

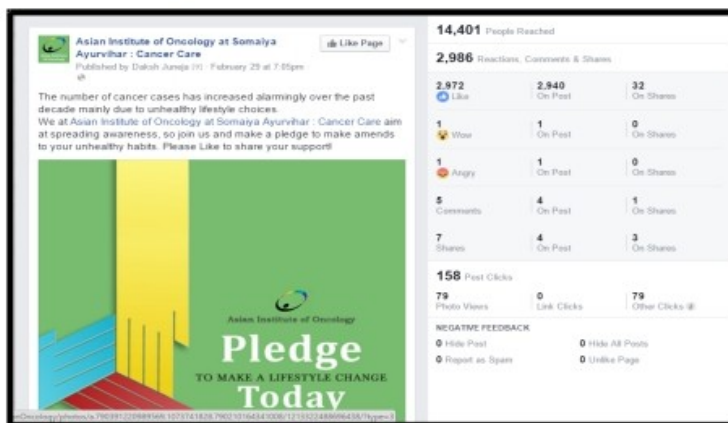
Asian Institute of Oncology Somaiya Ayurvihar

Cancer is a disease that is affecting many among us. Many of us know of cancer having affected someone in our friend and family. The causes of cancer, the treatments are being studied and addressed globally. But how many individuals are actually pledging for a cancer free life. How many are practically taking measures towards preventing cancer. This is where an awareness campaign comes into frame to educate mass about cancer and secure a cancer free existence. The main aim of Asian Institute of Oncology is to ensure seamless diagnosis and treatment to all its patients.

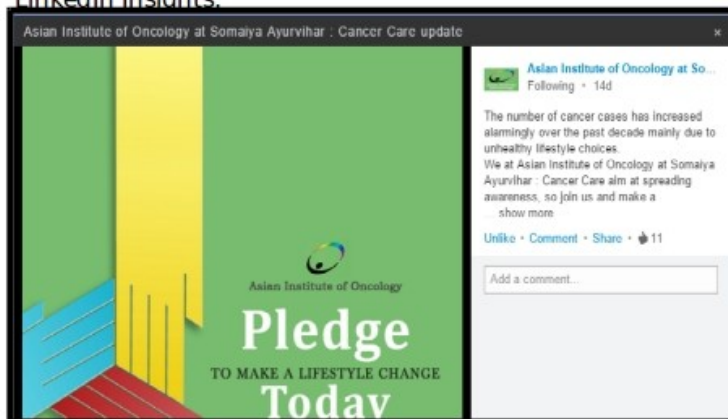
To poise this to all, we conducted a campaign on social media platforms. This campaign was known as 'Pledge'. It was run to make people aware of the unhealthy habits that cause cancer. It was run from 29th February 2016. All the campaigners had to do was to cast their pledge. A pledge to live a healthy lifestyle with disease free living. The campaign's result was then seen with the pledge people took. This pledge indicates their commitment towards moving towards healthy life, a cancer free life. ____ Campaign was run across Facebook, Twitter and LinkedIn.

The strategy to implement this campaign was to reach out to people from all over the globe keeping no restrictions on age, gender or religion. With amazing response from people on our social media platforms, we were confident of educating people on cancer and pledge their vote for disease free body through a campaign on social media's platform. The backbone of this campaign was the reach and engagement of the audience which boosted especially on Facebook. The results of the same are as follows:

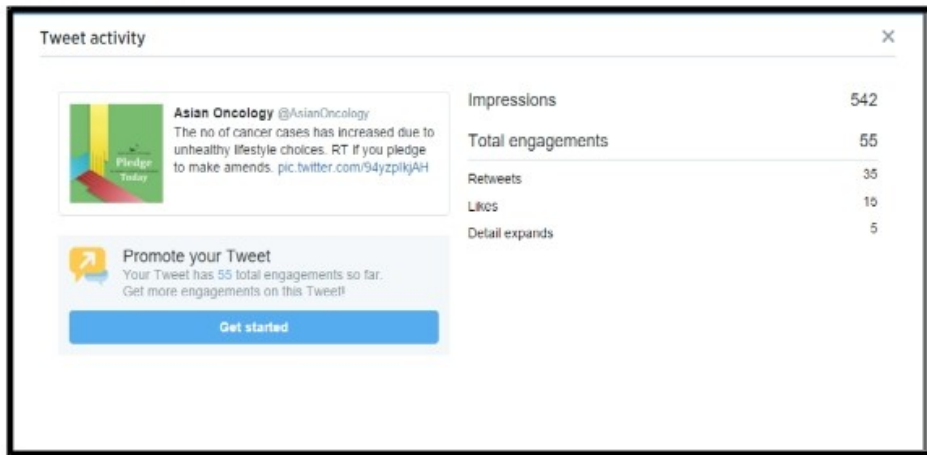
Facebook Insights:



LinkedIn Insights:



Twitter Insight:



Thus, with the Campaign, many opted to healthy living and change their life for the better. As it is said that collective drops make an ocean, similarly, individual pledges will lead to a world free of Cancer.

Innovation in this campaign was that to make people understand the importance of cancer free living and also to make a move toward choosing to live a healthy life in one go. Reaching out to people, conveying information, sharing knowledge is easy but to convince and move people to pledge towards a healthy life is just like the climax of a thriller movie. This pledge campaign not only made people aware of the ways in which they could choose to live a healthy life but also gave them a platform to pledge to themselves to live a cancer free life.