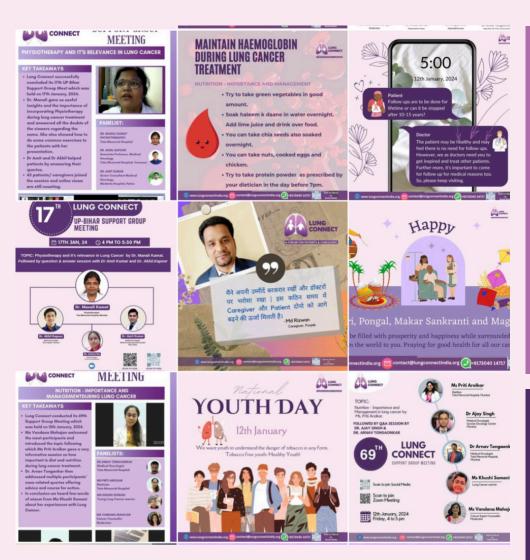
# **JANUARY-24**





#### SOCIAL MEDIA ROUND OFFS

We have reached 0.83 Lakhs impressions and 552 followers on Twitter (X) till January 31, 2349 accounts and 1045 engagements in the last 28 days on facebook. 1.5k people are following us on our page and 1.9K members in our Lung Cancer India Facebook group. We are a family of 55 on Instagram and 77 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4567 patients. We have got a very overwhelming response Importance of Diet in lung cancer treatment live on YouTube too. We have also crossed 271 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India **Support Group** Meeting.

2. UP-BIHAR Support Group Meeting.

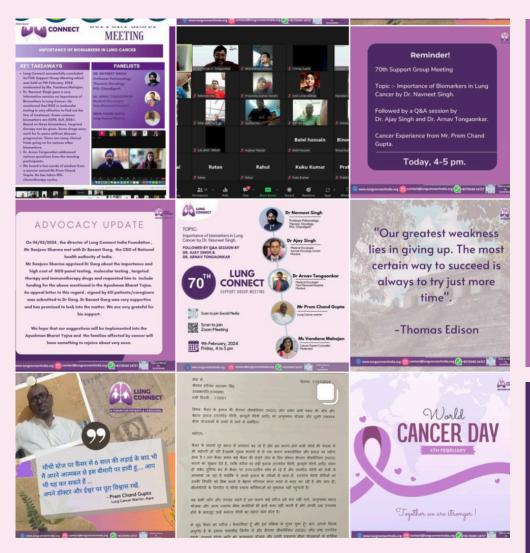
3. Gujarat Support Group Meeting.

#### **Major Updates**

- 1. We started our patient messages series.
- 2. We focussed on Geriatric meetings specially for older patients.
- 3. We have put up educational resources on social media for lung cancer patients and caregivers.
- 4. We have posted a panel discussion video led by Dr Sewanti Limaye on strengthening lung cancer advocacy.
- 5. We have posted a special video about how to take care of elder patients during lung cancer treatment.

# **FEBRUARY-24**





#### SOCIAL MEDIA ROUND OFFS

We have reached 0.67 Lakhs impressions and 594 followers on Twitter (X) till February 29, 1843 accounts and 927 engagements in the last 28 days on facebook. 1.56k people are following us on our page and 1.92K members in our Lung Cancer India Facebook group. We are a family of 81 on Instagram and 101 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4549 patients. We have got a very overwhelming response on a Caregiver's of a Stage 4 lung cancer patient testimonial- Jigar Shah video on YouTube too. We have also crossed 336 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### <u>Major Updates</u>

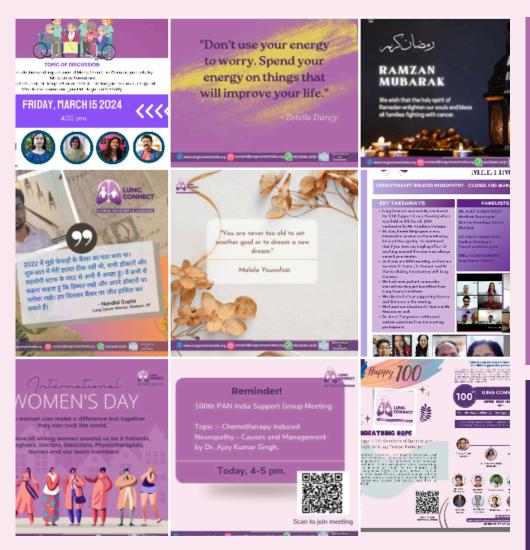
Lung Connect has been working relentlessly in the area of patient advocacy. In an event organized by CANCER WALA CAMERA in Delhi, Lung Connect India Director Mr. Sanjeev Sharma and Lt. Mr. Ravi Prakash presented an appeal letter, signed by 651 lung cancer patients, to the chief guest, Shri Harivansh Narayan Singh, Deputy Chairman of Rajya Sabha, on behalf of all lung cancer patients in India. The memorandum states that "all types of tests, including **MOLECULAR TESTS for cancer** treatment, TARGETED THERAPY, IMMUNOTHERAPY be brought under the ambit of AYUSHMAN **BHARAT YOJANA and other health** insurance schemes." It also emphasized the need to

It also emphasized the need to focus for new medicine research and clinical trials in India.



# **MARCH-24**





#### **SOCIAL MEDIA ROUND OFFS**

We have reached 1.1 Lakhs impressions and 638 followers on Twitter (X) till March 31, 4578 accounts and 2971 engagements in the last 28 days on facebook. 1.59k people are following us on our page and 1.93K members in our Lung Cancer India Facebook group. We are a family of 98 on Instagram and 112 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4280 patients. We have got a very overwhelming response on the Important pointers to keep in mind for patients and caregivers- Vandana Mahajan on YouTube too. We have also crossed 273 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India **Support Group** Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

- 1. We arranged our 100th Support Group Meeting with all stakeholders of Luna Cancer.
- 2. Our patient message series is going on well.
- 3. Dedicated separate support group meeting for geriatric or elder patients.
- 4. We featured a video on mental well-being of lung cancer patients and caregivers.
- 5. We featured a video on Role of Support Groups for lung cancer patients and caregivers.
- 6. Featured a special video on Important pointers to keep in mind for lung cancer patients and caregivers.

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## **APRIL-24**





#### SOCIAL MEDIA ROUND OFFS

We have reached 0.95 Lakhs impressions and 657 followers on Twitter (X) till April 30, 6719 accounts and 4539 engagements in the last 28 days on facebook. 1.67k people are following us on our page and 1.95K members in our Lung Cancer India Facebook group. We are a family of 124 on Instagram and 145 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4723 patients. We have got a very overwhelming response Caregiver's testimonial- Mohammad Rizwan about what you should remember while going to Doctor's OPD on YouTube too. We have also crossed 302 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

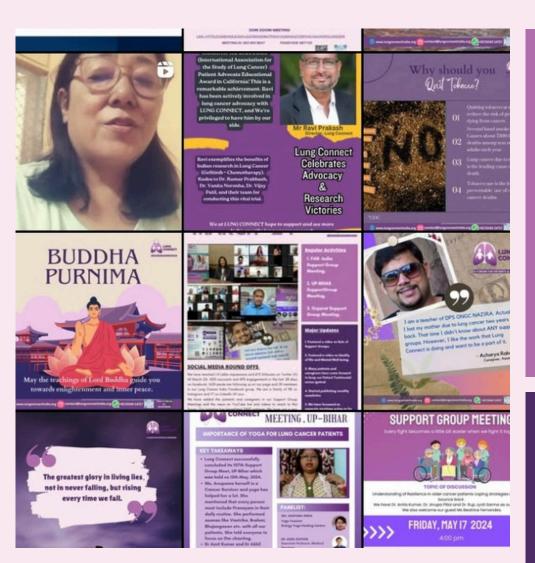
#### <u>Major Updates</u>

- Had a unique type of topic in the Support Group Meeting- Music Therapy.
- 2. Featured a video about mental health concerens for patients/ caregivers during lung cancer treatment.
- 3. Started promoting about Clinical Trials in India.
- 4. Clinical Trials update for EGFR positive mutation NSCLC, this is a groundbreaking RCT from India.

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## **MAY-24**



#### **SOCIAL MEDIA ROUND OFFS**

We have reached 1.2 Lakhs impressions and 682 followers on Twitter (X) till May 31, 5834 accounts and 2779 engagements in the last 28 days on facebook. 1.72k people are following us on our page and 1.96K members in our Lung Cancer India Facebook group. We are a family of 153 on Instagram and 193 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4120 patients. We have got a very overwhelming response on Patient testimonial- Swapna Zimba on YouTube too. We have also crossed 227 watch hours this month. We have a long way to go. If you support us, please do join us on social media.



#### **Regular Activities**

1. PAN -India **Support Group** Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

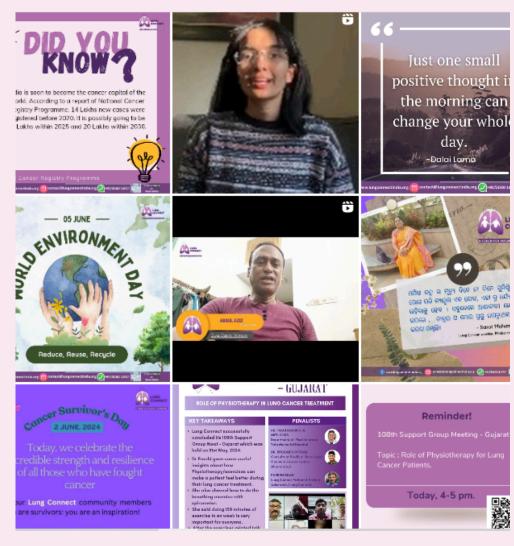
- 1. Featured a patient testimonial video on our channel
- 2. We successfully became **UICC** member
- 3. This month we focussed on Mental health for lung cancer patients/ caregivers
- 4. One of our team member got completion certificate about Advocacy for improved cancer control from UICC
- 5. Our Director Ravi Prakash has been chosen for the **IASLC Patient Advocate Educational Award**
- 6. We are having dedicated meeting for Geriatric OPD or **Elderly** Patients

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## **JUNE-24**





#### **SOCIAL MEDIA ROUND OFFS**

We have reached 1.6 Lakhs impressions and 711 followers on Twitter (X) till June 30, 7834 accounts and 3765 engagements in the last 28 days on facebook. 1.81k people are following us on our page and 1.98K members in our Lung Cancer India Facebook group. We are a family of 201 on Instagram and 213 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 9314 patients. We have got a very overwhelming response on Patient Testimonial- Rasika Bombatkar on YouTube too. We have also crossed 455 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India **Support Group** Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

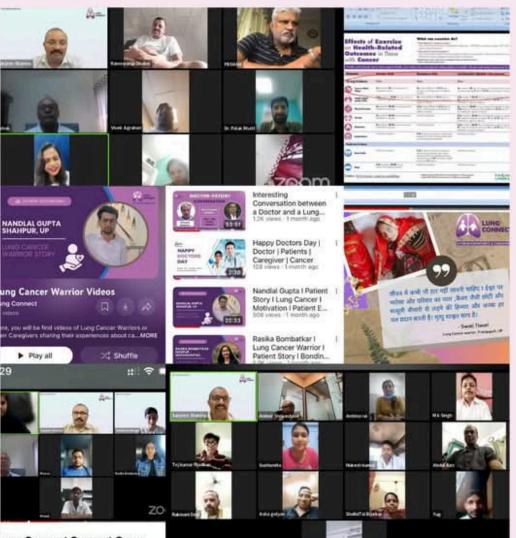
#### **Major Updates**

- 1. We celebrated Cancer Survivor's day with zeal
- 2. Our patient series going on pretty well
- 3. We started a mental health awareness campaign on social media
- 4. We believe that every cancer journey is different, thus tried to reach out to more people by our patient testimonial videos-Soumendranath Das, Abdul Aziz, Rasika Bombatkar and Nandlal Gupta



# **JULY-24**





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#### SOCIAL MEDIA ROUND OFFS

We have reached 2.3 Lakhs impressions and 767 followers on Twitter (X) till July 24, 1362 accounts and 538 engagements in the last 28 days on facebook. 1826 people are following us on our page and 2.4K members in our Lung Cancer India Facebook group. We are a family of 136 on Instagram and 145 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 9284 patients. We have got a very good response on the Patient Testimonial-Rasika Bombatkar video on YouTube too. We have also crossed 412 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR SupportGroup Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

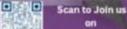
1. Featured a conversation between an oncologist and a cancer warrior for the first time.

2. Featured a video on Doctor's Day from our patients and caregivers.

3. Created a playlist with real people dealing/living with lung cancer.

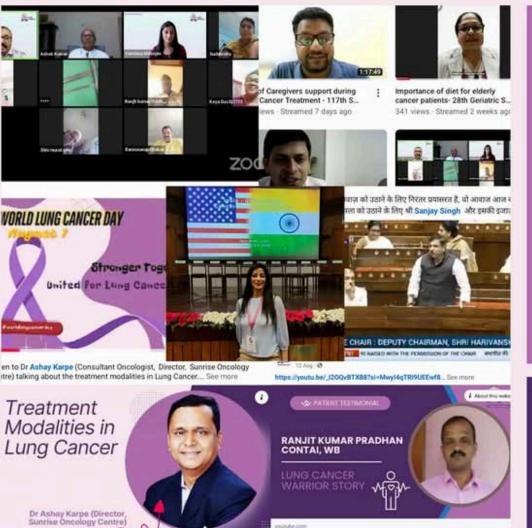
4. Many patients and caregivers have come forward to keep our Patient Testimonial series ignited.

5. We have focussed on separate meetings going on for older patients.



# AUGUST-24





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#### SOCIAL MEDIA ROUND OFFS

We have reached 2.5 Lakhs impressions and 781 followers on Twitter (X) till August 24, 1102 accounts and 450 engagements in the last 28 days on facebook. 1917 people are following us on our page and 2.5K members in our Lung Cancer India Facebook group. We are a family of 145 on Instagram and 180 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 5127 patients. We have got a very good response on our World Lung Cancer Day special discussion on YouTube too. We have also crossed 311 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR SupportGroup Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

1. Organized a special virtual discussion with all stakeholders on World Lung Cancer Day.

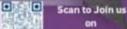
2. Our volunteer attended India-US Moonshot Dialogue.

3. We have a new volunteer moderating our UP-BIHAR **Chapter Support Group** Meeting.

4. Our Patient Testimonial series is still going on well.

5. We have focussed on separate meetings going on for older patients.

6. Our voice has reached Rajya Sabha.



## **SEPTEMBER-24**





#### sportance of Phyotherapy in Lung Cancer 119th Support Group Meeting



#### SOCIAL MEDIA ROUND OFFS

We have reached 2.8 Lakhs impressions and 792 followers on Twitter (X) till September 30, 1.8k accounts and 604 engagements in the last 28 days on facebook. 1933 people are following us on our page and 2.55K members in our Lung Cancer India Facebook group. We are a family of 175 on Instagram and 200 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 3475 patients. We have got a very good response on our World Lung Cancer Day special discussion on YouTube too. We have also crossed 230 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR SupportGroup Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

1. Our director Lt Ravi Prakash received IASLC patient advocate award.

2. Our CEO Mr Sanjeev Sharma attended the World Cancer Congress held by UICC.

3. Our Lead Counselor Ms Vandana Mahajan attended the Chattisgarh Cancer Conclave.

4. We featured a special video on world physical therapy day.

5. We have focussed on separate meetings going on for older patients.

6. We lost one of our directors Mr Ravi Prakash to lung cancer.

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## **OCTOBER-24**





#### SOCIAL MEDIA ROUND OFFS

We have reached 3.0 Lakhs impressions and 800 followers on Twitter (X) till October 31, 1.6k accounts and 836 engagements in the last 28 days on facebook. 1999 people are following us on our page and 2.55K members in our Lung Cancer India Facebook group. We are a family of 200 on Instagram and 211 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 6524 patients. We have got a very good response on Patient Testimonial- Rasika Bombatkar on YouTube too. We have also crossed 330 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

1. We have planned out whole Agenda for lung cancer awareness month.

2. A lung cancer warrior article published on crst online.

3. We were a part of Breast Cancer awareness campaign in TMH Varanasi.

4. We have focussed on separate meetings going on for older patients.

5. Our support group meetings getting immense love from the patients and caregivers.



# **NOVEMBER-24**





#### **SOCIAL MEDIA ROUND OFFS**

We have reached 3.1 Lakhs impressions and 812 followers on Twitter (X) till November 30, 27,843 accounts and 1345 engagements in the last 28 days on facebook. 2.1k people are following us on our page and 2.7K members in our Lung Cancer India Facebook group. We are a family of 340 on Instagram and 339 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 69,216 patients. We have got a very overwhelming response Global Advocacy Webinar live on YouTube too. We have also crossed 434 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India Support Group Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

1. We had a global Advocacy Webinar.

2. 30 Days 30 Videos successfully concluded.

3. A-Z Glossary of Lung Cancer series successfully concluded.

4. Cancer doesn't define me Series successfully concluded.

5. Awareness Program held in TMH Varanasi.

6. We have partnered to publish a white with Aspire.

7. We also attended round table organized by PAIR.

8. Launched a new initiative-Buddy Program.

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# **DECEMBER-24**





#### **SOCIAL MEDIA ROUND OFFS**

We have reached 3.5 Lakhs impressions and 819 followers on Twitter (X) till December 31, 29,334 accounts and 3821 engagements in the last 28 days on facebook. 2.1k people are following us on our page and 2.8K members in our Lung Cancer India Facebook group. We are a family of 438 on Instagram and 516 on LinkedIn till now.

We have added the patients and caregivers in our Support Group Meetings and the views on YouTube live and videos to reach to this figure. Our Initiative has benefitted 4588 patients. We have got a very overwhelming response 8th NGO Workshop live on YouTube too. We have also crossed 306 watch hours this month. We have a long way to go. If you support us, please do join us on social media.

#### **Regular Activities**

1. PAN -India **Support Group** Meeting.

2. UP-BIHAR Support Group Meeting.

3. Gujarat Support Group Meeting.

#### **Major Updates**

- 1. We had our 8th Annual Year End Review in Lung Cancer
- 2. In the NGO worshop- we had arranged for 3 panel discussions with different stakeholders of lung cancer
- 3. In the panel discussion we were lucky to have an international panel as well
- 4. We participated in AYA **Cancer Congress Conference in Australia**
- 5. We also paticipated in Hopeful Voices 2024 in Singapore
- 6. We also paticipated in Lung **Health and National Oncology Conference in** Delhi
- 7. We also held an awareness programme in Indiana Group