



MAD * PINKTREE LUNG HEALTH CAMP



COMMUNITY LUNG HEALTH CAMP

LOCATION: RASHID COMPOUND, DHANIV BAUG, NALASOPARA EAST, MAHARASHTRA

56 PEOPLE SCREENED. ONE HIGH-RISK ENVIRONMENT

At Rashid Compound, families live amidst open waste, poor sanitation, waste burning, indoor smoke, and limited ventilation. Here, breathing problems are not seen as illness they are seen as normal life.

This camp brought lung health awareness to a place where access usually arrives late.



80%

**REPORTED LIVING
NEAR OPEN WASTE,
SEWAGE, OR
DRAINAGE**

ONE SHARED REALITY

ALL PARTICIPANTS LIVED IN A HIGH-DENSITY SETTLEMENT WITH OPEN WASTE, POOR SANITATION, AND FREQUENT WASTE BURNING

FOR MANY, THIS WAS THE FIRST-EVER LUNG HEALTH SCREENING.

56 community members underwent lung health screening and exposure assessment revealing that respiratory symptoms and pollution exposure often coexist—while prior lung testing remains rare.

WHAT EMERGED CLEARLY

 **Over 60% reported persistent respiratory symptoms**
(cough, breathlessness, or chest tightness)

 Majority reported daily or frequent exposure to:

- **Waste burning**
- **Smoke or chemical smells indoors**

 **Indoor air pollution** indicators were common:

- **Poor ventilation**
- **Regular mosquito coil or smoke exposure**

 **~1 in 3 households reported children** who frequently fall sick or cough



70%

**OF PARTICIPANTS
HAD NEVER
UNDERGONE ANY
LUNG FUNCTION
TESTING BEFORE**

INSIGHTS

The screening highlights a critical pattern:

- Symptoms are common
- Environmental exposure is constant
- Screening access is minimal

This leads to:

- Normalisation of breathlessness
- Delayed medical attention
- Diagnosis only at advanced stages

Risk accumulates long before care begins.



ACTION MODEL (MAD × PinkTree)

This camp followed a prevention-first, education-led model:

MAD enables:

Community access, trust, and health education

PinkTree enables:

Early lung health screening, environmental risk identification, and action pathways

Together, this model:

- ✓ Surfaces risk early
- ✓ Connects symptoms to environment
- ✓ Encourages action before disease becomes severe

This is how data becomes prevention.



#EDUCATIONFORHEALTH

At Rashid Compound, Nalasopara; Mumbai, 56 community members were screened, revealing that respiratory symptoms and pollution exposure often coexist—while prior lung testing remains rare.

With **Make A Difference**, we combined education, awareness, and early screening to identify risk before it escalates.

In communities like these, understanding the environment is the first step to prevention.

