatore revealed that many individuals held negative beliefs about cancer, including misconceptions that a cancer diagnosis leads to social isolation or is a curse from God. Furthermore, the study highlighted that the majority of participants preferred receiving information directly from healthcare professionals, especially doctors.

Recognizing the urgency of dispelling myths and providing factual health information, the TNNCD (Oncology) project organized targeted interactive awareness sessions among employees in various industries across Coimbatore district.

The campaign reached a diverse mix of organizations, including IT technology firms and industrial manufacturing units. Over the course of nine interactive sessions, spanning February 27, 2025, to March 13, 2025, 1,392 employees participated in engaging and insightful discussions.

These sessions encouraged participants to rethink their response to suspicious symptoms such as bleeding per rectum, persistent abdominal pain, and altered bowel habits and



*A senior counsellor facilitating session on support system at Payoda Technologies on 27<sup>th</sup> Feb 2025.*



*Live Quiz Competition at Shanthi Gears on 4<sup>th</sup> March 2025*

emphasized CRC's increasing prevalence (in Coimbatore) alongside its high treatability if detected early.

Interactive live quiz competitions sparked enthusiasm among attendees, while presentations and discussions in Tamil and English ensured accessibility and ease of information sharing. Each session, lasting 45 minutes to an hour, was facilitated by Dr. Dhamodharan, Project Officer, who provided clinical

insights into CRC, and senior counsellors (psychologists) from the Coimbatore Cancer Foundation, who discussed the role of mutual support in changing health-seeking behavior.

By the end of the awareness sessions, participants actively engaged with facilitators, clearing queries about CRC and other cancers in general. To further reinforce learning, CRC awareness videos were screened, and informational pamphlets were distributed.

Most participants expressed appreciation for the interactive approach, stating that they felt more confident in consulting a doctor if they experienced symptoms. Additionally, many pledged to support their peers and family members in seeking timely medical care.

The workplace sessions' impactful delivery helped dismantle stigma and misinformation, equipping participants with knowledge and confidence in addressing CRC concerns. Additionally, participants provided valuable suggestions to enhance future sessions, including incorporating real-life stories to make the discussions more relatable and impactful. They also emphasized the importance of expanding these awareness sessions to school and college students, ensuring that younger generations are equipped with accurate knowledge and encouraged to prioritize early detection and proactive healthcare.



*Interactive session on the clinical aspects of CRC at ELGI ultra on 4<sup>th</sup> March 2025*



*Question & Answer session at RPM Technology on 13<sup>th</sup> March 2025*



*Participants in Shanthi Gears on 5<sup>th</sup> March 2025*