

Not a Hint / An unwelcome diagnosis/ at the edge of life



Visual - The film opens with a diya burning with a prayer in the background –

Audio – Chanting of mantra

**Asato Maa Sadgamaya
Tamso Ma Jyotirgamaya
Mrityorma Amritamgamaya**

Black screen

Any given time approximately 2.4 million patients are affected

Fade out

Fade in

Incidence in India is 70-90% per 100,000.

Fade out

By 2020, the number of new cases is expected to reach at least 15 million a year and cancer deaths 10 million a year.

Fade in

Optional

Male		Female	
most common (by occurrence)	most common (by mortality)^[4]	most common (by occurrence)	most common (by mortality)^[4]
<u>prostate cancer</u> (33%)	lung cancer (31%)	<u>breast cancer</u> (32%)	lung cancer (27%)
<u>lung cancer</u> (13%)	prostate cancer (10%)	lung cancer (12%)	breast cancer (15%)
<u>colorectal cancer</u>	colorectal cancer	colorectal cancer	colorectal cancer

(10%)	(10%)	(11%)	(10%)
<u>bladder cancer</u> (7%)	<u>pancreatic cancer</u> (5%)	<u>endometrial cancer</u> (6%)	<u>ovarian cancer</u> (6%)
<u>cutaneous melanoma</u> (5%)	<u>leukemia</u> (4%)	<u>non-Hodgkin lymphoma</u> (4%)	<u>pancreatic cancer</u> (6%)

24 frames presents

An Unwelcome diagnosis

Fade out

VO - While walking through these corridors and looking at the faces I am reminded of my mother. It was on 14th Aug 2006 - My mother was diagnosed with cancer – liver cancer. Several small cysts were found in her enlarged liver. Like many other , it was a chance detection. As in most cases ,it was a late detection. The cancer had already spread- stage IV. This cancer was insidious, already having grown to a near-fatal state in her liver without ever tipping her off. Not one hint .She had two months. So did we . The numbness followed. The denial continued. Like several others we couldn't believe our ears. One moment and life changed – suddenly , profoundly.

Visual - A female walking through the corridors of Indian Cancer society . We are following her from back , through her shoulders. Showing different age group people, who are cancer patients. Followed with shots of Ct scan reports, hospital shots , the radiation screen, expressions on faces . Stethoscope coming close to camera and we move into complete darkness . opening to the bytes .(shots would be in slow motion)

Bytes of some of the patients and family members on their first reaction /response after diagnosis.

Byte of a Senior Oncologist on how difficult it is for them to disclose the truth. What do they keep in mind while divulging the details

VO - Like all of the people out here ,it was difficult to understand the logic of the situation we were in. We wanted to know – what is happening to her ? Since when is it happening to her ? Why is it happening to her ? Though we didn't get the answer for why , we did manage to get information about the disease .

Visual - The general shots of people in hospital and at Indian cancer society campus.or the general shots of anchor moving from one place of worship to other, standing near

ocean/ sea and watching the streams, or standing by a window and looking at the nature's beauty.. She then moves to sit on computer and opens the site –Google.

VO (Male VO About cancer - what is it ? role of cells ? Difference between benign and malignant cancer . The different stages (I,II,III,) and different types of cancer(Carcinoma, Sarcoma, Lymphoma) . The symptoms associated .The survival chances.The diagnostic tests

VO - Cancer is a group of diseases characterized by abnormal cell growth in the body. To understand the effect of these abnormal cells it helps to look at how healthy cells function. Each of us is made up of million of cells – the building blocks of the body. Cells make up for tissues and tissues comprises organs. Healthy cells grow in a controlled way , living for a period and then dying naturally. When the cell dies , the body replaces it with another .A set of instructions are located in the body's DNA , that tell each cell how to complete this life process. Sometimes , however mutations occur in parts of Cell's DNA. The result can be formation of harmful cells which grow in an uncontrolled manner. This mutation can occur within the body for example – hereditary, or as a result of an invading virus , or mutation can be as a result of external factors such as chemicals , tobacco or the radiation from the sun. Whatever the cause of DNA mutation – once it occurs ,cancerous cells begin to grow and mutate at a very rapid rate This can lead to built up of mass of cells known as tumours .

Dr's Byte – " Sometimes the tumour will be benign meaning they remain self contained. Other tumours are malignant or cancerous. Malignant tumours attract their own blood supply. This means that the body provides the nutrients and oxygen to the tumour that it needs to grow .Cancer becomes dangerous when it breaks away from its own cells and begin to metastasize. Metastasize means spreading through the blood stream or the lymphatic system to distant organs ."

VO - There are many different types of cancer. Most of which are classified in their relation to where they are in the body. Cancers may also be classified on how they spread throughout the body. Basically they are :

Carcinoma - cancer that begins in the skin or in tissues that line or cover internal organs.

Sarcoma - cancer that begins in bone, cartilage, fat, muscle, blood vessels, or other connective or supportive tissue

Leukemia - cancer that starts in blood-forming tissue such as the bone marrow and causes large numbers of abnormal blood cells to be produced and enter the blood.

Lymphoma and myeloma - cancers that begin in the cells of the immune system.

VO - Whatever the type of cancer ,the result could be severe illness. Or even death. Cancer causing DNA mutations occur for variety of reasons – some of them uncontrollable . For example heredity plays a role in 10% cancers whereby the mutation is passed from one generation to next .Prostate cancer in men and breast cancer in women are specially likely to be hereditary .Almost 15% of cancer stem from viral infection.

Notably, the human papilloma virus i.e. HPV , which is a sexually transmitted disease can result in warts leading to cancer. Another STD virus Hepatitis B can lead to the development of liver cancer. In addition , HIV ,the virus that leads to HIV-AIDS can lead to several potentially deadly cancers .

But not all cancerous factors are uncontrollable, some factors are controllable. For example – Use of tobacco products can be avoided. Another third of cancer related deaths such as those from thyroid and colon may be prevented , while engaging in certain healthy life style like regular exercise and healthy nutrition .

Even ones environment can lead to cancer - Chemicals like asbestos can lead to cancer of lung , kidneys or larynx.

While these factors are very real , a number of myths are abound. These so called risk factors have actually no bearing in the development of cancer. For example there is no conclusive evidence that using underarm deodorant causes breast cancer. Cancer is not contagious which means you cannot catch cancer by spending time with someone else.

Connecting line to move to symptoms needs to be worked upon

Dr's byte on symptoms associated with cancer – (will include the general and specific symptoms generally referring to the types of cancer)

VO - Not only the people with these symptoms, but the ones who have multiple risk factors should consult their doctor and go for diagnostic tests.

The diagnosis VO would depend on the visuals we get during tests . The coverage would decide that , as there are several tests like mammography, pap smear test that cannot be shot. So perhaps these tests would only be mentioned in one line. The blood test and FNAC can be shot but depends what is shown in that .Meaning how much detailing would be possible. .

Visual for all of the VO above - The anchor's back . Followed with close up of her anxious half face . Her hands typing on computer . The computer screen flashes google, where we type All About cancer.And 3D animation takes over for the journey of cells and growth of cancer. These animations would be interspersed with different shots hospital of preparing reports, conducting tests ,(blood test, FNAC Report and other possible diagnostic tests that are suitable for picturisation) .

Bytes Of Oncologists as n when required

VO - The research had left us more aware..... And reality dumb-founded .We were scared. We were lost. We were mechanical. We looked-for guidance. We wanted hope...as much for her as for us .And it was at these testing times that we came to know of Indian Cancer Society. The place which was home to many patients with similar conditions. The visit helped. The counseling facilitated .Talking with these people made us feel better.

Visuals - The anchor with reports discussing with doctors, looking at the reports, She moving with a file from one counter to another. Collecting medicines, taking some energy foods and also visiting temples/ mosques / churches. She sees the Indian Cancer Society campus. Followed with shots of people at ICS campus.

**Bytes of patients on how did they feel initially.
What made them to go on?
How did counseling and interaction helped.**

VO - To us, the knowledge that we are not the only one fighting the battle gave hope. My mother was in stage IV with no hope of cure. No hope of life. Doctors said chemotherapy would be of little help. Accepting the truth took time . We were facing the world of rapid fire choices. Decision was to be taken - fast enough to start her treatment and good enough to prolong her life. These decisions were meant to be life changing .The conventional options leave very few options – chemotherapy, radiotherapy or surgery. She was prescribed chemotherapy. Actually the stage of cancer plays the major role in deciding the treatment plan And survival chances as well .

Dr's Byte – talking about the severity of disease and survival chances as per various grades or stages of cancer

Visual - The anchor's interaction with various members of society. The patients out there involved in different life activities while under rehabilitation.

Graphical representation of the statistical data depicting the relationship between the different stage and the chances of survival .

Male VO - While a cancer diagnosis is frightening , it is not necessarily a death sentence. The goal of the treatment is always the same. Remove all the cancer with minimal damage to the rest of the body . Still no two treatment plans are identical. Each takes the location and severity of tumour into account In addition the mental and physical state of the patient is considered.

Visual – Dr examining a report , checking a patient , interacting with them , writing a prescription

Male VO - One method of treating cancer is surgical excision or removal of the cancer from affected area. A mastectomy for removing breast cancer is common example. While surgery is effective, its usefulness is limited once the cancer has begun to metastasize or spread to other areas of the body. In addition surgery is not an option for people with leukemia and lymphoma which originate in bone marrow and lymphatic system respectively therefore do not manifest as tumors.

Visual - shots of surgery being performed and aided with animation and general hospital shots

Dr's byte on side effect of surgery , if any

Male VO - For people whose cancer has spread or who have one of these cancer, radiation therapy may be used to kill cancer cells . This method uses ionizing radiations - a form of treatment that destroys the genetic make up of DNA in the cells, in the targeted treatment area .The downside to radiation is that they destroy the healthy cells as well . However the majority of these are able to recover from these treatments .The targeted cancerous cells which are not native to the body are destroyed .

Visual - Shots of radiation therapy while being performed

Dr's byte on side effect of radiation therapy .

Male VO - Perhaps the most well known form of treatment is chemotherapy which involves of taking of high doses of prescription medicine to kill cancerous cells. Because cancer cells divide and divide very rapidly. The downside is that these chemotherapy therapeutic destroy the healthy cells . There are other methods of treating and eradicating cancer which are undergoing intensive research by the scientists. Among them is the Hormonal therapy which inhibits the growth of hormone sensitive to tumors such as those in prostate cancers. In addition alternative treatments like Yoga , acupuncture, Meditation and visual imagery have become very popular with cancer patients .In some cases cancer cannot be eradicated and as an alternative to treating the disease, the pain of cancer is treated. These medicines are also used to curb the side effects of chemotherapy or radiation.

Visual - Shots of Chemotherapy

Dr's byte on the side effects of chemotherapy

Optional segment - But these were only treatment, we wanted cure. So we decided to mix the conventional with complimentary form of treatment in hope of finding cure. We explored homeopathy and ayurveda.

**A byte of homeopathy specialist on cancer treatment . He is from Gurgaon .
A byte of Ayurveda doctor(Baba Ramdev clinic)on their treatment plan.**

We settled on Ayurveda but people choose homeopathy as well. We went for ayurveda because it promised result in shorter period than homeopathy.

VO - Today my mother is no more .She succumbed to the disease. But she lived longer than predicted. Still I feel guilty . Perhaps it could have been prevented. In my mother's case , it was too late but it should not be for everyone out here. Because I know that it can be prevented by keeping simple things in mind .A small step in the direction could make the difference.

Visual - Anchor writing a diary . Looking at the calendar and the things kept in her room. She looks at the pen and starts writing.

Dr' Byte on what preventive measures should be taken to avoid the occurrence of the ailment.

VO - Its been an year when my mother left me . I am yet to come to terms to it. She was not the first one in my family . I have lost three members of my family to this disease - My bua , at the age 16 , my mausi when she was 39 and my mother when she just crossed 50. I was too young then .Not anymore. I am only just one of the many faces who understand the loss. The suffering, the agony. Through these people I only want to reach out to people – to spread hope and optimism so that they are able to win the battle.....and perhaps the war. So that they know that they are not alone .So that they start believing in life –once more. So that they smile more often.... Amen

Visual – The patients with their families, family photographs, Anchor's interaction with small little children . , old age people , middle aged patients. Her sessions with them , The patients interaction within themselves. Their recreational activities, fun time and close ups of happy faces.