



Report

on

World Cancer Day 2025 – A Synergistic Approach to Health and Sustainability



Under Mission LiFE

Organized by

**EIACP Programme Centre Resource Partner on
Forest Genetic Resources and Tree Improvement
ICFRE - Institute of Forest Genetics and Tree Breeding
(Indian Council of Forestry Research and Education)
Coimbatore – 641 002**

World Cancer Day 2025 Awareness Campaign by ICFRE-IFGTB EIACP PC RP

As part of Mission LiFE, the EIACP (Environmental Information, Awareness, Capacity Building, and Livelihood Programme) Programme Centre at the ICFRE - Institute of Forest Genetics and Tree Breeding (IFGTB), Coimbatore, commemorated World Cancer Day 2025 with an awareness campaign and Awareness Lecture on the Importance of Health Insurance on February 04, 2025. The event emphasized the LiFE Mission theme "Adopt Healthy LiFE", aligning with the broader goals of promoting healthy lifestyles and sustainable living practices.

Dr. Rekha R Warriar, Scientist G and EIACP Coordinator, welcomed the gathering. During her awareness lecture Dr Rekha highlighted the significance of health and environmental awareness in the context of cancer prevention. Dr. Rekha elaborated on the LiFE Mission theme, emphasizing its focus on fostering a sustainable lifestyle by reducing environmental impact and promoting preventive healthcare measures. She also gave an insight to how LiFE Mission theme is aligned with the preventive measure of ailments. She highlighted how small, consistent changes in daily habits such as reducing exposure to harmful pollutants, adopting a balanced diet with fresh, natural produce, and minimizing the use of plastics can significantly reduce cancer risks.

Dr. B. Nagarajan, Scientist G and Group Coordinator Research, who shared insights on the interconnectedness of health, environment, and preventive measures against diseases like cancer. He emphasized that the spread of such diseases is influenced not only by environmental and lifestyle factors but also by one's mind-set. Stress, anxiety, and negative thought patterns can weaken the immune system, making individuals more vulnerable to chronic illnesses. He highlighted the significance of a clean environment, proper nutrition, and healthy habits in reducing cancer risk, as exposure to pollutants, chemicals, and unhealthy diets significantly contribute to disease prevalence. Advocating for a holistic approach to health, he encouraged integrating mental resilience, physical well-being, and environmental consciousness.

Dr. C. Kunhikannan, Director inaugurated the awareness event and released the awareness poster on the theme "Adopt Health LiFE Style". Director emphasized the importance of adopting preventive healthcare measures and the role of community awareness in addressing challenges posed by cancer. He envisaged the critical connection between environmental health and human well-being, particularly in the prevention of diseases like cancer. He explained that environmental degradation, pollution, and unsustainable lifestyles contribute significantly to the rise of non-communicable diseases, including cancer. Addressing these challenges requires a holistic approach that integrates health and environmental awareness, which is precisely what the LiFE Mission advocates, Director added.

An awareness lecture on the importance of health insurance was delivered by Shri P. John Xavier, an Insurance & Investment Advisor and former Manager at Star Health and Allied Insurance. He emphasized the critical role of health insurance in mitigating the financial burden of illnesses like cancer, highlighting how medical expenses can be overwhelming without proper coverage. Shri Xavier provided valuable insights into the benefits of various health insurance policies, explaining their significance in ensuring financial security and timely access to medical care. The session was followed by an interactive discussion, where participants had the opportunity to clarify their doubts regarding different aspects of health insurance, including policy coverage, claim procedures, and eligibility criteria.

Prizes were awarded to the winners of the In-house Quiz Competition conducted in connection with World Wetlands Day and certificates were awarded to the participants. Posters and handouts were disseminated to the general public and softcopies were sent to various stakeholders. The program concluded with a Vote of Thanks proposed by Dr. S. Vigneswaran, Senior Programme Officer, EIACP PC. Dr. Vigneswaran expressed gratitude to all the dignitaries and participants for their contributions to making the event a success.











**EIACP Resource Partner on Forest Genetic Resources and Tree Improvement
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WORLD CANCER DAY 2025
Theme : "United by Unique"



World World Cancer Day, observed annually on February 4, is dedicated to raising awareness and promoting global efforts to combat cancer. The theme for 2025 is "United by Unique," emphasizing a people-centered approach to cancer care that acknowledges each individual's unique journey. This campaign highlights the importance of integrating personal stories and needs into healthcare decisions, fostering compassion and empathy. By focusing on personalized care, we aim to improve health outcomes and support systems for those affected by cancer. On this day, let's unite to honor these unique experiences and work together to enhance cancer care worldwide .

The Campaign



Inspire Others



Take Appropriate Actions



Create Awareness



Use Accredited Medicines



Treat the person with care



Share Positive Thoughts

Cancer is more than just a medical diagnosis – it's a deeply personal matter

#WorldCancerDay

#UnitedByUnique

#CancerAwareness

Poster No.02/ICFRE/ICFTR/ICFTE/ICFCE/February_2025