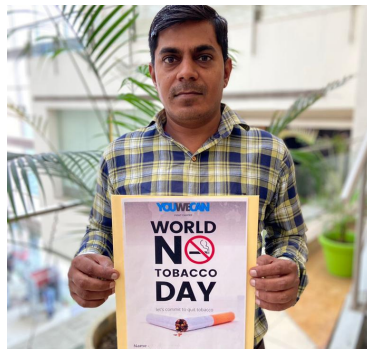
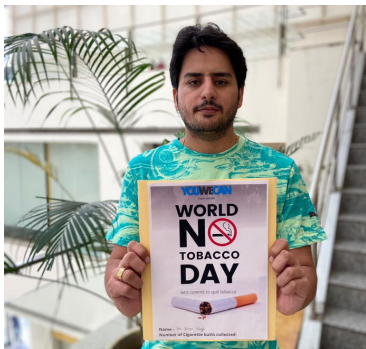
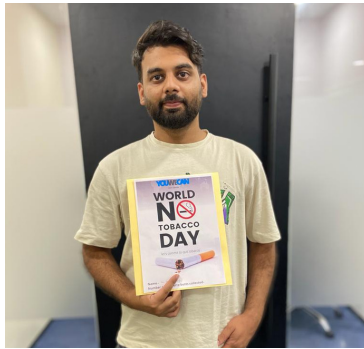


Think!! Act!! Quit!!



Remember - Smoking is a dying habit | Do you want it to be yours?

EDITORIAL

Dear readers,

The month of May was special. We are privileged and excited to have met the CEO of Villoo Poonawalla Foundation and also receiving a generous grant from them for our foundation.

I am sure this is an augmentation of many more meaningful partnerships in the future.



World Tobacco Day is another landmark day for us as it is becoming critical to set the awareness drives rolling as a Must Do activity.

The number of young users of tobacco is on the increase and an eye opener for all of us. Lung cancer is becoming rampant.

Tobacco causes more than 7 million global deaths per year and this number is expected to go up to 8 million by 2030. This product is the only one sold legally that can kill half of all the people who use it. And yet we refuse to give it up.

What people don't know is that passive smokers are also on the receiving end.

So all of you out there, you don't just need to stop smoking but also ensure that others around you also quit this habit.

Poonam Nanda

Poonam Nanda
Chief Mentor, YouWeCan Foundation

What's New | SWASTH MAHILA, SWASTH GOA INITIATIVE

"Swasth Mahila Swasth Goa" Initiative, our pilot project, has made great strides toward its target of screening 1 lakh women for breast cancer. In addition to effectively identifying 36 women with breast cancer, we surpassed the 70k mark this month. 34 women are now receiving treatment with the assistance and continued support of Team Youwecan. We are unwaveringly committed to attaining our objective, and every day we make advancements that bring us a little bit closer to completing the mission at hand.



Team YouWeCan at work: M3M Foundation

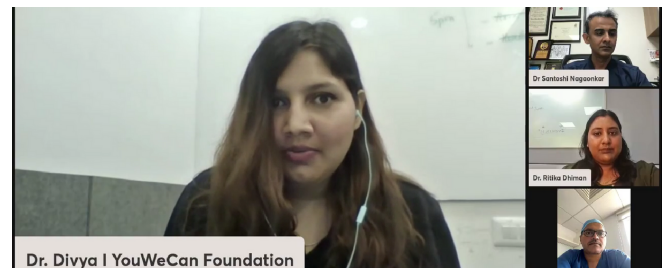
On May 1, the World Labor Day, **YouWeCan** Foundation and M3M Foundation worked together to raise awareness on breast cancer and oral cancer among the labor force. The workforce was given insight on the symptoms of breast and oral cancer, their risk factors, diagnostic techniques, and treatment options by Team YouWeCan deploying their carefully curated content. They educated the women on the importance of self-breast examinations as well as how to perform it.



Team YouWeCan at work: Bladder Cancer Awareness Session

Voice of Healthcare, in collaboration with Pfizer, held a month-long series of panel discussions to commemorate **BLADDER CANCER AWARENESS MONTH**. As part of their panel discussion on May 26, Dr. Divya Singh from YouWeCan was invited to discuss Bladder Cancer and its many different manifestations in India.

Dr. Divya discussed the function, significance, and delicate role that cancer support groups have in the psychological, emotional, and financial support of cancer patients and their caregivers. She discussed the difficulties encountered by these institutions and the need for government policies and programs to take a comprehensive approach in recognizing their need.



Celebrating: International Mother's Day



A little act of kindness goes a long way in the lives of women who are trying to make ends meet daily. These women are mothers, mothers who despite all challenges and ills of life and luck, bring food on the plates of their kids and kiss them good night.

As an ode to mothers who barely get acknowledged for their hard work, **YouWeCan** took the role of Santa in the summer heat to gift these powerful ladies new sarees. The smile on their faces were indeed priceless.



Celebrating: World No Tobacco Day

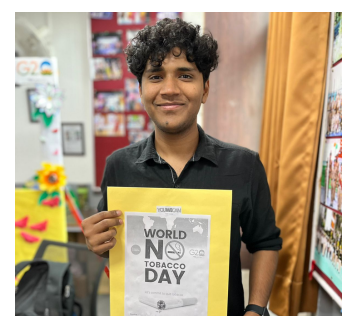
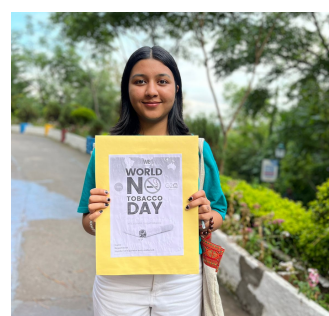


Shoolini University, in collaboration with **YWC**, took an innovative approach to raise awareness about the harmful effects of tobacco on World No Tobacco Day. The university organized an event where students were encouraged to collect cigarette butts, with the incentive of earning a reward of INR 1 per butt. This report highlights the success of the event and its impact on promoting a tobacco-free environment.

The collaboration between Shoolini University and YWC for World No Tobacco Day proved to be a remarkable success. The collective efforts of the students in collecting over 5,000 cigarette butts exemplified their commitment to building a tobacco-free society.



This event not only raised awareness but also instilled a sense of responsibility among the students towards their own health and the well-being of the community. The initiative serves as a testament to the power of collaborative efforts in creating a positive impact and promoting a healthier future.



Story of Courage

(From a father)

I am a farmer, and my wife works in the private sector. We are from Haryana. Recently, we became aware that Prateek has been experiencing symptoms such as coughing and significant weight loss. As concerned parents, we took him to see a doctor who discovered a lump in his chest. In 2019, he was referred to Rajeev Gandhi Hospital in Rohini, where he was diagnosed with cancer and had to undergo treatment.

This news was devastating for us as parents. The doctors informed us that the treatment process would be time-consuming and require a great deal of patience. We were already facing financial difficulties, and now we were confronted with the added burden of his medical expenses. Affording the treatment became a struggle, and it took a toll on the entire family.

However, as time went on, things started to improve, and his treatment lasted for a year. Currently, he is required to undergo routine check-ups every three months, which involve x-rays. Throughout his treatment, Prateek displayed immense bravery, despite the challenges he faced, both for him and for us.

At present, he is 17 years old and in the 12th grade. He excels academically and is particularly skilled in sports, with a love for playing football. While he was unable to attend school during his treatment, he is now delighted to resume his normal school routine. His aspiration is to play football at the highest level and represent the country.

Amidst this difficult time, the Yuvraj Singh Foundation stepped forward to support us. We were struggling to manage the additional financial burden of medical expenses, and the Foundation's assistance was vital in helping us cope. We are profoundly grateful to the Foundation, the hospital's medical staff, and Mr. Yuvraj Singh for their timely and invaluable support. The Foundation's support ensured that our son received the best possible care and treatment



Prateek

Strong, Resilient, Survivor.

YOUWEFAN | YUVIAN'S FOREVER

Sanwar Meena | Rajasthan

In conversation with **Sanwar Meena**, probably the most colourful Yuvi fan we ever spotted in a Cricket stadium

Q. Introduce yourself. Where are you from and how have you become involved with the foundation?

A. Hi. I am Sanwar Meena. I come from Jaipur, Rajasthan. I got involved with the foundation through some fellow Yuvi fans and friends –Sraavan Karne & Sujan, who are the active volunteers at YWC.

Q. What motivated you to become involved with YWC activities?

A. I am a die-hard fan of the legend **YUVRAJ SINGH** since my childhood. After the 2011 world Cup, when he went through the cancer treatment, I understood that cancer is something which can break a person from inside out. Yuvi's fight back against Cancer motivated me to join the initiative. I believe that majority of Cancer patients suffer due to lack of awareness and early diagnosis. YWC is exactly addressing this gap and as a volunteer, I am very proud to be associated with the foundation.



Q. What is a memorable moment that you've experienced in your involvement with YWC ?

A. On December 13, 2017 I went to watch an ODI match (India vs Sri Lanka) at Mohali. I had my body painted in tri-colour with Yuvi written on it. I was noticed by a lot of people which included Yuvi's team. I was then invited to Yuvi's house. Later, they gifted me a match ticket in the 2018 IPL season. I got an opportunity to cheer for Yuvi – again by painting my body with the tri-colour and Yuvi written on it. The best part here is Yuvi himself noticed me and shared my pic on his Instagram page. I could've not asked for anything better !!

Q. What do you aspire to do ?

A. I am a hotelier working with Armani hotel at the Burj khalifa in Dubai. Cricket is both my passion and dream so I also play domestic cricket in the UAE. Yuvi taught me to never give up on my dreams. I work to support my family back home and I play to chase my dreams. I also want to inspire people with everything I do in my life.

Q. Has Yuvraj Singh inspired your life? How and why?

A. Yes. Yuvi inspired my life in many ways. Whenever I feel down or get knocked down, his words GET UP AND DO IT AGAIN make sure that I come back. He also taught me "It doesn't matter how many times you fall. What matters is how many times you get up and try again.." I keep saying these words to myself during my tough times. With all this inspiration, I try to make my dreams come true !



NEW COLLABORATIONS




It was a special day indeed as our founder Mr. Yuvraj Singh met up with Mr. Jaswinder Narang, CEO of **Villoo Poonawalla Charitable Foundation**. The Foundation works with the objective of making the lives of the community in urban and rural areas more liveable and by providing support in healthcare, sanitation and education sectors.

The meeting was also attended by our senior advisor Mr. Arvind Nanda, trustee Mrs. Poonam Nanda and Group COO Mr. Shivajee Sharma.

The meeting was a runaway success because of the synergy in the work being carried out by both the organizations

A generous initial amount of donation has already been allocated by Villoo Poonawalla Charitable Foundation to Yuvraj Singh Foundation to support our work in the public health domain.





Mr. Arvind Nanda
Senior Advisor
Yuvraj Singh Foundation

*It will be our endeavour and privilege to establish a deep and lasting partnership with **Villoo Poonawalla Foundation**, working together in the healthcare domain to help prevent and mitigate suffering. There is so much more to be done.*

★★★★★



Goodwill Ambassador

Rumana Sinha Sehgal is an Engineer turned Entrepreneur and holds fort with over 2 decades of acumen across industries like IT, ITES, HR, Manufacturing & Entrepreneurship.

She founded Serendipity in 2012 and is a successful entrepreneur, a community leader, a humanitarian, an artist, a sculptor, a writer, a poet and a singer. Rumana has several accolades to her name. Highlight of her achievements include "Karmaveer Chakra" instituted by the UN & iCongo," Doctorate in Child and Women Empowerment conferred by AUGP, the prestigious "Nelson Mandela World Humanitarian Award 2021" by the Diplomatic Mission Global Peace .

Her recent accomplishment is the Social Entrepreneur of the year 2023 - Successpreneur Award & the Nationwide Award 2023- Woman of the Year :Social Entrepreneurship & Innovation and

Woman Icon 2023 by Red Cross Society India. She is a mentor in various organizations like T-Hub & Mentor of Change AIM: Niti Aayog, Govt.of India, and her contributions are well noted with her being an integral part of the the Entrepreneurial & Innovation ecosystem.

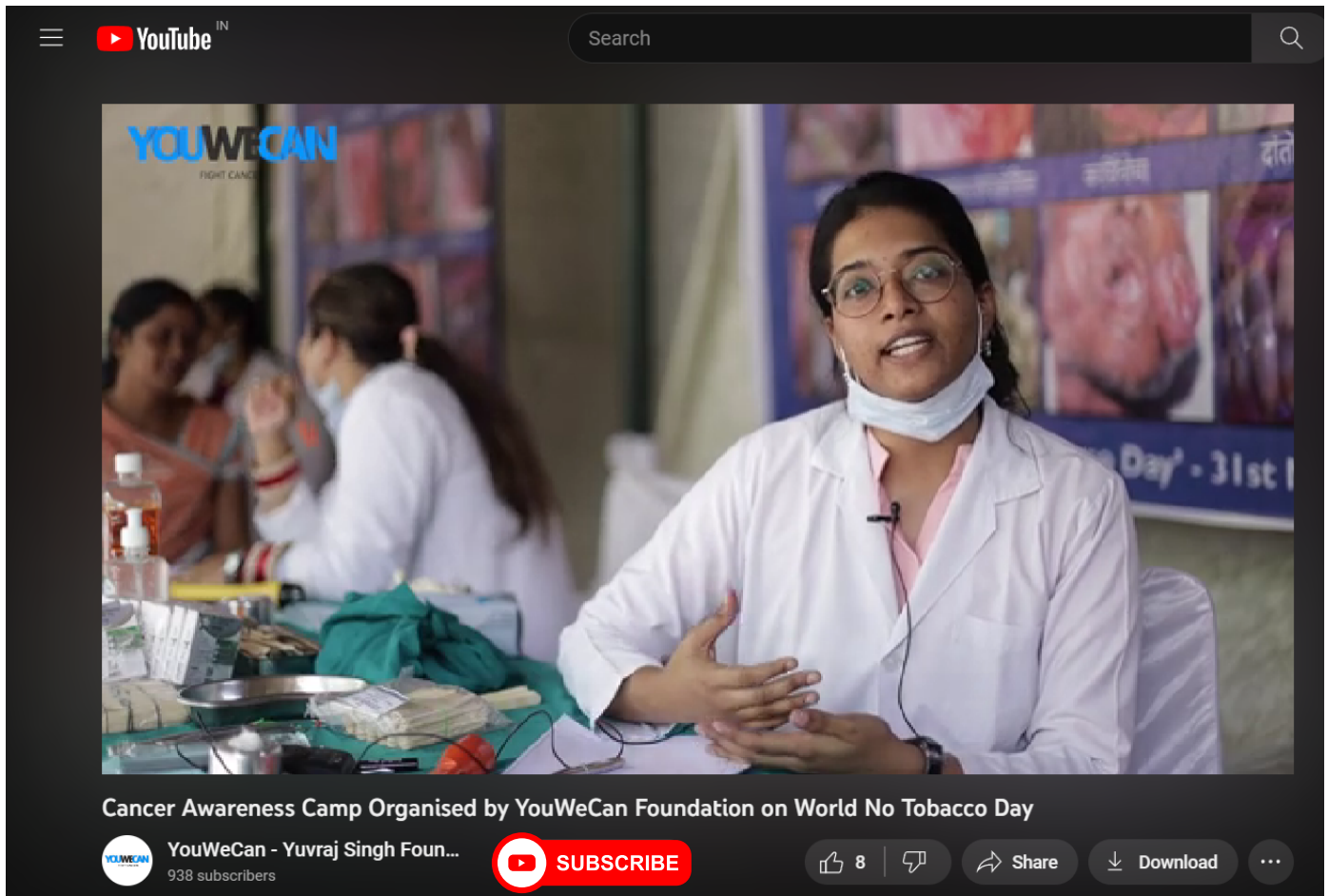
In addition to her business success, she is also deeply involved in her community. and drives several initiatives as a dynamic leader with the aim to improve the lives of people particularly women and children.

Sinha is an acclaimed TEDx speaker, a World Record holder - WORLD BOOK OF RECORDS, ASIA BOOK OF RECORDS, INDIA BOOK OF RECORDS acknowledged for her commitment and service to humanity. She drives several initiatives in the segments of health, education and the arts which include pioneering the cause to Stop Violence against women & children, Cancer awareness, Menstrual hygiene; to name a few.

She believes that everyone should have access to opportunities and resources to lead a better life, and continues to work tirelessly to make this a reality.

Sinha has carved a niche for herself by exploring her own path, contributing relentlessly to serve humanity and creating a racing global social impact. Rumana Sinha Sehgal indeed leads by example as a "Architect of Change!"





Cancer Awareness Camp Organised by [YouWeCan](#) Foundation on World No Tobacco Day.



During our cancer screening & awareness camps, apart from screening people for different types of cancer, we also counsel them on the hazards of tobacco and on ways of quitting the habit! Tobacco cessation is an important step towards cancer control in the country as tobacco is the most preventable cause of oral and lung cancer. Here's Dr. Dikha De, talking about how we conduct tobacco cessation counselling during our cancer screening & awareness camps. This video was shot at a camp held on World No Tobacco Day.

Saving lives is possible, Donate now

<https://youwecan.org/donate/>



“Fighting the Tobacco Menace”

written by **Dr. Sumedha Kushwaha**

“World No Tobacco Day” is a global event observed annually on May 31st to raise awareness about the harmful effects of tobacco use and promote efforts to reduce tobacco consumption worldwide. Each year, the campaign focuses on a specific theme, and in 2023, the theme is “We Need Food, Not Tobacco.” This theme aims to shed light on the negative impact of tobacco production and consumption on food security, public health, and sustainable development. In this article, we will explore the significance of this theme and the importance of prioritizing food over tobacco.

Decoding the relationship between Tobacco and Food Security?

Tobacco production requires vast amounts of land, water, and resources that could otherwise be used for cultivating food crops. According to the Food and Agriculture Organization (FAO), tobacco cultivation and processing deprive nearly 200,000 hectares of arable land every year. This reduces the available land for growing essential food crops, aggravating food scarcity and contributing to global hunger.

Furthermore, tobacco farming often employs unsustainable agricultural practices that degrade the soil, pollute water sources, and deplete natural resources. These practices not only harm the environment but also disrupt local ecosystems, threatening biodiversity and exacerbating the challenges faced by farmers and communities that rely on agriculture for their livelihoods.

Is tobacco really that bad?

Tobacco consumption is a leading cause of preventable deaths worldwide. The World Health Organization (WHO) estimates that tobacco use kills more than 8 million people annually, with millions more suffering from tobacco-related illnesses. Smoking tobacco not only affects the health of individuals but also increases the burden on healthcare systems and hampers social and economic development.

By highlighting the theme “We Need Food, Not Tobacco,” the World No Tobacco Day campaign emphasizes the need to prioritize the production and consumption of healthy, nutritious food over tobacco, thus promoting better health outcomes for individuals and communities.

Promoting Sustainable Development

Sustainable development encompasses economic growth, social well-being, and environmental protection. The production and consumption of tobacco undermine all three pillars of sustainability. By prioritizing food over tobacco, we can redirect resources towards sustainable agriculture, increase food production, and support local economies.

Furthermore, promoting food security and nutrition can contribute to poverty reduction, improve educational outcomes, and enhance the overall well-being of communities. Investing in food production and agricultural diversification creates employment opportunities, reduces income inequality, and fosters inclusive economic growth.

Taking Action: What Can We Do?

Raising awareness about the theme “We Need Food, Not Tobacco” is just the first step. It is crucial for individuals, communities, governments, and international organizations to take concrete actions to address the issue effectively. Some key actions that can be taken include:

Implementing comprehensive tobacco control policies and interventions, such as increasing taxes on tobacco products, banning tobacco advertising, and promoting smoke-free environments.

Encouraging farmers to transition from tobacco farming to sustainable agriculture by providing them with alternative livelihood options and support for diversifying their crops.

Strengthening food security programs and initiatives to ensure access to nutritious food for all, particularly vulnerable populations.

Promoting public health campaigns and educational programs to raise awareness about the harmful effects of tobacco use and the benefits of a healthy diet.

Collaborating with international organizations, governments, and civil society to develop and implement strategies that integrate tobacco control, sustainable agriculture, and food security.

Conclusion

World No Tobacco Day 2023 with the theme “We Need Food, Not Tobacco” highlights the urgent need to prioritize food security, public health, and sustainable development over tobacco production and consumption. By addressing the harmful effects of tobacco on both individuals and communities, we can strive towards a healthier and more sustainable future.

The author can be reached at sumedha.kushwaha@youwecan.org

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Manan Monga	Shikha Choudhary

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