

# UBF Diary

May 2021

## Dr Raghu Ram 'Living Bridge' experiences in IJS

Dr P Raghu Ram was invited to write an editorial, which was published in the 'Indian Journal of Surgery', which is the voice for surgery in India. Titled "United Kingdom to India –a 'Living Bridge': Celebrating 25 Positively Eventful Years (1996-2021)", Dr Raghu Ram wrote about his own personal journey, the major turning point in his life when his mother was diagnosed with breast cancer. He also reflected upon how he has become a "living bridge" between UK and India for the past 25 years, the experiences around it and replicating the best of British practices in India so that the delivery of breast healthcare improves in the country.

Here's a link to the editorial:

<https://link.springer.com/article/10.1007/s12262-021-02806-1>



## Guest Lecture: Challenges of delivering breast healthcare in resource limited settings

Dr P Raghu Ram delivered a guest lecture at the centenary annual Congress of the Association of Surgeons of Great Britain & Ireland (ASGBI) held virtually from May 4-8, 2021. Over 1,000 surgeons from all over UK & Ireland participated in the four-day scientific Congress, which is the largest congregation of the surgical fraternity in the British Isles.

His talk titled "Delivery of care in resource limited setting" highlighted the innovative initiatives he has championed over the past 14 years, to ensure the quality of the delivery of breast healthcare is enhanced in India.

He was also invited to deliver the prestigious "Overseas Chairman's Lecture" at the 121st Annual Congress of the Japan Surgical Society. This was held on a virtual platform from April 8 – 10, 2021, where he spoke about the impact of breast cancer advocacy and screening, spearheaded by the UBF in rural Telangana and AP.

Incidentally, Dr Raghu Ram happens to be the only surgeon from south Asia to be invited to deliver guest lectures at the ASGBI Centenary Congress, UK and at the 121st Annual Congress of Japan Surgical Society.



## How to stay safe during the pandemic?

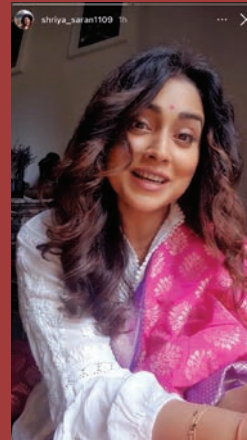
### Well-known actor Shriya Saran interviews Dr Raghu Ram

Dr Raghu Ram was interviewed by the actor Shriya Saran on May 15, 2021 on the various myths surrounding COVID-19. Keen to dispel misinformation on the pandemic, the doctor clearly spelt out the real facts about the infection and the do's and don'ts people should follow to stay safe.

The interview has had more than 387, 000 views thus far...

To know more, click on the link given below:

<https://www.instagram.com/p/CO5N34LIWGN/?hl=en>



### Dr Raghu Ram's tweet of gratitude and respect to NHS on its 73rd anniversary

Indian doctors and nurses in the UK, who are the largest non-British group of staff with over 30,000 healthcare professionals, are a hugely valued part of the National Health Service (NHS).

Having had the opportunity to exemplify the best of British practices in India, Dr Raghu Ram expressed profound gratitude and respect to one of the most trusted and renowned public health services in the world through a tweet that was featured on the official twitter handle of British High Commission India on the 73rd anniversary of NHS.



### Yoga for the body, mind and soul

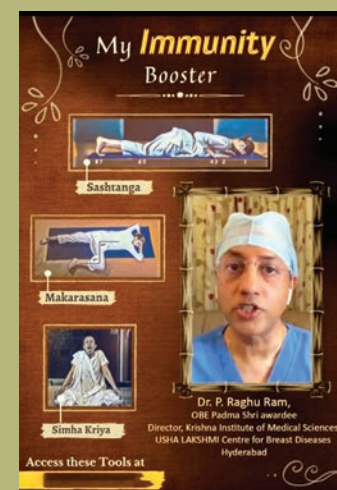
During these challenging times, fear, anxiety and stress have invaded our lives. A robust immunity and respiratory system are paramount to ensure people remain healthy and safe during this global pandemic. There is ample scientific evidence that yoga and meditation play a huge role in reducing stress, especially, in increasing lung capacity and boosting the immune system.

Dr Raghu Ram has advocated the benefits of Simha Kriya—a simple yet powerful yogic practice—to ensure physical, mental and emotional well-being, particularly during these troubled times. The doctor's message was featured on the official twitter handle of Isha Foundation on May 9, 2021.

Here are the links:

<https://twitter.com/RRPillariseti/status/1392683880088440838/video/1>

<https://twitter.com/Illuminati50333/status/1391326516839997440/video/1>



## A unique 'Pink Ribbon Mask' campaign in rural Telangana

Three-fold purpose: To stem the alarming rise in COVID infections, to save lives and to create awareness about early detection of breast cancer

To address the rapidly rising infections and deaths associated with COVID-19 in rural India, the UBF & KIMS-USHALAKSHMI Centre for Breast Diseases in Hyderabad embarked on a landmark and innovative 'COVID-19 Pink Ribbon Mask Campaign' in Telangana.

The aim of this unique initiative is to ensure protection from COVID-19 in rural Telangana, and equally, to create awareness about the importance of early detection of breast cancer through the use of pink coloured cloth masks (a colour that represents breast cancer awareness).



20,000 masks have been distributed to residents in all the ten villages in Narayanraopet Mandal – Narayanraopet, Ibrahimpur, Banjerpalli, Kodhandaraopalli, Laxmidevipalli, Malyala, Gurralongondhi, Jakkapur, Gopulapur, Matindla.



Launching this initiative, Harish Rao, the minister of finance, Telangana, said, "I applaud Dr Raghu Ram for his relentless and significant contribution to his adopted village, Ibrahimpur over the past six years. His noble goal through this campaign is to protect women from COVID-19 and create awareness about early detection of breast cancer. This is the first-of-its-kind initiative being undertaken in our state and perhaps the country."

"The Society for Elimination of Rural Poverty (SERP) Self Help Group (SHG) from Nandigama Mandal in Ranga Reddy District have made these masks that were commissioned by the Ushalakshmi Breast Cancer Foundation, which has also provided the much-needed additional income to at least 100 SHG members from SERP," he added.





Dr P Raghu Ram, Director, UBF & KIMS-USHALAKSHMI Centre for Breast Diseases, who has been championing several life-transforming initiatives in his adopted village, Ibrahimpur since 2015 said, "With COVID infections and deaths rising at an alarming rate in rural India and due to limited healthcare infrastructure in rural regions where more than 70 per cent of the population reside, I sincerely hope this unique preventive campaign will provide the much-needed protection from COVID-19 infection. Equally, I actively encourage people from rural areas of Telangana to wear a mask, which is one of the fundamental pillars of protection against COVID-19."

"The COVID pandemic has taken a huge toll on cancer treatment in the country. Breast cancer is the commonest cancer-affecting women in India. Due to COVID 19 crisis, there has been a steep fall in the number of women presenting to their doctors for initial assessment. With more than 60 per cent already presenting in advanced stages

with poor survival, this percentage will increase manifold with the current unfortunate scenario in the country. We hope that in addition to saving lives, the PINK colour masks remind the women not to neglect their health and raise awareness about importance of early detection of breast cancer."

While Yella Reddy, Ibrahimpur village's sarpanch said, "There is enormous fear amongst the people in villages about COVID-19. On behalf of Ibrahimpur village residents, I am deeply grateful to Dr Raghu Ram for this yet another timely initiative in his adopted village. Prevention is better than cure, as people in villages cannot afford expensive treatment. 20,000 masks will be hand delivered today and tomorrow in every home to all the residents in 10 villages in Narayanraopet Mandal. This campaign will certainly save many lives in addition to raising awareness about the importance wearing a mask in other rural regions of Telangana as well."