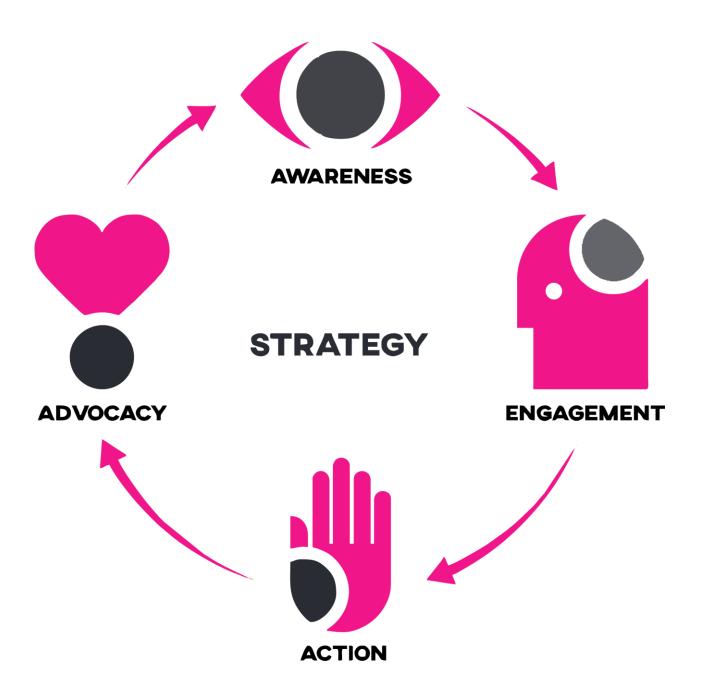


Target Audience/Beneficiaries:

The Target Audience for this campaign is women aged 18-55 years residing in Karnataka, including rural and tribal areas.

This Demographic represents Women who are at risk of Developing Cervical Cancer and who can Benefit from Increased Awareness and Education about the Disease.



Campaign Strategies:

a. Awareness Workshops

- Conducting workshops in Community Centres, Schools, Colleges, and Healthcare Facilities to Educate Women about Cervical Cancer, its Risk Factors, Symptoms and Preventive measures.
- Conducting Informative Sessions in Schools, Colleges and Community Centres to Educate Women about Cervical Cancer.

b. Social Media Campaign

- Utilizing Social Media platforms to Reach a Wider Audience and Spread Information about Cervical Cancer Prevention, Early Detection and Mental Health support services.
 - Utilize Social Media platforms and a Dedicated Website to spread Information, Infographics and success stories.