

Note

Public Relation (World AIDS Day, 2024 celebration and Inauguration of Breast & Cervical Cancer Screening Clinic)

On **02.12.2024**, ESIC Hospital Bareilly celebrated **World AIDS Day, 2024**. IPs/beneficiaries/staffs were sensitized by clinicians from various specialties about the burden, risk factors, modes of transmission, myths, prevention from the HIV/AIDS. Dr Goutam Chakraborty, M.S., ESIC Hospital Bareilly apprised audience that theme of World AIDS Day, 2024, **Take the right path: My health, my right**. Health talk to curb social stigma and common preventive measure discussed.

To raise awareness among IPs about the importance of early cancer detection, a Nukkad Natak (street play) by hospital staffs and health talk by specialists were also organized. This engaging performance highlighted key messages about the risks, symptoms, and need for timely check-ups, encouraging the IPs and beneficiaries to take proactive steps toward their health.

Furthermore, Dr Goutam Chakraborty, M.S., ESIC Hospital Bareilly inaugurated a dedicated **Breast & Cervical Cancer Screening Clinic** aimed at providing comprehensive screening and early detection services for Breast & Cervical Cancer for specially insured women beneficiaries as well as for others also. This new facility is part of ESICH's commitment to enhance preventive healthcare and addressing critical health issues within the community. Breast cancer screening will be run on every Tuesday and cervical cancer screening clinic on every Thursday at room no. 09. The clinic will be run by OBG Specialist (In-charge), PG GDMO (OBG). Cervical cancer preventive vaccine for teen aged girls will be arranged.

These initiatives reflect ESIC Hospital Bareilly's ongoing efforts to expand its healthcare services, justifying the optimum utilization of available resources with focus on both prevention and early intervention to better serve the needs of everyone.

