

Event Report
TB and Breast Cancer Awareness Program

Organized by: Department of Medical Imaging Technology
College of Allied Health Sciences
SRM Institute of Science and Technology, Tiruchirappalli
Club of Imaging Intellects

Date: 07.11.2025

Occasion: World Radiography Day 2025

Location: Mandaiyur Village

Introduction

As part of the World Radiography Day 2025 celebrations, the Department of Medical Imaging Technology, under the Club of Imaging Intellects, organized a **“TB and Breast Cancer Awareness Program”** on 7th November 2025. The initiative is carried out based on promoting the role of radiographic imaging in identifying Tuberculosis and Breast Cancer - early detection, prevention strategies.

The program was executed across **three major locations**—a **school, street-side public zones**, and a **100-day program venue**—ensuring outreach to diverse community segments.

Objectives of the Program

- To raise awareness on the symptoms, risk factors, and prevention of TB and Breast Cancer.
- To highlight the importance of radiography and imaging modalities in early diagnosis.
- To educate students, general public, and beneficiaries of health programs.
- To promote health-seeking behaviour and encourage timely screenings.

Locations Covered:

a. School Outreach

An interactive awareness session was conducted for school students, focusing on:

- Role of imaging such as X-ray, mammography, and CT
- Basics of TB and its mode of spread
- Importance of hygiene and vaccination
- Early signs of breast abnormalities

Session was made engaging for young learners.

b. Street Awareness Campaign

Faculty and students engaged with the public through:

- Distribution of pamphlets
- One-on-one interactions
- Awareness placards and posters
- Quick symptom-screening guidance

This street-level engagement ensured that critical health information reached people from all walks of life.

c. 100-Day Program Location

At the ongoing 100-day community program venue:

- A detailed awareness talk was delivered
- Women were sensitized on the need for regular self-examinations
- TB myths were clarified
- Radiography students demonstrated breast self-examination techniques using models

This location provided an opportunity for deeper community engagement.

Participation

The program saw active involvement from:

- **Students** of the Department of Medical Imaging Technology - Club of Imaging Intellects
- **Faculty members** from the department

Their teamwork, dedication, and communication efforts contributed significantly to the program's impact.

Feedback and Response

Across all three venues, the program received **highly positive feedback**:

- School staff appreciated the simplicity and clarity of the sessions.
- The general public expressed gratitude for easily understandable health information.
- Women at the 100-day program scheme highlighted the usefulness of oration.
- Many participants conveyed increased confidence in identifying early symptoms and seeking medical help.

The target audience's enthusiastic participation and questioning indicated the program's success in creating meaningful awareness.

Outcomes and Impact

- Enhanced awareness regarding TB transmission, prevention, and available treatment.
- Improved understanding of breast cancer warning signs and screening importance.
- Strengthened community-health interactions between SRMIST and the public.
- Increased visibility of radiography's role in disease detection.
- Empowered students with real-world community outreach experience.

Conclusion:

The **TB and Breast Cancer Awareness Program** conducted on the occasion of World Radiography Day 2025 was a resounding success. By reaching three different community settings—school children, the general public, and health program beneficiaries—the event achieved widespread awareness and social impact.

The Department of Medical Imaging Technology, along with its enthusiastic students and faculty, demonstrated commitment toward public health education and community service. The positive responses and participation reflect the value and necessity of such outreach programs.



