



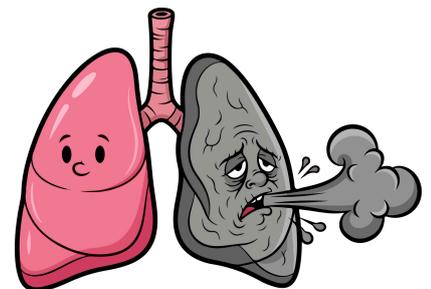
Jan 2026

PinkTree Foundation X Make A Difference (MAD)

Community Lung Health Screening & Awareness

THE AIR WE BREATHE

Impact Report on Community Lung Health



Project Location:

**Rashid Compound, Dhaniv Baug, Nalasopara East,
Mumbai**

In collaboration with
MAD

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PinkTree Foundation × Make A Difference (MAD)

The Mission : To transition from reactive healthcare to proactive prevention. In high-density informal settlements, breathlessness is often "normalized" until it becomes a crisis. Our goal was to break this cycle using AI-enabled vocal biomarkers and grassroots mobilization.

PinkTree brings the "Clinical Innovation" (AI & Respiratory expertise), while MAD brings the "Community Pulse" (Deep trust & local mobilization).

Together, we move healthcare from the hospital to the doorstep.

The Shared Goal: To transform Rashid Compound from a high-risk zone into a "Respiratory-Safe" community through early detection and environmental advocacy.

The Collective Impact:

- **56 Lives Screened for respiratory risk.**
- **70% Received their first-ever lung health status.**
- **100% Community engagement through MAD's local leadership.**
- **Outcome:** A data-driven blueprint for scaling early-detection lung clinics across Mumbai's most vulnerable zones.
- **The Scalable Model:** A "Phygital" approach combining on-ground screening with digital follow-up via the PinkTree Health App.

We don't wait for the crisis to hit the Emergency Room. Together, we find it at the doorstep.



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

Ground Reality

The Silent Crisis at Rashid Compound



The Cost of Neglect:

87%

Diagnostic Gap

48 out of 55 participants had never undergone a professional lung check-up before this camp

84%

Toxic Household Exposure

46 out of 55 households use mosquito coils or incense daily in poorly ventilated, confined spaces

64%

Proximity to Hazards:

Over 60% of residents live in immediate proximity to dumping grounds, factories, or active waste-burning sites.

54%

Daily Smoke Inhalation

1 out of every 2 residents reports smelling burning garbage inside their homes every single day.

- 1. Environmental Triggers:** Data shows 80% of participants live in direct proximity to open waste or drainage
- 2. Household Risks:** 90%+ of residents regularly use mosquito coils and incense (Agarbatti), creating high levels of indoor air pollution.
- 3. The Normalization of Disease:** Residents like Zubair Alam and Gulab Chand Soni reported missing work or daily activities due to breathing issues, yet symptoms were viewed as a consequence of their environment rather than a treatable condition.
- 4. Pediatric Vulnerability:** 1 in 3 households reported children frequently falling sick or breathing heavily.



Human Impact

Real Stories from the Ground

- **The Pediatric Risk:** Children like Kataksha (9) and Nirmal Ayush (11) represent the most vulnerable. Early screening helps prevent chronic conditions like Asthma from becoming permanent.
- **The Elderly Barrier:** For Phool Kumari Tiwari (60) and Din Mohummad (77), the camp provided their first objective lung function data after decades of exposure to pollution.
- **Breaking the Silence: Pooja Yadav (28),** who reported gasping for breath at night, was flagged by the AI screening, moving her from silent suffering to a guided care pathway.



The Innovation — Technology Meets Trust

- **Interactive Awareness Sessions:** Topics include “Air Quality & Your Lungs,” “Early Signs of Respiratory Illness,” and “Prevention at Home.”
- **Visual Learning Tools:** Use of lung health posters, “healthy vs. unhealthy lung” models, and child-friendly drawing activities.



Data-Driven Insights — Breaking the Cycle



Environmental Exposure

Findings:

- **Dampness & Mold:** 75% of households reported visible mold on walls, a major trigger for Asthma.
- **Waste Burning:** Residents reported that "the air feels black," which aligned with our exercise where they colored drawings of their lungs black

Clinical Outcomes:

- **60%+ of participants reported persistent symptoms (cough/breathlessness)** lasting over 2 weeks.
- Referral Success: High-risk cases were identified and guided to visit nearby chest physicians for specialised care

Scaling the Model

Solving the Problem Together | How We Scale:

- **Replicate Partnership:** Targeting 10 more high-risk compounds by 2026.
- **Digital Health Tracking:** Integrating participants into the PinkTree App for medicine reminders and health monitoring.
- **Community Champions:** Training local youth as Lung Health Champions to sustain awareness long-term



Call to Action:

From Pilot to Population

Clean air and healthy lungs should not be determined by a postal code. At Rashid Compound, we proved that when cost, distance, and stigma are removed, people choose health. Scaling from 56 to 5,000 lives requires a commitment to:

- **Technology for Equity:** Deploying AI-vocal biomarker kits for instant, non-invasive community screening.
- **Education as Empowerment:** Expanding our "Lung Health Champion" program to train local youth as health advocates with MAD.
- **Policy through Data:** Mapping high-risk "black zones" to advocate for better waste management and cleaner air policies.



#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.



Value Alignment:

Education for Health

PinkTree and MAD believe that true impact happens at the intersection of Education and Health.

- **Education for All:** We don't just screen; we teach families to identify invisible risks like indoor smoke and waste-burning.
- **Proactive Well-being:** By educating the community, we transform health from a reactive emergency into a proactive right.

Redefining the Care Pathway

We don't wait for the crisis to hit the ER. We find it at the doorstep.

Traditional healthcare is reactive; our data shows 87% of this community had never had a lung check-up before our intervention. Waiting for the ER often means irreversible damage and financial ruin for low-income families.

PinkTree and MAD are flipping the script—intervening while a child's cough is treatable and the "pink" in their lungs can still be saved. Early detection is more than a medical goal; it is an act of Social Justice. Join us in making the invisible visible.

Why this approach matters

MAD's strength:

Education, community access, and long-term engagement

PinkTree's role:

Lung health expertise, early screening, and environmental awareness

Together, this creates a preventive, community first health model where awareness leads to action, before illness becomes severe.

Because in communities like these, early understanding can change outcomes.



A Revolutionary Lung Health Screening Tool

India's First Vocal Biomarker Technology

PinkTree Health is pioneering India's first AI-powered vocal biomarker technology for respiratory screening. This non-invasive, voice-based diagnostic tool analyzes subtle vocal changes to assess lung health and identify potential respiratory risks within seconds.

By simply speaking into a smartphone, the Vocal Biomarker Test evaluates biological signals embedded in voice patterns to detect early signs of lung conditions such as **Asthma, Chronic Obstructive Pulmonary Disease (COPD), and other respiratory disorders.**

Through PinkTree Health, and in collaboration with a US-based health technology company, this technology enables quick, scalable, and cost-effective lung health screening for communities, workplaces, and institutions across India.

Key Features

- **Non-Invasive:** Quick and painless screening using only the patient's voice
- **Early Screening:** Identifies respiratory risks before symptoms worsen
- **Real-Time Insights:** Instant results to guide next steps
- **Doctor-Friendly Data:** Actionable insights for clinical decision-making
- **Accessibility:** Requires only a smartphone with the PinkTree App

