

PERSONA



Director - Amir

“AS A CANCER SURVIVOR I AM FRUSTRATED SEEING YOUNG PEOPLE SMOKING KNOWING PREVENTION SAVES LIVES.”

Serves as an advocate for cancer health programs and awareness. Works to build partnerships with other like-minded organizations to the benefit of low-mid income communities where resources and health care are sparse.

Amir Sethi is a respected board member and Director of an Cancer Organization in Bengaluru, India. Being a cancer survivor himself, his work brings great personal satisfaction. He's lost a few family members and close friends to cancer and is acutely aware of the importance of cancer prevention and early detection as a means to save lives.

In his own neighborhood he is seeing an uptick in tobacco use in younger people, especially teens. He worried about the next generations being exposed to, and influenced by, this trend and even more importantly a lack of understanding of the health consequences of smoking.

Recently, Amir launched a program focused on improving health outcomes for cancer patients. His program plans to advocate for cancer screening as a part of general healthcare in India. He understands that like many non-profits he is challenged by a lack of resources; but is nevertheless worried about how his NPO can reach rural communities where both transportation and internet access are unreliable.

GOALS

- Educate communities about cancer risks
- Reduce cancer deaths through prevention and education
- Connect with other health advocacy organizations

NEEDS

- Understanding of how tobacco control and tobacco tax prevent cancer
- Generate funding to help staff and market his non-profit
- Build partnerships for his non-profit

CHALLENGES

- Lack of volunteers and resources
- Not having funding makes it difficult to create marketing campaigns
- Difficulty with outreach in rural areas
- Unreliable internet access
- Lack of up-to-date medical care/facilities

JOURNEY PERCEPTIONS

Understands that education about cancer risks and prevention is challenging. Knows all too intimately why this is important. Believes that with the correct education, neighborhood outreach and partnerships with government and non-government organizations, lives can be saved and cancer deaths will decrease.