

About Us

The Eksangh team was created to stage a powerful play to raise awareness about breast & oral cancers. The 'street play' is a strong medium to reach entire communities in an informal atmosphere and life like in the language they understand and a comfortable atmosphere. Our 'street play' is culturally sensitive and was designed to reach audiences of rural areas of Gujarat. We specifically limited the medical language in our play in order to ensure that all audience members can understand the content fully without being intimidated by the healthcare profession.

We can do it

Our Mission

Our mission is to educate and empower the community by providing support and information about early detection and prevention for breast & oral cancers. More and more women are being diagnosed with breast cancer at a younger age and younger men are facing oral cancer due to chewing tobacco and smoking. Through awareness, education and prevention, individuals can not only survive the disease, but also live courageously, with grace and dignity!

Prevention is Better than a Cure.



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Eksangh

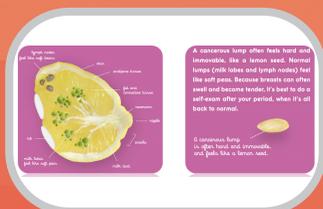
Prevention is Better than a Cure

Prevention



About The Street Play

Communication is the means of connection between people: the imparting or exchange of information, thoughts and opinions. A 'street play' is an interactive medium which a message is sent from the stage and gets an immediate response from the audience. Better known as 'sheri natak' or 'nukad natak', the street play is perhaps the best way to connect with the common man. These plays present an intimate, brief, and direct way to address the social/political, and to accomplish our mission of raising cancer awareness with the help of drama. The catchy phrases and songs, crisp script, humor, and loudness provide a long lasting and powerful effect on viewers. These plays stir up emotions, create awareness and lead the way towards positive change. Through our acting, we are able to successfully accomplish our mission and share images that can communicate far better than words to people who may have difficulties with reading or are embarrassed about the topic.



The street play uses this visual aid as a way to help make medical information more accessible. Lemons resemble the shape of a breast on the outside and resemble the anatomy of a breast on the inside.

Our Programs

Street Plays on Breast Cancer Awareness & Oral Cancer Awareness

We have reached more than 200 villages, many organizations, schools, and colleges, and thousands of people through our humorous play which keeps the audience captivated and serves as a vehicle to share facts about breast cancer signs and symptoms, early screening and prevention (promoting monthly breast self-exams, clinical breast exam, and mammogram) and reducing superstition, stigma and myths. The oral cancer awareness play, Choose Life NOT Tobacco (Gutka), focuses on stopping tobacco use along with proper oral hygiene and nutrition education. The play also has been written in Hindi in addition to Gujarati and gets revised every 2 years.



Our Eksangh Director and Volunteers are key role players for empowering women and men towards a healthier life.

Breast & Oral Cancer Screening Camps

For most people, a diagnosis of cancer is a life-changing event commonly evoking feelings of shock, fear, anger, sadness, loneliness and anxiety. In India, talking about cancer remains taboo and people with cancer are even subject to stigma and discrimination that may stop them from admitting they have cancer. Screening tests can help find cancer at an early stage, before symptoms appear. When abnormal tissue or cancer is found early, it may be easier to treat or cure. With the generous donations from ONGC Khambhat, we were able to conduct 14 breast & oral cancer screening camps in the villages of Gujarat, India in 2018 to 2019 and will continue conducting 14 more camps in 2020.

Jivan Mitra

The JivanMitra project seeks to empower local individuals living in rural areas to promote awareness on the prevention and management of common illnesses like hypertension, diabetes, and anemia. JivanMitras (Friend in Life) play a key role in the improvement of healthcare services in rural areas by directly reaching under served communities for their healthcare needs.

The JivanMitras receive didactic instruction in human biology, physiology, pathology, chronic disease risk factors, lifestyle education, and disease process using an evidence-based curriculum. They attend hands-on skills training on how to conduct screenings for diabetes, hypertension, and obesity, and how to recognize anemia in an individual. The JivanMitras also learn how to monitor blood pressure, blood sugar, and measure body mass.



JivanMitras conduct home visits and provide public health education that is easy to understand and culturally appropriate, collect and manage data, and perform quality control measures. They provide education on lifestyle modifications, and collect data on dietary practices, smoking and tobacco abuse, and water sanitation in villages. This program creates an effective way to provide chronic disease screening, health education for lifestyle changes, and disease self-management.

Currently, Eksangh has adopted 7 villages with trained JivanMitras and coordinators to run the program successfully. We plan to expand to 60 villages in Gujarat by 2024.

Awareness is the first step to early detection and improving cancer outcomes!

