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# Fujifilm India's 'Never Stop: Screening To Reduce Diagnostic Delays campaign focuses on need for early TB diagnosis

Our Bureau, Bengaluru

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Fujifilm India launched a brand campaign under their Never Stop Campaign's TB Drive. It is aimed at increasing awareness and eliminating tuberculosis spread in India.

The campaign was created and conceptualized by Group M along with Apollo Tyres Foundation, Ambuja Cement Foundation, GAIL India and the TCI Foundation.

A delay in diagnosing tuberculosis spreads the disease and increases the chances of death. While TB is a severe disease, it is completely curable if treated for at least six months with the approved four-drug combination. Fujifilm's campaign throws light on the major causes of TB, the growing need of creating awareness, and its contribution to the elimination of TB in India.

The company has pledged to help eradicate tuberculosis and is delivering on its commitment through pamphlet and poster handouts, organizing pre-event buzz and utilizing local languages to deliver the message. Through the campaign, it has reported 7,21,107 people who have got their screening done at the mobile van and shared a total of 8,104 X-ray reports in 6 months. Fujifilm's TB van has visited Delhi, Dadri, Dehradun, Haridwar, Haldwani, Rudrapur, Agra, Pata, Mainpuri, Gwalior, Kanpur, Raebareli, Varanasi, Patna, Farakka, Bhatapara and Sankrail since August 2021. The van will continue to cover cities such as Chandigarh, Ludhiana, Bhilwara, Nalagarh, Kolkata, Indore, Haldia, Jalandhar and Jaipur over the coming weeks.

Koji Wada, managing director, Fujifilm India said that with the Never Stop: Screening To Reduce Diagnostic Delays Campaign, we are taking our commitment to the next stage and bringing care to the people who need it most. The campaign has seen tremendous success since its launch, and now we are even more determined to Never Stop while making the world a healthier place."

Fujifilm India has launched the campaign in collaboration with the National TB Elimination Programme (NTEP). The TB drive will reach 27 cities over the course of nine months, keeping in line with the government's goal of making India TB-free by 2025. The NTEP will assist with TB testing and distribute TB medicines in accordance with the programme parameters through its existing lab network. Through the United States Agency for International Development's (USAID iDEFEAT TB Project), the International Union Against Tuberculosis and Lung Disease (The Union), a global leader in lung health, will provide technical assistance. It will also use Qure.ai's artificial intelligence technology to deliver fast interpretation of mobile digital X-rays.



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