

Rotary
INDIA



PREVENTIVE HEALTH
PROJECT POSITIVE
HEALTH

STOP NCD PROJECT

R/IND/RIHM-PI

A ROTARY INDIA MOVEMENT

- National committee member:
- District Health Chair
- The team :

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PREVENTIVE HEALTH: AREAS OF WORK

Project Positive Health – PPH

- School Awareness Program
- Health Camps / Rotary Family Health Days
- Cervical Cancer Vaccination
- Other programs – Hepatitis B Vaccination, Cancer awareness, Quiz

WHAT ARE NCDs? (NON COMMUNICABLE DISEASES)

- Diseases that don't spread from one person to the other like infections caused by germs/Viruses
- They can be controlled and prevented by changing life styles and food habits
- **Globally 41 million people die of NCDs annually, 60% from India**

NCDS?

- Big 4 are
 - **Diabetes**
 - **High Blood pressure (Hypertension) & Heart disease**
 - **Strokes(Paralytic attacks)**
 - **Kidney disease**
- Chronic Lung diseases
- Cancer

RURAL AND URBAN INDIA : A VOLCANO

- Young India is showing more heart disease, diabetes & high BP
- Being Indian itself is a risk factor. We are both genetically and culturally prone to develop NCDs.
- More importantly Indians are dying early and prematurely
- These diseases are rapidly spreading from urban to rural population.
- These illnesses are no longer restricted to the elite, the rich & the affluent class but affect all strata of life.

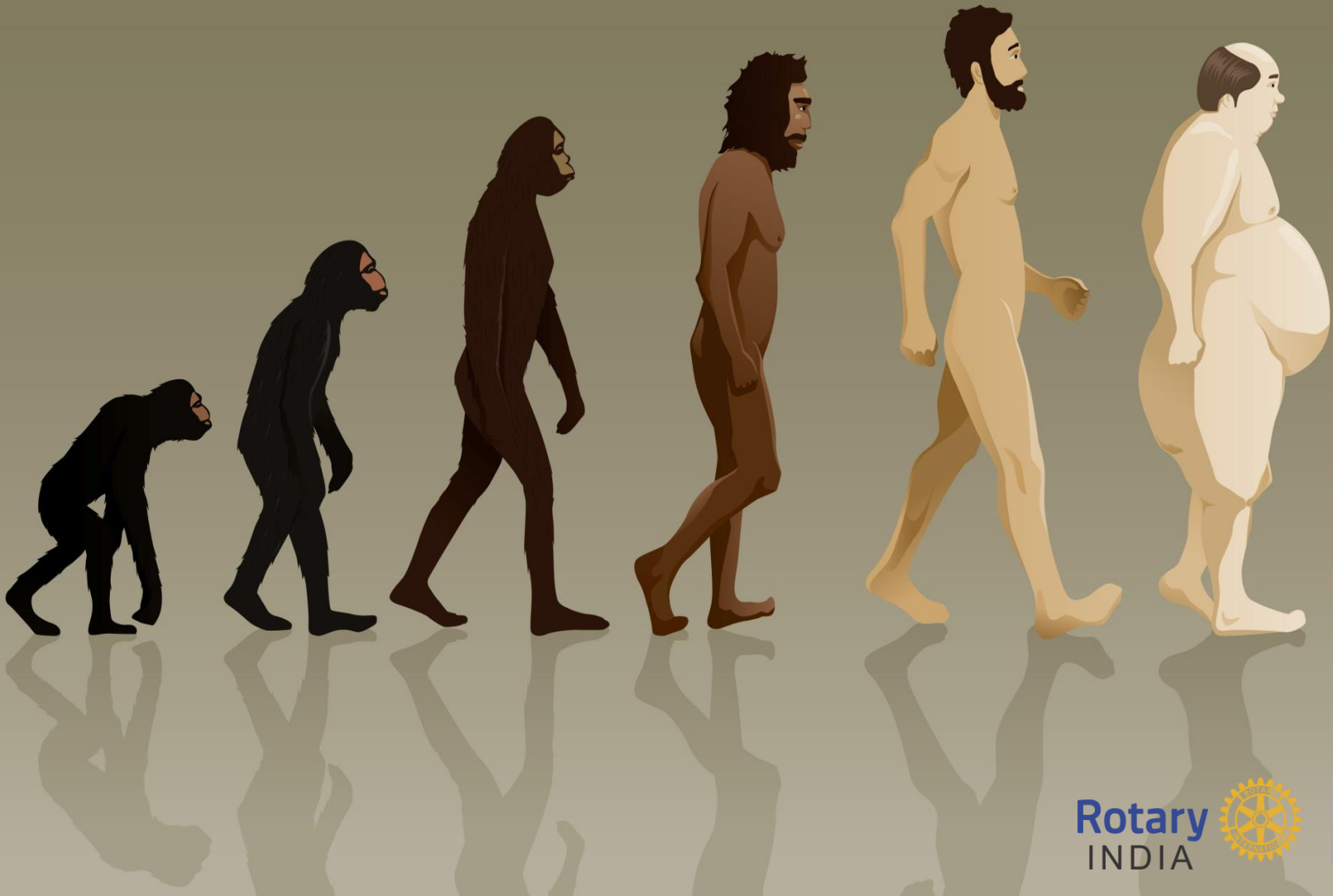
WHAT IS THE BIGGEST KILLER IN THE WORLD?

THE BIGGEST KILLER IN THE WORLD IS
BAD FOOD!!

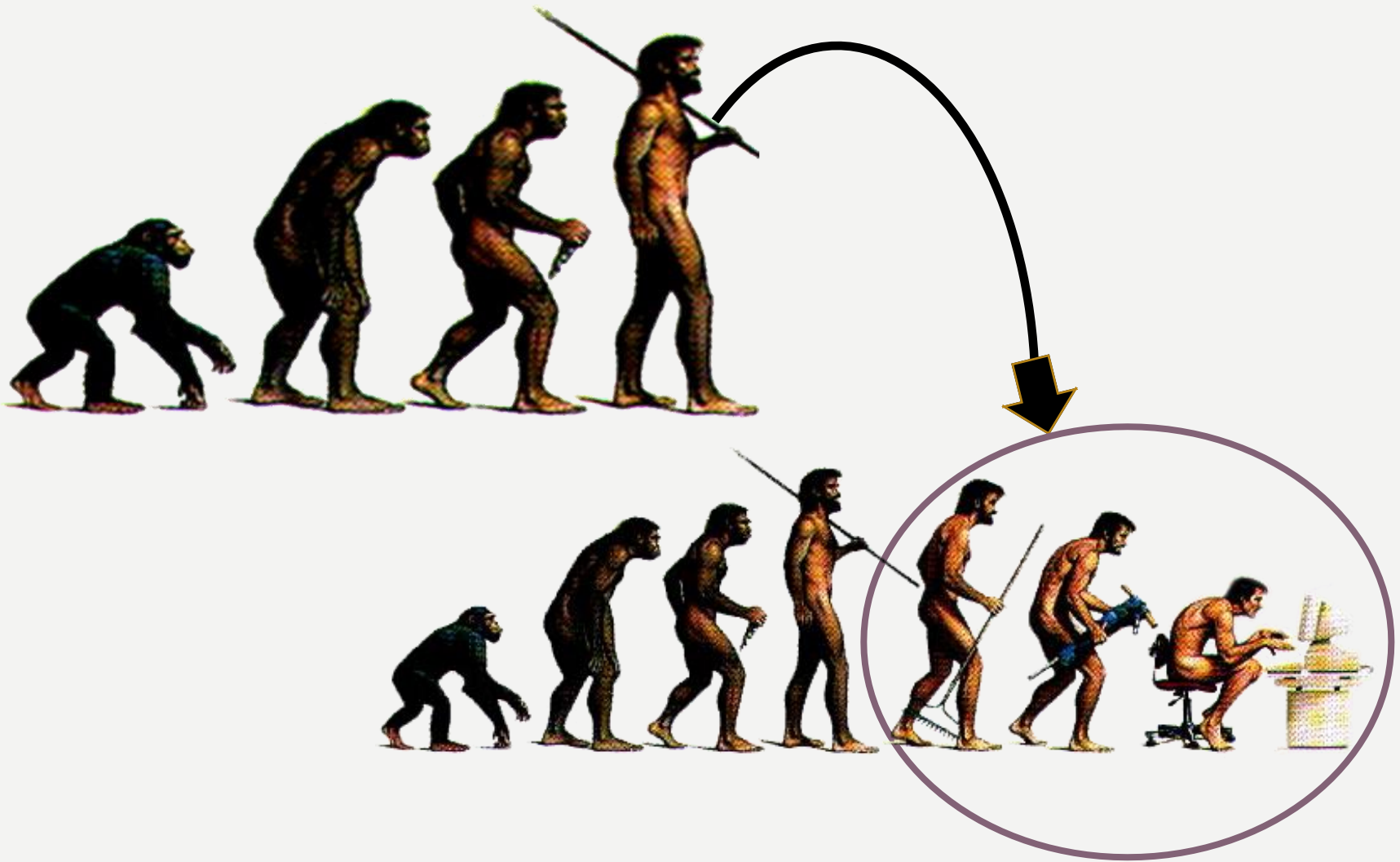
FOOD WHICH IS RICH IN CALORIES
AND HIGH IN SALT, OIL AND SUGAR!!

It kills many times more people than
terrorism does

WE HAVE PROGRESSED AS SPECIES?



RISKS OF EVOLUTION



RAPID RISE IN OBESITY IN INDIA

IndiaToday.in

New Delhi

October 11, 2017

UPDATED: September 1,
2018 16:28 IST

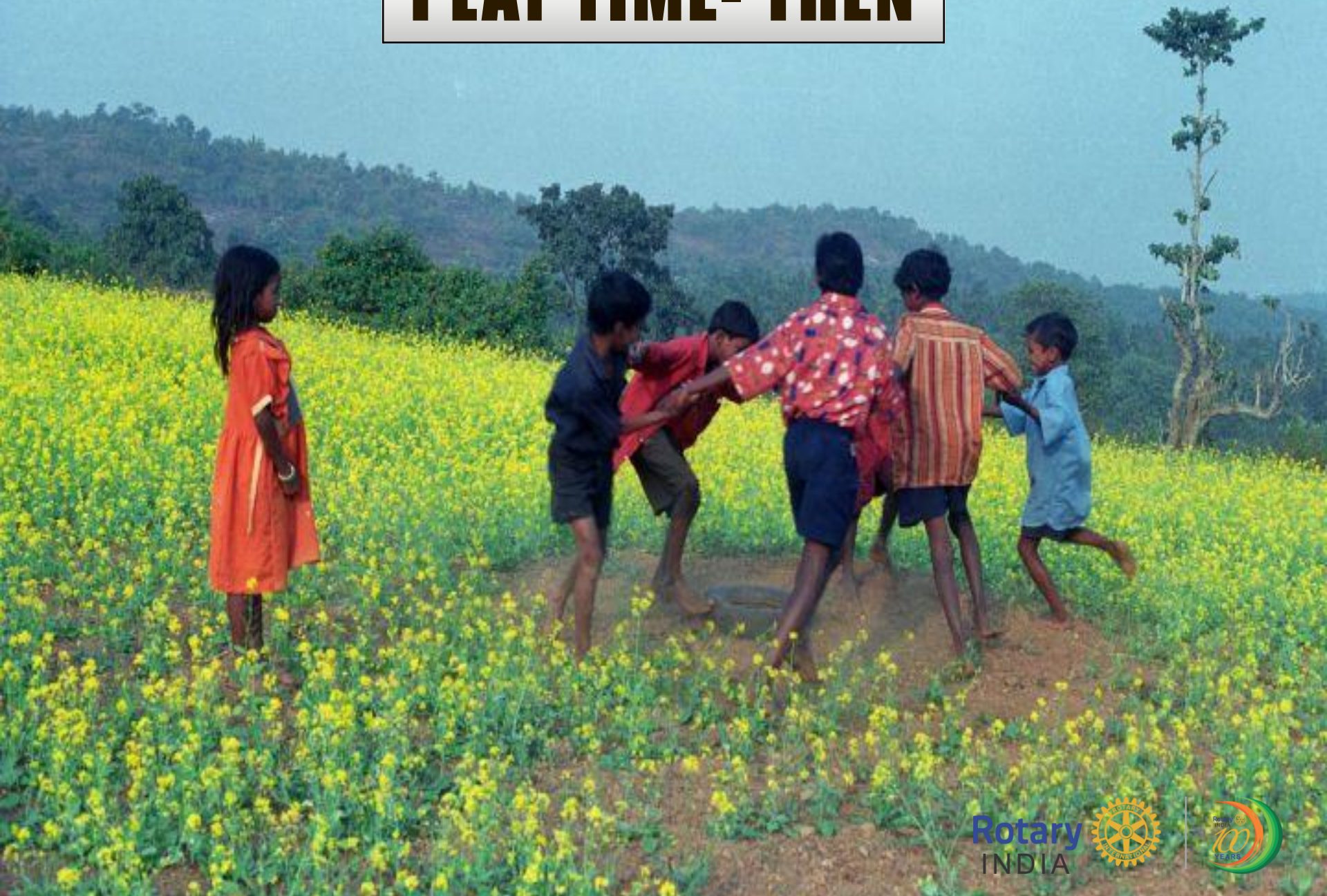
By 2025, India will have over 17 million obese children and stand second among 184 countries



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PLAY TIME- THEN



PLAY TIME- NOW



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THERE IS NOTHING CALLED A “SUDDEN HEART ATTACK”



IT REQUIRES YEARS OF PREPARATION



THE FOOD WE EAT TODAY

Average Indian consumes per day

- 3 teaspoons of salt
- 15-20 tsp sugar & sugary food
- 10 tsp of oil or oily food

“WHO” RECOMMENDS

- 1 teaspoon of salt or salty food per day.
- 5 teaspoons of sugar & sugary food per day.
- 3 teaspoons of oil or oily food per day.

WHY NCDs?

- DM, HTN & CKD are silent killers & hence the importance of routine health check up.
- Prevention and Early detection is the only affordable option to control the epidemic

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Zones 4,5,6 & 7



PROJECT POSITIVE HEALTH

Stop Non Communicable Diseases

- Know Your Numbers camps
- Ek Chumacch Kum, Char Kadam Aage campaign
- One Spoon Less of SOS, 4 Steps Forward campaign
- Seminars/ Rallies/ Street Plays
- School Awareness Program
- Advocacy

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“KNOW YOUR NUMBERS” CHECK UP CAMP

- Rotary can set up various camps in either housing societies, corporate offices, schools or colleges, temples, mosques.
- Mobile vans / mobile clinics can be used for these camps
- Collect Data in Rotary India App

“KNOW YOUR NUMBERS” CHECK UP CAMP

- Numbers – Height, Weight, Blood Pressure and Blood Sugar.
- Give a pamphlet / brochure explaining good lifestyle measures, healthy dietary advise. Information about diabetes, BP, obesity, heart disease etc.

REPORTING GUIDELINES

- Club & District - Date of Camp
- Total Number of Patients seen : Male & Female with age
- Number of persons having pre-existing Diabetes
- Number of New Diabetes detected :
Random Blood Sugar ≥ 140 mg/dL or above

REPORTING GUIDELINES

- Number of persons having pre-existing High Blood Pressure
- Number of New High Blood Pressure detected : Blood Pressure $\geq 140/90$ mm hg or Above
- Number of persons who are obese:
Body Mass Index - BMI: Above 23 in Females & Above 25 in Males

PAN-INDIA CAMPS – PPH DAYS

- 29th Sept – World Heart Day or 27th Sept Sunday
- 14th Nov – World Diabetes Day or 22nd Nov Sunday
- 23rd Feb – Rotary's Birthday or 21st Feb Sunday
- 7th April – World Health Day or 11th April Sunday

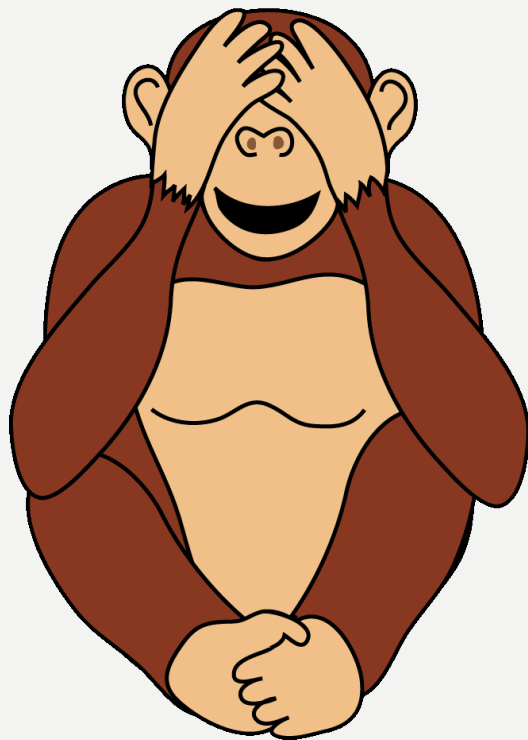
SPREADING AWARENESS

- Seminars – Rotary/ non-Rotary
- Walkathon / Rallies / Street Plays
- Put a Standee or a poster in your office
- Distribute Pamphlets, brochures to the public
- TV and radio messages
- Rotary to launch social media campaign, each one of you can upload & share your selfies of **EK CHAMMACH KUM** or **KNOW YOUR NUMBERS** campaign

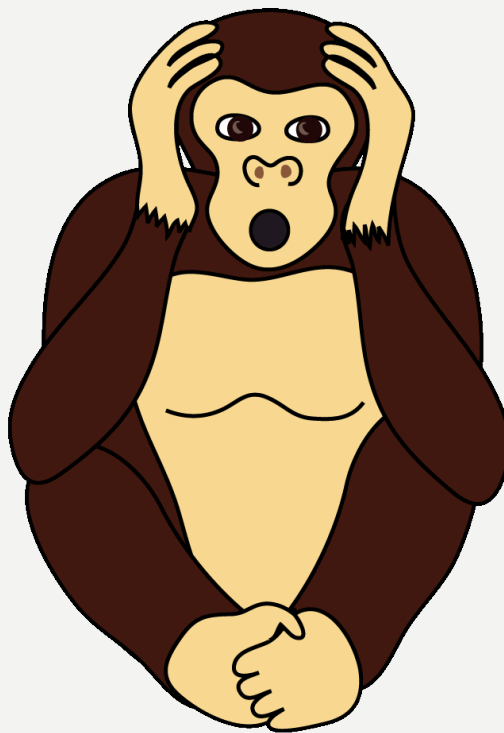
I Have Pledged to
join the
Ek Chammach Kam
Campaign
HAVE YOU?



**Don't look
at salt**



**Don't even
hear
about
sweets**





**Don't even
talk of oily
junk food**



ROTARY'S ADVOCACY ROLE WITH THE GOVERNMENT

- Making Food labeling compulsory.
- Salt & sugar tax(Punish or Reward).
- To support wellness initiatives of Governments & other NGOs.
- Rotary can come out with a booklet on NCDs for public awareness.
- Preventing advertisement of junk food to school children.
- Convincing the hotel industry & food.
- Manufacturers to make healthy food options.



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ROTARY CLUB OF TIRUCHIRAPALLI
(In the service of the community Since 1949)

Cordially Invite you for the
PROJECT POSITIVE HEALTH
Stop Non Communicable Diseases

DIABETES | HYPERTENSION | HEART DISEASE | STROKE

SCREENING CAMP

29 SEP WORLD HEART DAY

Chief Guest
Dr. N. Senthil Kumar, M.D.,
Cardiologist - Rana Hospital, Trichy

Guest of Honor
Rtn. N. Mohan
District Director - Public Image, RID 3000

In the Presence of
Rtn. J. RAJINIKANTH
Regional Co-ordinator, RID 3000

29th September 2019, Sunday
7.00 am - 11.00 am

Uzhavar Santhal, Thennur, Anna Nagar, Trichy.

Rtn.M.Sethuraman | Rtn.B.Maheshkumar | Rtn.Dr.A.Shree Manikanda Prabhu
President Secretary Director Service Project - Health







PARTNERSHIPS

- Indian Medical Association
- Association of Physicians of India
- Apollo Hospitals
- Arogya World
- Thyrocare



Think Thyroid. Think Thyrocare.

PROJECT POSITIVE HEALTH STOP NON COMMUNICABLE DISEASES

School Health Awareness Programme

Innovative and Engaging Activity Based Behavior Change Model

2 yr program for 7 & 8 grade children.

5 Compelling age-appropriate activities.

Participatory Learning Model

Pre & Post Surveys measure program

Works in Govt & Private Schools, Rural & Urban

Arogya & Rotary will provide methodology, softcopy of materials, facilitator training and data analysis .





PROJECT POSITIVE HEALTH STOP NON COMMUNICABLE DISEASES

School Health Awareness Programme

- Total number of targeted children – 6,00,000
- Each club to adopt two Schools.
- Approximately 150 students in each class.
- Involve interact clubs.
- Only Rs. 4,000 per Year per School.
- Clubs will engage with schools, provide printed material and monitor.



PROJECT POSITIVE HEALTH STOP NON COMMUNICABLE DISEASES

School Health Awareness Programme

Catch them Young



Starting early will result in a healthy population

AROGYA PARTNERSHIP

- School Awareness project – Implemented by Clubs and Districts
- Mobile Message campaign – Sent to people participating in Know your Numbers camps.
- Evaluation

HEALTH CAMPS - MODULES

1. PPH
2. Community Health Camps:
 - a. Prevention & Diagnosis - RFHD
 - b. Preventive, Diagnostic & Curative

PARTNERSHIPS

- Govt. of India – Dept. of Health
- State Govt. – Dept. of Health
- IMA
- Inner Wheel
- Rotaract
- Media / Industry



सत्यमेव जयते

Ministry of Health & Family Welfare
Government of India



Rotaract
Rotary Club Partner



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CERVICAL CANCER IS THE ONLY CANCER WHICH IS VACCINE PREVENTABLE



- Cervical cancer was once the number-one cause of death in women
- By screening and vaccination, cervical cancer has decreased dramatically
- The main Cause of Cervical Cancer is a virus called HPV (Human Papilloma Virus)
- Cervical cancer – 16.5 % of all cancers in India
- Each Vaccine for two doses purchased @ RS 1,785/- per vaccine, total cost per Girl (Rs. 1,785 x 2) = Rs 3,570/-
- Vaccine Manufactured by Glaxo Smith Kline (GSK)

GOALS

- Know your Numbers Camps – 1 per club per PPH Day- Minimum 4 per year
- School Awareness – 2 schools per club
- Mobile messages – 6,00,000 per year
- Health Camps / Rotary Family Health Day- 1 per District
- Cervical Cancer Vaccination-

HEALTH – PREVENTIVE & PPH GOALS – ALL INDIA

| Activity | | Beneficiaries Year 1 | Beneficiaries Year 2 | Beneficiaries Year 3 | Beneficiaries Year 4 | Beneficiaries Year 5 |
|--|--|--------------------------------------|---|---|-------------------------|-------------------------|
| PPH Know Your number camps | 1500 clubs X 4 120 checkups/camp + Non special days camps Total number | 720,000 80,000 800,000 | 900,000 | 900,000 | 900,000 | 900,000 |
| School Awareness with Aarogya | 1 school per club – 2000 clubs- 2000 schools 300 children in 7 th & 8 th | 600,000 | 2500 schools 300 children 750,000 | 3000 schools 300 children 900,000 | 900,000 | 900,000 |
| Mobile health messages | 2 SMSes per week for 6 months | 700,000 | 800,000 | 800,000 | 800,000 | 800,000 |
| RFHD | 10 health camps | 600,000 | 600,000 | 600,000 | 700,000 | 700,000 |
| Total beneficiaries – Health checkups | | 1,400,000 | 1,500,000 | 1,500,000 | 1,500,000 | 1,500,000 |



THANK YOU