

Fujifilm India launches second phase of TB campaign

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The campaign aims to spread the message in selected districts of Gujarat, Kerala and Assam



Fujifilm India has launched the second phase of its campaign on TB 'NEVER STOP: SCREENING TO REDUCE DIAGNOSTIC DELAYS.' The second phase of this campaign aims to increase awareness on tuberculosis (TB) as a curable disease and promote screening and early diagnosis among tea sector workers, difficult to reach the population in rural and urban areas including the tribal population in selected districts of Gujarat, Kerala and Assam. Under the campaign, Fujifilm India will support three mobile handheld X-ray machines and the implementation of the project in community settings.

Fujifilm aims to reach more than five million people and screen around 30,000 of them by using handheld X-ray machines. The project will also facilitate TB testing of identified presumptive cases. In association with International Union Against TB and Lung Disease (The Union), the project aims to demonstrate a model for promoting early diagnosis of TB by utilising newer solutions in community settings. Through the campaign, Fujifilm will be offering door-to-door awareness of TB and providing mobile digital X-ray services along with Qure.ai's computed-aided radiology software application designed with deep-learning for the intervention.

The proposed districts in this phase are Sonitpur, Golaghat, Jorhat, Sivasagar, Dibrugarh, Tinsukia, in Assam, Wayanad in Kerala, and Kutch district in Gujarat starting September 2022 and conclude by August 2023.