YOUTH HEALTH MELA 2012

Celebrate Life

September 27th - 29th , 2012

K.A.P. Viswanatham Higher Secondary School, Trichy.

SOUVENIR

Event Secretariat
Medical Oncology Department
Dr. GVN Hospital
#46, Singarathope, Trichy - 620 008.
Cell : 96260 10005, www.youthhealthmela.in

Index

About Youth Health Mela	-	02
Youth Health Mela Committee	-	05
Role Model Awards	-	13
Event Schedule	-	17
Message form Event Partners	-	21
Zonal Competitions	-	33
Awareness Campaign	-	37
Symposium	-	41
Concept Note for Stalls	-	51

PREFACE

After working in cancer institute, Adyar for nearly five years I came to Trichy two years back. With so many temples in and around Trichy, I was expecting it to be a spiritual hub with strong cultural background. I was surprised when I saw Trichy city to be no different from Chennai with the same corporate culture what Chennai had. Apart from temples, Trichy is also a major educational hub. It has more schools and colleges than any other second tier city in the state and this has led to a large population of younger generation dwelling in it. Being a medical Oncologist I am involved in various anti smoking campaign and Life style modification programme particularly targeting younger generation.

This gave me an opportunity to interact with students to create awareness regarding healthy lifestyle. But in the present scenario most of the students are busy in some sort of rat race and are under tremendous pressure to make it to the top of the cadre. Many of them believe or are made to believe that smoking relieves stress and drinking gives relaxation. Fifty percent of what they consume is junk foods. Very few students know that fifty percent of them who smoke are going to die because of smoking, twenty percent of those who drink are going to be alcohol addicts and consuming junk foods leads to heart attack. Whenever I see a student driven by the present culture which encourages smoking, social drinking and Junk foods one question that always comes to my mind is, is this the same environment given to me by my father when I was young? Answer is definitely 'no'.

The environment I grew up never had liquor shop in every street, carbonated drink and fried items were never a part of my regular diet and I always travelled to my school in cycle which was considered to be the safest means of commuting. There was a constant search in me for an answer to this question and I was happy to see that it's not only me but many were in the similar quest of finding an answer to the same question. We all have joined to organize a three day event, the Youth health mela at Trichy with an aim of inculcating healthy lifestyle among younger generation. Although this event is only for three days we are sure that this event will have a significant impact among vibrant youth of trichy and make every day in their life another youth health mela.

Sincerely Yours,

Dr. Arun Seshachalam
Web Director, cccn.org.in
Organizing Secretary
Youth Health Mela 2012

ABOUT YOUTH HEALTH MELA

Unlike most other developed / developing countries in the world, India is facing a crisis of "TWIN BURDEN OF DISEASES", namely the traditional issues such as Malnutrition, Anemia, Malaria, TB, etc which are becoming difficult to contain and now the emerging issue of Non- Communicable Diseases (NCD) such as Cancer, Diabetes, Obesity, Cardio-vascular diseases and other burdens such as Road Traffic Accidents.

The youth of urban India, like other developing nations are highly vulnerable to (NCD), especially Life style diseases mainly on account of risks in addictive substance abuse, food & diet choices, culture of conspicuous consumerism, reduced physical activity and environmental pollution. The risks involved in the above spheres are seen to significantly impact the health of today's generation and therefore overall well-being of society, both independently as well as collectively.

In 2005, India had the 'highest loss in potentially productive years (9.2 million years) of life' in the 35- 64 years age group. If the current incidence of NCD continues by the year 2030 this productivity loss is estimated to double (17.9 million years) which is 9.4 times more than the corresponding loss in the USA, which has a population third the size of India.

To raise awareness on these lifestyle issues, a consortium of like minded organizations conducted a 3 day YOUTH HEALTH MELA for the youth at educational institutions, corporate, community and for the general public from 27th to 29th September 2012 at K.A.P. Viswanatham Higher Secondary School, Thillinagar, Trichy.

The Key Focus Areas (KFA) identified is:

1. Substance abuse (tobacco & alcohol)
2. Diet & Nutrition
3. Health & Fitness
4. Environment & Hygiene

Objective

1. To provide guidance towards healthy living among school, colleges and youth at large and seek their active participation to create awareness.

2. To create awareness among the general public on prevention of lifestyle related diseases.

3. To involve the academic community in raising awareness to the cause of prevention of lifestyle related diseases.

4. To initiate urgent Policy changes and interventions in the 'Health Sector' at all levels to promote the well being of the youth both in the present and the future.

Event Format

The event aims to promote healthy lifestyle practices through a number of educative and participative ways.

1. Stalls - Innovative, interactive and motivational display of educational and informative material to promote healthy lifestyle on each of the key focus areas.

2. Competitions - Mime, Poster Presentation, Painting, Oratorical, Quiz, Cooking Competitions.

3. Symposium - To raise awareness about lifestyles related issues among various professionals in each of the focus areas.

4. Public events- Like lectures, debates and yoga demonstrations to encourage an active participation of the public.

5. Model food court- To promote nutritious, hygienic, age and developmental specific food for all categories.

Values of the Events

- The objective for the conduct of the Youth Health Mela 2012 is an attempt to raise a "heightened awareness" based on purely scientific evidence about lifestyle related risks amongst the youth, adolescents and general public.

- Products, services, solutions, beliefs and conduct of the partners, participants, sponsors, exhibitors or their staff shall not run counter to the objective of the Mela or be diluted or hijacked by overt or covert commercial or monetary considerations.

- No Partner, Participant, Sponsor, Exhibitor shall conduct themselves in a manner which may promote or gloat over the lifestyle related risks sought to be identified and prevented by the Mela.

- All decisions of the Jury of the YHM will be based on the above premise in an objective manner.

EVENT SPONSORS

MAIN SPONSORS :

Dr. GVN Hospital,
46, Singarathope, Trichy - 8.

CO - SPONSORS :

Medall Diagnostics

ASSOCIATE SPONSORS :

Comprehensive Cancer Care Network
(www.cccn.org.in)

ECG & ECHO Club of Trichy.

Gastrocare Hospital

Doctors' Diagnostic Centre (DDC)

YOUTH HEALTH MELA 2012

Trichy

ORGANIZING COMMITTEE

Chairman	:	**Dr. V. Shanta** Chairperson,Cancer Institute (WIA), Adyar.
President	:	**Dr. V. Jayapal** Chairman, GVN Hospital
Vice President	:	**Dr.M. Chenniappan** Cardiologist, Trichy.
Organizing Secretary	:	**Dr. Arun Seshachalam** Director,Comprehensive Cancer Care Network.
Joint Secretary	:	**Mr. Cyril Alexander** Director (MACT)
Treasurer	:	**Dr. G. Senthil Kumar** President, Comprehensive Cancer Care Network.

EVENT CO-ORDINATORS

Prof. G. Balakrishnan Former Vice - Principal, St. Joseph's College

Dr. SP. Thiruppathy Secretary, Indian Medical Association

Dr. E. Vidhubala Cancer Institute (WIA), Adyar.

Dr. Kavitha Senthil GVN Hospital, Singarathope.

Dr. K. Narasimha Rao Orthopedic Surgeon, Trichy

Mr. D. Manimaran GVN Hospital, Singarathope.

Mr. A. Yogesh GVN Hospital, Singarathope.

COMMITTEE MEMBERS

Dr. V.L.Balaji Comprehensive Cancer Care Network

Dr. T. Sujit Comprehensive Cancer Care Network

Mrs. B. Josephine Bishop Heber College

Dr. K. Narendran Secretary IDA, Trichy

Mr. P. Manohar GVN Hospital

Mr. G. Manikandan Thanjavur Cancer Centre

Dr. P.Prabakaran Srimad Andavan College

Dr. K.Senthilkumar Kavery Hospital

Dr. J. John Karuppiah President IMA

Dr. J. Karthikeyan PRIST University

Dr. K. Saravanan ABC Hospital

Dr. B. Parimaladevi Periyar Maniammai University

Mrs. Shahidha Moonramkonam

Mr. Daniel Kumaran Venture Trust

Mr. S.Chandrasekar High Energy Batteries

Dr. V. Iyappan Shankar Vice-President IDA, TN

Mr. N. Thamilselvan PRIST University

PARTNERS IN YOUTH HEALTH MELA

YOUTH HEALTH MELA – CHENNAI TEAM

COMPREHENSIVE CANCER CARE NETWORK (CCCN)

DR GVN CANCER INSTITUTE

INDIAN MEDICAL ASSOCIATION – TRICHY

INDIAN DENTAL ASSOCIATION TRICHY

CANCER INSTITUTE ADYAR (WIA)

THANJAVUR CANCER CENTER

K.A.P MEDICAL COLLEGE, TRICHY

PRIST UNIVERSITY

MARY ANNE CHARITABLE TRUST (MACT)

VENTURE TRUST

PERIYAR MANIAMMAI UNIVERSITY

BISHOP HEBER COLLEGE

MAM COLLEGE OF ENGINEERING

K.A.P. VISWANATHAM HIGHER SECONDARY SCHOOL, TRICHY.

CANCER INSTITUTE (WIA)

(Regional Cancer Centre)
Adyar, Chennai - 620 020.

Youth Health Mela
27.09.2012

The youth health mela is essentially an educational programme, the basic object being educating the youth, the young students in schools and colleges the hazards and ill effects of what is termed “life style changes”. Life style changes are certain practices which become a habit knowingly or unknowingly. The major life style habits are tobacco, alcohol, food habits and way of living.

Tobacco consumption is the cause of major diseases like cancer, cardio vascular and chronic pulmonary diseases. Alcohol consumption results not only in the disease but is the cause of a number of socio economic problems.

The intention of the youth mela is not just education on hazards and ill effects of unhealthy habits but also to inculcate a spirit of community service, to pass on the message to everyone and to build a healthy environment and ultimately healthy life.

The commitment and dedication of the organizers Youth Health Mela annually, a continuing effort, is most commendable. The team sprit of the organizers will be the key to success of the project.

(Dr.V.Shanta)
Chairman

Tel.No: 2491 0754, 2491 1526 Fax No. 91-44-2491 2085 E-mail:caninst@md2.vsnl.net.in
Donations eligible for exemption under 35 (1) (ii) for Reserach & 80G for Patient Care of the Income Tax Act of 1961

Dr.V.Jayapal

President, Dr.G.V.N. Hospital, 46, Singarathope

I am extremely happy to know that "Youth Health Mela 2012" is organized for the benefit of the youth in general and to the students of schools and colleges in particular. As our former President of India His Excellency Dr APJ Abdul Kalam always insists on youth health and youth education" as India is having the largest population of youth who are going to be the future of India.

Health is wealth and the true asset for any human being, but the fact that the general health condition of the common public or the potentially productive community in India is poor is a matter of big concern. This is because of poor diet habits and lack of exercise which are the major contributions to the poor health of our people. As our majority of the people are poor and living in below poverty status and suffering for even one meal where will they go for the nutrition diet as suggested by us. The higher income group and the people who go for work suffer due to lack of proper excessive / yoga or meditation and un planned dietary habits etc.

I am sure that this Youth Health Mela will attract large number of youths to learn about their scientific principles about the health and happiness. This mela will also attract elderly age group to know and steam line their life pattern. The students community is in danger with poor eating of fast food, drinking aerated drinks, drinking alchohols. Chewing tobacco, smoking cigarettes, panparag, etc. In this mela we are mainly addressing these with the symposia's, debates, lectures etc and make the students to understand the evils of all these and teach them how to get rid of the habits.
I am sure after this mela those who have attended will definitely will change their life pattern to a disciplined one and live happily. Let us hope for the best to come.

I wish the entire organizing team for their tireless effort to make this event a mega event with great success. I wish them all the very best.

CANCER INSTITUTE (WIA)

Regional Institute for Cancer Research & Treatment of Govt. of India
Adyar, Chennai, Tamil Nadu, India - 620 020.

Cancer, one of the non communicable disease, has become a global epidemic in both the developed and developing countries, only the type of pattern of cancers vary. India's burden of cancer can be summarised as 10 lakh new cases diagnosed each year, 25 lakh prevalent cases and 2/3rd of patients being diagnosed at an advanced stage. Treatment of incident cases is a great burden to the country with limited resources. The only solution is prevention, early diagnosis and appropriate treatment. Tobacco and alcohol in combination contribute to 50% of cancers in India which are preventable by creating awareness and intervention. Youth has to be sensitised to these issues through health melas to build a healthy nation.

I wish a very useful and successful programme. The effort has to be continuous.

(Dr.T.G.Sagar)
Director & Dean
Cancer Institute (WIA)

Phone No. : 22351615; 2491 0754; 24911526; 2235 0131; 22350241
Fax No. : 91-44-491 2085 E-mail : caninst@md2.vsnl.net.in

Dr. G. Senthil Kumar M.Ch.,
President , CCCN
Treasurer, Youth health mela

Dear friends,

On behalf of Comprehensive Cancer Care Network, I am very happy to be associated with Youth health mela 2012.

Everybody passes through the vibrant youthful days. Many of us forget the fact that the healthy lifestyle which we follow in our youth is what we live after 40's and 50's. Our traditional Indian diet has become westernized, as a result we see lot of young people with obesity, diabetes, cardiac problems and cancer.

This youth health mela is a valid platform for almost people from all walks of life particularly the youth to see and experience the best diet, healthy lifestyle and hazards of tobacco and lot more. I hope this event will start a new beginning in Trichy's youth.

Role Model Award

Youth Health Mela 2012
Role Model Award

The Youth Health Mela Organising Committee takes pride in presenting the "Youth Health Mela 2012 - Role Model Award " to Dr. R. Kalaikkovan , Consultant Ophthalmologist - Mrs. Kannammal Rajamanikkanar Eye Care Centre, Trichy and Director - Dr. M. Rajamanikkanar Centre for Historical Research, Trichy.

Dr. R. Kalaikkovan , although a man of modern medicine, has been a beacon of hope for the priceless archaeological inscriptions and edicts that have been unearthed and preserved under his able guidance in and around Trichy and Thanjavur districts.

Dr. R. Kalaikkovan , as a historian , is the author of more than 25 books on ancient temples and inscriptions, several of which have won Best Book awards from the Tamilnadu Government. His work "Pallava Varalaaru" is the most authentic publication on the Pallava dynasty till date. He is single-handedly responsible for uncovering and deciphering numerous inscriptions and panels, Karana Sculptures and Nayak Paintings; He is also accredited with the discovery of several rare sculptures and the discovery of more than 30 Ancient Linear Measures and Scupltor's Scales.

He has collaborated and involved with the local populace in renovating the abandoned temples at Mullikkarumbur, Panamangalam, Azhunthur and Thiruppattur and re-instated the daily rituals in these temples. Apart from being a historian, he has also penned several poems and short stories with much acclaim.

He has published numerous papers on his archaeological discoveries in various reputed journals and is an active member of many medical , archaeological and literary societies.

The Youth Health Mela – Role Model Award Committee recognizes his unwavering efforts to preserve the pieces of our past, reminding the future generations of our glorious culture.

Dr. V. Jayapal
President

Dr. M.Chenniappan
Vice - President

Dr. S. Arun Seshachalam
Organizing Secretary

Youth Health Mela 2012
Role Model Award

The Youth Health Mela Organising Committee is honoured to present the Youth Health Award 2012 to Nanba Arakkattalai Pudukkottai, In deep appreciation of the group's exceptional and meaningful contribution to the society. Nanba Arakkattalai's objective to impart social and moral education to students hailing from a society that lacks in academic education is the dire need of many villages in and around Pudukkottai.

Nanba Arakkattalai, a non beneficiary organization founded by a group of friends in february 2010 is registered in Pudukkottai and has been serving the society for the past two and a half years . Nanba Arakkattalai's mission is to spread its services to nearby sorroundings by opening libraries and rendering educational services to the youth wherever necessary.

The group conducts book review contests and painting workshops to imbibe critical thoughts and feedthe imagination of students and also a “go green " programme to educate the youth on global warming. The group is driven by the immeasurable gratification they derive by providing educational services to the poor and the marginalised. Their conviction is well recognized and appreciated.

The Youth Health Mela Organising Committee is pleased that the Nanba Arakkattalai exemplifies the ideals that the committee stands for - dedication to the practice of educating the youth and a track record of non - commercial services to youngsters, students without compromising on quality of service and professional excellence .

Dr. V. Jayapal
President

Dr. M.Chenniappan
Vice - President

Dr. S. Arun Seshachalam
Organizing Secretary

Event Schedule

We take immense pleasure in inviting you to the

Youth Health Mela 2012

- Celebrate Life

Inaugural Function

Mrs. Jayashree Muralidharan, IAS
District Collector, Trichy.

Dr. K.Meena
Vice Chancellor, Bharathidasan University, Trichy.

Dr. V.Shanta
Chairman, Cancer Institute (WIA), Adyar.

will inaugurate the event on

Thursday 27th Sep. 2012 at 4.30 pm

Souvenir Release

Prof. Nal. Ramachandran
Vice - Chancellor, Periyar Maniammai University, Thanjavur.

Mr. Manushya Puthran Writer

will release the Souvenir on 28th Sep. 2012 between 6.00 pm and 6.30 pm

Valedictory Function

On Saturday 29th Sep. 2012 at 11.00 am

Dr. V. Irai Anbu IAS
Principal Secretary, Personnel and
Administrative Reforms (Training), Govt. of Tamil Nadu.

Mr. Tha. Vellaiyan
President, TN Vanigar Sanga Peravai.

Prof. T.G. Sagar
Director, Cancer Institute (WIA), Adyar.

Youth Health Mela 2012 'Role Model Award' Recipients

Dr. R. Kalaikkovan
Director
Dr. M. Rajamanikkanar
Centre for Historical Research

Nanba Arakkattalai
Pudukkottai

Date :27.09.12 Thursday Day - I

TIME	PROGRAMME
4.30 - 6.00 pm	**Inaugural Function**
6.00 - 7.00 pm	வழக்காடு மன்றம் **இளைஞர் நலம் போற்றாத சமுதாயம் குற்றமுடையது** வழக்குத்தொடுப்பவர் : மரு. கு. சரவணன் வழக்கு மறுப்பவர் : மரு. இரா. கலைக்கோவன் நடுவர் : மரு. மீ.சா. அஷ்ரப்

Date : 28.09.12 Friday Day - II

TIME	PROGRAMME
10.00 - 11.55 am	**School Competitions** (Parallel Session)
2.00 - 4.00 pm	**College Competitions** (Parallel Session)
4.00 - 5.00 pm	**Public Lecture - I** **உணவில் நஞ்சு** **Dr. Sultan Ismail**
5.00 - 6.00 pm	**Public Lecture - II, followed by Panel Discussion** **பாலியல் - விடலை பருவ குழப்பங்களும், தீர்வுகளும்** **Dr. K. Senthilvelan**
6.00 - 6.30 pm	**Souvenir Release**
6.30 - 7.30 pm	**Gala Cultural Event - KALAI KAVIRI**

Date : 29.09.12 Saturday Day - III

TIME	PROGRAMME
10.00 - 11.00 am	வழக்காடு மன்றம் **வளமான வாழ்வு தர இளைஞர்களுக்கு பொருளும் தேவைப்படுவது உடல் வலிமையா? மனவலிமையா?** கலைமாமணி நாவுக்கரசர் முனைவர். சோ. சத்தியசீலன் எம்.ஏ., பி.ஹெச்டி., ஆய்வுரைத்திலகம் நகைச்சுவை அரசு முனைவர். அ.அறிவொளி மற்றும் குழுவினர்
11 am - 12.30 pm	**Valedictory Function**
12.30 -1.30 pm	**Yoga Demonstration - Simplified Kundalini Yoga (SKY)** **World Community Service Centre (WCSC), Trichy Zone.**

SYMPOSIA - PARALLEL SESSIONS

27.09.12 Thursday

Time	Title	Moderator
9.30 am to 12.30 pm	**Role of Media in Non - Communicable Diseases (NCD)** **Officials from NCD team, TNHSP, Chennai.**	**NCD Cell, Trichy**
1.00 pm to 4.00 pm	**Strategies for declaration of Tobacco Free Educational Institutions in Tiruchirapalli by Dec'12** **Directorate of Public Health & Preventive Medicine**	**Ms. K. Prasanna**

28.09.12 Friday

Time	Title	Moderator
9.30 am to 12.30 pm	**"Road to Bicycle" - And other Safe Commuting Options** **Indian Medical Association, Trichy & Mission Green Trichy**	**Dr. SP.Thiruppathy**
1.00 pm to 4.00 pm	**இருதயமும் இளைஞர்களும்** **ECG & ECHO Club, Trichy**	**Prof. M.Chenniappan**

29.09.12 Saturday

Time	Title	Moderators
1.00 pm to 4.00 pm	**Role & Responsibility of Tobacco Traders towards Youth Health** **Resource Centre for Tobacco, (CIA) & TN Vanigar Sanga Peravai**	**Dr. E. Vidhubala & Mr. Tha. Vellaiyan**

Symposium Faculty

Mr. R. Navamoorthy Hon'ble Judge, Motor Accident Tribunal, Trichy	**Mr. Cyril Alexander** MACT	**Dr. Arun Seshachalam** Medical Oncologist Comprehensive Cancer Care Network.
Ms. K. Prasanna COTPA	**Mr. R. Dharmarajan** Secretary, Federation of State Bus Operators Association, TN	**Prof. M. Chenniappan** Cardiologist, Trichy.
Mr. S. Selvakumar Deputy Commissioner of Police (Crime & Traffic) Trichy.	**Dr. A. Narayanan** PAADAM	**Dr. V. Sendhil** Pulmonologist
Mr. V.P. Thandapani Commissioner, Trichy City Corporation	**Mr. R. Ramasubbu** Editor, Dinamalar.	**Dr. E. Vidhubala** Psycho- Oncologist Cancer Institute, Adyar. (WIA)
Mr. S. Balasubramanian RTO,Trichy **Mr. A. Pandian** RTO,Srirangam	**Mr. Tha. Vellaiyan** President TN Vanigar Sanga Peravai	**Indian Medical Association** **Trichy Neuro Association** **Trichy Ortho Club** **ASI** Trichy Chapter.

Message From Event Partners

FIRE AT ONE END...

... FOOL AT THE OTHER END

- PROF G.BALAKRISHNAN
FORMER VICE- PRINCIPAL
ST. JOSEPH'S COLLEGE
TIRUCHIRAPPALLI.

Doctors advise smokers not to smoke. But I am with you SMOKERS. Men of Medicine do not have a smattering of knowledge of advantages of cigarette smoking!

- Cigarette smokers do not suffer from old age, as they die young!
- Besides producing smoke, they produce young widows!
- They do not need any ash tray, as their own lungs act as ash trays!
- They cough continuously to keep thieves away!

Mega Prizes for SMOKERS:

First Prize → Heart attack

Second Prize → T.B.

Third Prize → Paralysis

Special Prize → Cancer

Bumper Prize → Grave

"Smoking is a custom
- loathsome to the eye
- hateful to the nose
- harmful to the brain
- dangerous to the lung"

King James I

"Youth is a blunder, manhood a struggle, old age, a regret"

- Disraeli

Why don't you derail Disraeli and prove beyond doubt that "the youth of a nation are the trustees of posterity" (Ironically Disraeli is the author of this quotation as well!)

Dr. E. Vidhubala, (Secretary, YHM, Chennai)
Associate Prof. Dept. of Psycho-oncology &
Resource Centre for Tobacco Control
Cancer Institute (WIA)

On this day in the year 2011, a preliminary meeting was conducted with the partners of the Youth Health Mela at the Cancer Institute (WIA). A group of likeminded organizations came together and discussed this concept for the first time. Various ideas were floated, guidelines were developed and numerous concepts were generated by the team. Subsequently, the first Youth Health Mela was conducted from 23rd to 27th Feb, 2012 at Valluvar Kottam, Chennai. This event reached only a fraction of the youth population of Chennai and there was a constant anxiety and concern about reaching the entire youth population who live in both urban and rural settings in India. Thus, the thought of scaling up the activities in different cities/towns was born.

This thought was discussed casually with Dr Arun Seshachalam, Secretary, Youth Health Mela, Trichy and I didn't imagine that this would materialize at such a short duration, within one year of its inaugural event at Chennai in Feb 2012. This was made possible only because of the pre-existing commitment among the partners of the YHM Trichy and their shared vision to protect the youth despite their pressing priorities. I'm now both relieved and confident that YHM will gather momentum and will snow ball into a mass movement of lifestyle change.

Why Youth Health Mela?

The very first day I entered Cancer Institute I had a strange feeling, which cannot be explained by words. It can only be felt. People waiting outside the gate, running towards the OP as soon as the gate opened at 7 o'clock like an athlete, to register their names are some of the common sights at the Cancer Institute (WIA). Thereafter one can see people all around waiting with anxious, sad, panicking and crying faces, fearing for their loved ones. Here and there, few make phone calls updating the status of the patients to the family members and friends from far away places. Many others in the corridors anxiously wait for their turn as if, it were their judgment day. Over a period of time, it became a routine affair for me. Being a psychologist, I often felt helpless for not being able to do anything to relieve the problem except comforting them, though temporarily.

I feel everyone needs to visit such institutions and be a silent spectator for at least an hour. It will bring in a real depiction of life and the significance of health. Unfortunately, we take things for granted and no one realizes this until we are in such situations.
Fortunately there is good news. Many of these conditions can be prevented but unfortunately, the health care community is burdened with treating the already affected patients; that they don't have time to go to the

community, to tell these sad tales of their patients and the factors causing it.

Prevention is better than cure. This has been a phrase that is often repeated everywhere, but the implications of these words remain unclear and underestimated. Just five factors, namely tobacco, alcohol, food, exercise and hygiene can prevent more than 70% of the diseases. The solution to these issues is so simple, but only if we commit ourselves and together share the responsibilities.

My heart goes out to the vulnerable youngsters who do not have enough information to make an informed choice as they are entirely surrounded by consumerism. The glamorized call from the money making companies, irrespective of their unhealthy products, the inadequate education which does not provide the knowledge and skills to safeguard this, makes it difficult for them to distinguish between right and wrong for their life and health. “Today's Lifestyle is Tomorrow's Health”. The lifestyle one leads during one's youth decides health during the productive years. In recent trends, unhealthy lifestyle practices such as smoking, alcohol, fast food, physical inactivity are being promoted and projected as a sign of social status. Youngsters from humble backgrounds imbibe these practices as milestones in their social ladder and view them as a self esteem booster.

On the other hand, the apathetic society that includes parents, teachers, policy makers, media and at large the government, consider prevention as their least priority and ultimately act only when something drastic happens. This has started to become a routine scenario.

However, I feel there is nothing above human life and knowingly permitting death to occur in the productive years is criminal and cruel. Every citizen is responsible for being the silent spectator. Every business should have morals and should not make money at the cost of human lives. Therefore, a powerful public health act without any compromise, which is superior to any other Traders Act, is the need of the hour.

It is very essential to educate the youth on this false consumerism and impart the skills necessary to resist this in order to enable them to lead a healthy and quality life. In a country like India with limited resources we should make prevention a priority as we cannot afford expensive modes of treatment. By saving these resources, best quality care can be allotted for the diseases which cannot be prevented.I appreciate the Partners, Organizers, Coordinators, Participants and Sponsors of the Youth Health Mela, Trichy for joining this selfless crusade and contributing their valuable resources to protect the youth from this mindless consumerism that could kill six crore people in the next 10 years. I wish the Youth Health Mela, Trichy reaches a wide section of the youth. I also hope individuals and organizations who share this vision come forward to take Youth Health Mela to their respective towns/cities/countries to bring about a much needed social change. The efforts of the Youth Health Mela may seem like a drop in the ocean, but the ocean will be a drop less without it. In the words of Mahatma Gandhi, “Be the change that you wish to see in the world!”

Dr. V.J.Senthil, M.S., (Ortho)
Director, Dr. GVN Hospital

I extend a warm greetings and felicitations to the organisers of “Youth Health Mela” It is good to see our country progress with urbanisation. But the progress should not e at the cost of health of the people. The youth of urban India are highly vulunarible to the life style diseases. To raise awarness of non-communicable diseases the Youth ealth Mela is conducted by the organisers. I am delighted tonote that so many young men and women would participate in the event. The organisers have put up a splendid event.

This mela will help in creating knowledge and social conscience which are necessary at present to promote health life style practise.

I congratulate the organisers for the hard work and sincere service to the society.

I wish the Mela a grand success.

Dr.T.Sujit,
Editorial Secretary, CCCN

"Good health adds Life to Years. Let us inculcate good health practices into our busy lives so that we evolve as wholesome individuals.... thereby contributing to the health of the society.”

Dr.V.IYAPPAN SHANKAR,
President- Ida Tiruchy Branch.
1st Vice President- Ida Tamil Nadu Branch.
Central Council Member- Ida Head Office

"Youth are the fiduciaries of the future of our country and of mankind. The mind of the youth is not a vessel to be filled but a fire to be kindled. But the seething cauldron of this energy should be harnessed and channelized to be a constructive force.

It is distressing to note that urban youth are steeped into the fictitious sense of modernity and get into the habits of using addictive substances, wrong choice of diet like fast food and also affected by extraneous dangers of environmental diseases. The staggering incidence of Non Communicable diseases, especially in the youth and unwary general public in the middle age group is ripe to be addressed on war footing

.

This can be prevented at the nascent stage only by giving awareness in the school and college students on prevention of life style related diseases involving the public, academicians and the student community at large.

Awareness in abusing tobacco and alcohol, the importance of choice of balanced diet, health and fitness and above all our part to be played in keeping the environment clean and keeping hygienic conditions along with a cornucopia of subjects are to be taken up in this penance (yagna) to be conducted for 3 days.

Gibran said of youth" you may give them your love but not your thoughts, you may house their bodies but not their souls for their souls live in the house of tomorrow which you cannot visit , not even in your dreams."

It is the intention of this' Youth Health Mela' to pierce into the very sanctum of their souls and touch the finer chords of awareness and knowledge. We know that we cannot make all the difference in the world in three days but we are certain that we can make a difference in one life at a time.
The IDA is proud to be a part of this great effort and we are sanguine that this Mela will create a new breed of youth who will be the torch bearers of our message to the world".

Dr. Kavitha Senthil, MD.OG
Dr. GVN Hospital, 46, Singarathope, Trichy.

I feel very happy to be a part of the Consortium of the like-minded organizations that conduct a three day Youth Health Mela at K.A.P.V higher secondary school, Thillainagar, Trichy from 27th September 2012 to 29th September 2012.

In a developing society such events have a crucial role to play and to initiate the process of promoting healthy life style practices. I have no doubt that this Mega Mela would create awareness among the youth of general public on prevention of life style diseases. I strongly affirm that the participants in this Health Mela would equip themselves to face the challenges in promoting the healthy life style practices for the well-being of their family and the society.

I hope that this event will be a grand success. I congratulate the organizers for organizing such an event.

As a member of the organizing team I take this opportunity to thank all the participants who have participated in this Mega Mela and wish them all “The Very Best” in their endeavors.

Dr. J. Karthikeyan
Scientist cum Assistant Professor (Biochem.)
Centre for Research and Development,
PRIST University, Thanjavur

Malnutrition refers to the situation where there is an unbalanced diet in which some nutrients are in excess, lacking or wrong proportion. Simplify put, we can categorize it to be under-nutrition and over-nutrition. More than one third of the world's malnourished children live in India. Among these, half of them under three years are underweight and a third of wealthiest children are over-nutriented. One of the major causes for malnutrition in India is gender inequality. Due to the low social status of Indian women, their diet often lacks in both quality and quantity. Women who suffer malnutrition are less likely to have healthy babies. In India, mothers generally lack proper knowledge in feeding children.

They do not breast-feed their children or feed them poorly. Consequently, new born infants are unable to get adequate amount of nutrition from their mothers. Deficiencies in nutrition inflict long-term damage to both individuals and society. Compared with their better-fed peers, nutrition-deficient individuals are more likely to have infectious diseases such as pneumonia and tuberculosis, which lead to a higher mortality rate. In addition, nutrition-deficient individuals are less productive at work. Low productivity not only gives them low pay that traps them in a vicious circle of under-nutrition, but also brings inefficiency to the society, especially in India where labor is a major input factor for economic production. On the other hand, over-nutrition also has severe consequences. In India 44% of children under the age of 5 are underweight. 72% of infants and 52% of married women have anemia.

I am indeed delighted to know that a Youth Health Mela is being organized during the period 27-29th September 2012 at K.A.P. Viswanathan higher secondary school, Thillai Nagar, Tiruchirappalli for creating awareness among the youth in maintaining vibrant health through diet and nutrition, exercise and fitness, hygiene, personnel and environment. The event will also focus on preventing the youth from restoring to smoking, chewing of tobacco and other unhealthy practices which can create long term damage to the health of the productive citizen. I consider that this is an important societal mission through which the youth can, not only improve their lifestyle but also facilitate improving the lifestyle of their family members and friends which can create an universal awareness on national healthcare.

My best wishes for all the members participating in this mela for success in the mission of making India healthy through better lifestyle, better thinking and creating a positive attitude.

வாசிப்பின் வழியது உடல்நலம்

knowledge is power,
power is wealth,
health is wealth

எனும் போது

knowledge is health **என்றாகிறது** !

--- என்றால் ,

உடல் நலம் , உடலைப் பேணும் வழிமுறைகள் அவற்றோடு தினப்படி விஞ்ஞானப்பூர்வ செய்திகளை ,ஆதாரப்பூர்வமாக வேண்டுபவர்கள் வாசித்தே தான் ஆக வேண்டும் . இணைய தளங்களிலும் விக்கிபீடியா போன்ற பக்கங்களிலும் மருத்துவ மாகஸின்கலிலும் உடல்நலம் குறித்த விழிப்புணர்வுச்செய்திகள் ஏகமாய்க் கிடைக்கின்றன . தேடி வாசித்துப் பயன் பெறுவது அவரவர் கடமை என்பதோடு , உயிராபத்து மிக்க வியாதிகள் பெருகி விட்ட இன்றைய சூழலில் அது கட்டாயமும் கூட . இலக்கியங்களிலும் கூட ஆரோக்கியம் தொடர்பான செய்திகளுக்குக் குறைவில்லை . உதாரணமாக எஸ். ராமக்ருஷ்ணன் எழுதி இரண்டு வருடங்களுக்கு முன் வெளியான துயில் நாவலைச் சொல்லலாம் . இலக்கிய வாசகர்கள் மட்டுமல்லாமல் பல மருத்துவர்களும் கொண்டாடிக்கொண்ட நாவல் அது . நம் பண்டைய இலக்கியங்கள் மற்றும் மருத்துவக் குறிப்புகள் பற்றி சொல்ல வேண்டியதேயில்லை . விழிப்பாய் இருந்து உண்மை உணர்ந்து நலமாய் வாழ வாசிப்பு மிக முக்கியம் .

மேலும்

பெண்கல்வியே ஆரோக்கியமான சமூகத்துக்கான முதல் படி என்பேன் .

புகை , மது , துரித உணவு காரணமாக உடல் பருமன் , புற்றுநோய் , சர்க்கரை நோய் போன்ற ஆரோக்கியக்கேடுகள் மிகுந்திருக்கும் இன்றைய சூழலில் நாம் பெண் கல்விக்கு மிகச்சிறப்பான இடம் ஒதுக்கியே ஆக வேண்டும் . இன்னமும் கூட பெண்கல்வி பற்றின விழிப்புணர்வு நம் நாட்டின் பல இடங்களிலும் , குறிப்பாக சில இனத்தவரிடமும் தேவையான அளவு இல்லை . சுத்தம் , சுற்றுச்சூழல் , உடற்பயிற்சி , உணவு மற்றும் போதைப் பொருட்களினால் ஏற்படும் விளைவுகள் ஆகியன பற்றின புரிந்துணர்வு பெண்ணிடத்தில் இருக்குமேயானால் அவள் தன் குழந்தைகளிடத்திலும் சுற்றுப்புறத்திலும் மிகப் பெரிய , வியக்கத்தக்க மாற்றங்களைக் கொண்டு வர முடியும் . இப்படி ஒரு இளைஞர் நலப்பெரு விழாவுக்கான ஆதி எண்ணம் தோன்றியது டாக்டர் . சாந்தா அவர்களுக்கு தான் என்பதிலேயே சமூக மாற்றங்களில் கல்வியறிவு கொண்ட பெண்ணின் பங்கு விளங்கும்!

பாரம்பரியம் காப்போம்

" Researchers have developed a red wine pill that gives all the benefits of red wine without the alcohol . It's called a grape . "

சமீபத்தில் படித்த ஒரு வரி இது . படித்ததும் ஒரு முறுவலைத் தோற்றுவித்தாலும் , ஆழ சிந்திக்க வைக்கும் வரிகள் இவை .. "கனியிருப்பக் காய் கவர்ந்தற்று " ஒரு படிமமாக நம் நினைவில் இருக்க அதை காட்சி ரூபமாக்குகின்றது இந்த செய்தி . பல தளங்களிலும் நம் எண்ணமும் செயல்பாடும் இதை உண்மைப்படுத்துவது போல் இருந்தாலும் குறிப்பாக ஆரோக்கியம் தொடர்பான விஷயங்களில் நாம் காயைத்தான் இன்னமும் கவர்கிறோம் . நம் பாரம்பரிய உணவு மற்றும் வாழ்முறைகளை மறந்து , பொருந்தாத சில வழக்கங்களைக் கைக்கொண்டதன் விளைவாய் பல சிக்கல்களை உண்டாக்கிக் கொண்டுவிட்டோம் , அவற்றிலிருந்து நம் சந்ததியைக் காக்க வேண்டுமெனில் இன்று நாம் அனைவரும் அவசரமாக அவற்றுக்கான தீர்வுகளைத் தேட வேண்டிய , செயல்படுத்த வேண்டிய கட்டாயத்தில் இருக்கிறோம் .

அதற்கான ஒரு நல்ல சந்தர்ப்பமாக இந்த இளைஞர் ஆரோக்கிய மேளா அமைந்திருக்கிறது . அருமையான இந்த நற்கணத்தைக் கொண்டாடி நம் சமூகத்தை , நம் நாட்டை ஆரோக்கியம் மிக்கதாக மாற்றுவதில் நம் ஒவ்வொருவருக்கும் உள்ள பங்கை சிறப்பாக ஆற்ற வேண்டும் .

அன்னை தெரேசா கூறியிருக்கின்றார் போல் .. " We ourselves feel that what we are doing is just a drop in the ocean . But the ocean would be less because of that missing drop " ...

ஷஹிதா
sub editor @ www.moonramkonam.com

Running to Live

Dr.Kannan Pugazhendi,
SPARRC, Chennai

Most of the animals run to live the next day. They want food or they avoid being a food. Humans conquered the jungle hence felt the threat from the animals outside is nonexistent. Unfortunately the human body is designed the same way as the other animals, so when we don't run or exercise and still expose the human system to the perils of modern civilization, eating without hunger, working tremendously intellectually but barely moving a muscle, to smoke and drink to find the eluding relaxation, exposing to a polluted environment, the physical body may be diagnosed with diseases of inactivity like, myocardial infarction, diabetes, hypertension, obesity and cancer. These diseases are like the cheetas, lions, leopards out in the forest. They kill or maim us from within. The jungle was obliterated outside, unfortunately we create it internally and ignorant of its consequences. The Youth Health Mela has taken the prerogative of infusing and instilling the knowledge, that the individual cannot be irresponsible expecting only the medical team to bail them out of complications. It is the responsibility of every human being to live healthy and long without diseases through their effort. Then and then only the diseases of inactivity could be easily tackled. The medical team would tackle the injuries and infection The Youth Health Mela has planned for a Youth Mela Jogathon or Walkathon for a day and bring home the message of clean environment inside and outside, avoiding substance abuse could increase the longevity tremendously. Indians are the worst affected with the era of computers, intellectually working hard and hardly moving a muscle. The booming economy with the corporate offices has surreptitiously robbed the fitness. The Runathon or Walkathon is the awareness to restore it back to its original state. The misconception of health as a commodity that is purchasable at a hospital has cost more patients lives than soldiers lost in world wars. The World War Three may be fought within the individual without a bullet or missile fired and consequences can be dire.

ZONAL COMPETITIONS

ZONAL COMPETITIONS

COMPETITIONS

TRICHY COMPETITIONS

Co - ordinators

Mr. D. Mohameed Magdoom
Mrs. Jayanthi

School Competition

Tamil Oratorical:
Total number of Schools Participated - 11 Schools
1.**Aiysha** - K.A.P. V.H.Sec.School
2.**Dhanalakshmi-** Boiler Plant Girls Higher Sec. School
3.**Mariya Angle-** St.Joseph Girls Higher Sec.School

Painting:
Total Number of Schools Participated- 10 schools
1.**G.Megala**- G.G. Hr.Sec.School, Town Hall, Try-2 (Painting no:210)
2.**R.Gowtham-** K.A.P.Viswanatham Hr.Sec.School (Painting no:202)
3.**N.A.S.Raajeeshwara Bose-** Dhanalakshmi Srinivasan, woraiyur (Painting no:201)
4.**S.Suvetha-** Boiler Plant Girls Higher Sec. School (Painting no:203)
N.Lakshmi priya- Holy cross Girls Hr.Sec.School (Painting no:206)

College Competition

WINNERS OF MIME

1) BISHOP HEBER COLLEGE

List of participants

M. Mahalakshmi
A. Mercy Roopala
N. Manimala
Ebenezer Sudharan
S. Baranidharan
Martin

2) NATIONAL COLLEGE

List of participants

T. Nagendran
B.Surya
V. Ponnusamy
M. Vijaraman
M. Sathyamoorthy
M. Kishore

WINNERS OF POSTER PRESENTATION

1) BISHOP HEBER COLLEGE (P.K. GURUPRIYA)

2) J J COLLEGE OF ENGINEERING (J. SUDHAKAR)

Thanjavur Zonal School Competition

The regional level interschool drawing and oratorical competitions of the Youth Health Mela (YHM) scheduled at Tiruchirappalli on 27th to 29th September 2012 at K.A.P. Viswanathan Hr. Sec. School, Trichy was conducted at Ponnaiah Ramajayam Public Hr. Sec. School (PRPHSS), Thanjavur on 29th August 2012.

The objective for the conduct of the Youth Health Mela 2012 is an attempt to raise a "heightened awareness" based on purely scientific evidence about lifestyle related risks amongst the youth, adolescents and general public. Mrs. Parvathy Mouleswaran, Secretary, PRPHSS, Mr. G. Rajappa, Special officer, PRPHSS, Mrs. Ananthi Rajendran, Head Mistress (Boys), PRPHSS, Mrs. Usha Devi, Head Mistress (Girls), PRPHSS, Dr. J. Karthikeyan, Regional Co-ordinator of the event, Mr. Thamilselvan, Assistant Professor (Computer Science) and Mr. Tamilselvan, Faculty of Chemistry, PRPHSS presided over the function. Dr. Mahesan and Dr. Rajendran, Professors of PRIST University, Thanjavur served as the judges for the competitions. Dr. J. Karthikeyan, Co-ordinator for the programme and event organizer deliberated the significance of the event and motivated the gathering. Students from 9th to 12th standards of ten different schools around Thanjavur participated and performed drawing and speech on one of the key focus areas identified by YHM namely substance abuse (tobacco and alcohol), diet and nutrition, health and fitness, environment and hygiene.

For the drawing competitions, A. Arul Ganapathy, X-E std, Veeraraghava Hr. Sec. School, Thanjavur won the first prize, S. Deetchaya, IX std, Yagappa School the second prize, and S. Joel Prasanth, IX, Maxwell Matric. Hr. Sec. School, Thanjavur, the third prize, H. Aysha Safrina, IX-A, Little Scholars Matric Hr. Sec. School, Thanjavur, fourth place and K. Surya, IX, PRPHSS, Thanjavur, fifth place. For oratorial competitions, G. Kamali, XII-C, PRPHSS, Thanjavur bagged the first prize. S. Mohammed Akbar Ali, Veeraraghava Hr. Sec. School, second prize and K. Rajasekar, Maxwell Matric. Hr. Sec. School, Thanjavur third prize. The prize winners were selected for the final competitions scheduled at Trichy during 27th to 29th September 2012. Similar such programmes is food for the mind of younger generation and is a small step towards building health India.

MANNAPARI COMPETITIONS

Co - ordinators

Miss. Mary

Tamil Oratorical:

A.SOMASUNDHARAM 11TH Govt. High School Kavarappatti
V.SELVAKUMAR 11TH Govt. High School Kannudaiyanpatti
R.BASKER11THGovt. High School Manapparai
G.VIJAYAKUMAR11THGovt. High School Viralimalai
M.NALUSAMY11THT.A.H.S. School Manapparai

Painting:

P.ALAGESAN 10TH Govt. High School Kavarappatti
T.MUNANTHEREN 9TH Govt. High School Rajalipatti
A. SARATHI 9TH Govt. High School Kannudaiyanpatti

PUDUKKOTTAI COMPETITIONS

Co - ordinators

Mr. Daniel Kumaran
Mrs. Shahidha

School Competitions

Tamil Oratorical:

1. A . Sahar Banu - SFS School
2. P. Vensi Arokiya Mary - Sree Venkateshvara School
3. V. R . Thyagarajan - Vairams Matriculation School

Painting competition

1. Sree Venkateshvara School
2. Ranees Girls School
3. Model School
4. SFS Matriculation

Colleges that participated

1. Chenduran Engineering
2. Mookambigai Engineering
3. JJ Arts and Scince college
4. Sudharshan Engineering

AWARENESS CAMPAIGN

Awareness Programme

Adisankarar ITI, Trichy

- Dr. Arun

Bishop Heber College

- Dr. Arun, Mr. Yogesh

PRIST University

- Dr. Arun, Dr. J. Karthikeyan

PRIST School

- Dr. Arun, Dr. J. Karthikeyan & Mr. Manikandan

Chenduran College

- Dr. Arun, Mrs. Shahidha & Mrs. Sivakami

UTV Live Awareness Programme

Road to Bicycle - Speaker Dr. SP. Thiruppathy & Dr. Arun

Preventing Cancer - Speaker Dr. Arun & Dr. G. Senthil Kumar

Adolescent Problems & Solution
- Speaker Dr. Kavitha Senthil

Youth & Diabetics Disease
- Speaker Dr. K. Saravanan

Hello FM

Dental Hygiene - Speaker Dr. Iyappan Shankar

Lifestyle related health hazard
- Speaker Dr. Kavitha Senthil

Smoking and cancer - Speaker Dr. G.Senthil Kumar

About Youth Health Mela
- Speaker Dr. Arun Seshachalam

Dhinamalar

About Youth Health Mela
- Author Dr. Arun Seshachalam

Safe Commuting in Trichy
- Author Dr. SP. Thiruppathy

Smoking and Health Hazards
- Author Dr. Arun Seshachalam

SYMPOSIUM

Symposium Title	Organizer
Media's Role in Non - Communicable Diseases (NCD)	Officials from NCD team, TNHSP, Chennai.
Strategies for declaration of Tobacco Free Educational Institutions in Tiruchirapalli by Dec'12	Directorate of Public Health & Preventive Medicine
"Road to Bicycle" - And other Safe Commuting Options	Indian Medical Association, Trichy & Mission Green
இருதயமும் இளைஞர்களும்	ECG & ECHO Club, Trichy
Role & Responsibility of Tobacco Traders toward Youth Health	Resource Centre for Tobacco, (CIA) & TN Vanigar Sanga Peravai

Sensitization of participants on the growing burden of Non-communicable diseases (NCD) and the NCD intervention program

Tamil Nadu Health Systems Project

Focus Area : Non Communicable Diseases

Objective : The primordial and primary prevention approach is to prevent emergence of modifiable risk factors and to create awareness on risk factors leading to obesity, hypertension, diabetes mellitus, cervical and breast cancer and its prevention.

To enable life style behavioral change and increase health seeking behavior through Behavioral Change Communication (BCC) and reinforcing these life style modification messages for sustainability.

'Secondary and Tertiary Prevention to be achieved by clinic based interventions through screening. treatment and follow-up.

Abstract : Non-communicable diseases (NCDs), principally Cardio-Vascular diseases, Cancers, Diabetes Mellitus, Chronic respiratory diseases etc. have become the leading cause of death and disability in India causing each year about 53% of all dealths. By 2025, India is expected to have the highest incidence of diabetes and heart disease and CVD will be the leading cause of death.

The approach to bring down the morbidity and mortality due to NCDs is by having a robust Public Health Program which will aim at screening individuals and directing those detected with the disease on treatment and following them over years as NCDs are of chronic nature demanding treatment over the entire life time. The Tamil Nadu Health Systems Project (TNHSP) approaches this problem by clinic based intervention, community based intervention, school based intervention and work place based intervention.

Expected Outcome : To screen and detect the four diseases namely Hypertension, Diabetes Mellitus, Cervical cancer and Breast cancer and put them on treatment in all the government health facilities.

Strategies for implementation of Section 6 of the Cigarette and Other Tobacco Products Act (COTPA), 2003 in Educational Institutions

Directorate of Public Health and Preventive Medicine

Focus Area : Substance Abuse

Objective : To educate participants about health consequences of tobacco usage and provisions of tobacco control Act.

To educate participants about guidelines for declaration of tobacco free educational institutions and to develop an action plan for the formation of a 'task force committee' and 'implementation of section 6' at matriculation schools.

Abstract : Tobacco is the most common preventable cause of death in the country. The consumption of tobacco in any form is an established health hazard. Tobacco use has also been identified as one of the main risk factor for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases.

As per the Global Adult Tobacco Survey (GATS - India) 2010, about 16% of the persons aged above 15 years are using tobacco products in Tamil Nadu. Out of which 24% male and 8% female are tobacco users. In order to curb the tobacco menace, India has enacted a strong Anti Tobacco law titled "The Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003" mainly to discourage the consumption of tobacco.

This symposium aims at strengthening the implementation of Sec 6 (Prohibition of sale of tobacco products to a person below 18 years of age and around 100 years of the educational institutions) of COPTA, 2003 in Tamilnadu by involving the Education department officials on tobacco control.

Expected Outcome : Formation of a 'tobacco control task force' committee in all educational institutions and declaration of 'tobacco free educational institutions'.

To ensure no sale of tobacco products to a person below 18 years of age and removal of tobacco vendors around 100 yards of educational institutions.

To make "Tobacco Free" rules mandatory in issuing of sanitary certificate to the educational institutions.

Role & Responsibility of Tobacco Traders toward Youth Health

Cancer Institute(WIA)

Focus Area: Hazards of selling tobacco & unhealthy food products

Objective: Making tobacco traders aware of consequences of tobacco on health.

Making traders aware of the provisions of the Indian Tobacco Control Act COTPA 2003 that are applicable to them and to enhance the compliance.

Making traders aware of their role towards youth health.

Abstract : The consumption of tobacco in any form is an established health hazard. Tobacco kills nearly six million people each year of which one million are Indians. Tobacco contains 4000 poisonous chemicals of which 56 are carcinogens. It is the main risk factor for a number of chronic diseases including cancer, lung and cardiovascular diseases. Evidence suggests that the age of initiation of tobacco is declining to 9/10 years resulting in early addiction & exposure to health hazards.

In order to curb the tobacco menace, India has enacted a strong Anti Tobacco law titled "The Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act, (COTPA) 2003" mainly to discourage the consumption of tobacco.

The provisions of the COTPA, 2003 are:

1. Ban on smoking in public places. (Section 4)
2. Ban on sale of tobacco products to children below 18 years. (Section 6.a)
3. Ban on sale of tobacco products within 100 yards around the educational institution. (Section 6.b)
4. Ban on direct/indirect advertisement of tobacco products. (Section 5)
5. Specified health warnings on tobacco products. (Section 7)

Traders not only sell tobacco but also allow people to smoke at their counters, thereby, exposing themselves and others to hazards of passive smoking. They also sell other unhealthy food products over the counter such as lays, kurkure, cheetos, etc. which makes youngsters come to their shop & get exposed to a tobacco environment.

This symposium aims to make traders aware of the impact of their trade on youth health & regulations to be followed while selling tobacco products.

Expected outcome: Tobacco traders will become aware of the impact of selling tobacco. Expected to comply with the law while selling tobacco products. Traders may stop selling of tobacco & other unhealthy products & shift to healthy and lucrative alternatives.

“Road to Bicycle” -And other safe commuting options

Objective : Commuting – travelling some distance between one’s home & place of work on a regular basis, is becoming a menace by all means. We all are aware about, the crux of the issue and the means of preventing the same. Also we all have sorting suggestions mostly at our personal levels and ultimately end up with mutual verbal accusations. In an attempt to way forward, the symposium could provide a platform for all of us, from all walks of life, irrespective of respective positions, to formulate a positive approach towards safe commuting. For example, Bicycle is considered as an idealistic commuting option with proven & evident multipronged benefits. But, the possibility & feasibility of implementation has its own inherent & circumstantial limitations. The symposium had tried to incorporate potential stakeholders in order to discuss their viewpoints from personal to official levels.

Expected outcome: The ways with-in and with-out may be formulated; immediate solutions and long term goals could be contemplated; Policy decisions could be made; Cooperation from all sectors may be ensured; attitudinal change from pessimism towards optimism at personal to executive levels may be advanced.

இருதயமும் இளைஞர்களும்

டாக்டர். **M. சென்னியப்பன்**
திருச்சி.

முன்னுரை

மாரடைப்பு நோய் மிகவும் கடுமையான நோய். உயிரை திடீரென பறிக்கும் நோய். ஆரோக்கியமான ஒருவரை முன் அறிவிப்பில்லாமல் தாக்கும் நோய். இந்த நோய் எதனால் வருகிறது; இதன் அறிகுறிகள் என்ன; இதை வராமல் தடுப்பது எப்படி என்பதை அறிந்து கொண்டு அதன்படி வாழ்ந்து இந்த நோயால் பாதிக்கப்படாமல் ஒவ்வொருவரும் பாதுகாத்துக்கொள்ள வேண்டும் என்பதே இக்கட்டுரையின் நோக்கம்.

இருதயம் என்றால் என்ன? அதன் செயல்பாடுகள் என்ன?

உடலிலேயே மிக முக்கியமான உறுப்பு இருதயம். கருவிலேயே முதலில் இயங்க ஆரம்பிப்பதும் இருதயம் தான்; இறுதியில் நிற்கும் உறுப்பும் இருதயம் தான். ஒரு உயிர் ஆரம்பிப்பது இருதயம் செயல்பட ஆரம்பிப்பதால், ஒரு உயிர் இறப்பதும் இருதயம் நிற்பதால் தான். இந்த இருதயம், ஒவ்வொருவருடைய இடது பக்க மார்பில், அவருடைய கைப்பிடி அளவே இருக்கும். கருவிலிருந்து இறப்பு வரை ஒரு வினாடி கூட ஓய்வில்லாமல் சுருங்கி விரிந்து இரத்தத்தை உடலின் எல்லா உறுப்புகளுக்கும் செலுத்துகிறது. உடலின் மற்ற உறுப்புகள் எல்லாம் (மூளை, சிறுநீரகம், குடல் போன்றவை) இருதயத்தின் செயல்பாட்டையே நம்பி இருக்கின்றன. இருதயம் இந்த உறுப்புகளுக்கு இரத்தத்தை அனுப்பவில்லை என்றால், இவைகளுக்கு பிராண வாயு கிடைக்காமல் இவை செயலிழந்து விடும். இவ்வளவு முக்கியமானது இருதயம்.

இந்த இருதயம் இரத்தத்தை இறைக்கும் இயந்திரம். ஒரு நாளைக்கு இது 1,00,000 முறை துடிக்கிறது. ஒரு நிமிடத்திற்கு சுமார் 5லிட்டர் இரத்தத்தை இது இறைக்கிறது. இருதயம் நான்கு அறைகளைக் கொண்டது. மேல் இரண்டு அறைகளும் இரத்தத்தை மற்ற உறுப்புகளிடமிருந்து வாங்குகின்றன. கீழ் இரண்டு அறைகள் இரத்தத்தை மற்ற உறுப்புகளுக்கு அனுப்புகின்றன. இதில் வலது பக்க மேல்கீழ் அறைகள் உடலின் மற்ற பாகங்களில் இருந்து வரும் அசுத்த இரத்தத்தை (கரியமில வாயு உள்ள இரத்தம்) நுரையீரலுக்கு அனுப்புகின்றன. நுரையீரல் இந்த இரத்தத்தில் உள்ள கரியமிலவாயுவை நீக்கி விட்டு ஆக்ஸிஜனை(O2) சேர்க்கிறது. இதனால் இரத்தம் சுத்தமாகிறது. இந்த சுத்த இரத்தம் இருதயத்தின் இடது பக்க அறைகளால் உடலின் மற்ற உறுப்புகளுக்கு அனுப்பப்படுகிறது. மற்ற உறுப்புகள் இந்த இரத்தத்தில் உள்ள பிராண வாயுவை எடுத்துக் கொண்டு கரியமிலவாயுவை கொடுக்கின்றன. இந்த அசுத்த இரத்தம் இதயத்தின் வலது பக்கத்திற்கு வந்து நுரையீரலுக்கு செல்கிறது. இவ்வாறு இருதயத்தின் ஒவ்வொரு துடிப்பிற்கும் இச்செயல் நடக்கிறது, கருவிலிருந்து இறப்பு வரை.

இருதயதசைகளின் முக்கியத்துவம்:

இந்த இருதயத்தின் சுருங்கி வியும் தன்மைக்கு இருதயதசைகளே காரணம். இருதய தசைகள் நன்றாக செயல்பட்டால் தான் இருதயம் தன் முக்கிய வேலையான இரத்தத்தை மற்ற உறுப்புகளுக்கு செலுத்துவதை தொடர்ந்து செய்ய முடியும். அதனால் இந்த தசைகளுக்கு தேவையான சக்தியை சில எரிபொருட்கள் மூலமும் பிராணவாயு மூலமும் தான் பெற முடியும். இந்த எரிபொருட்களையும் பிராணவாயுவையும் இருதய தசைகளுக்கு அளிப்பது இருதய தசைகளுக்கு செல்லும் இரத்தக் குழாய்கள்தான். இந்த பிராணவாயுவும் எரிபொருட்களும் இருதயத்திற்கு கிடைக்காவிட்டால் இருதய தசைகள் செயலிழந்து பழுதாகிவிடும். இதனால் இருதயத் திறன் குறையும். அதனால் இருதயத் தசைகளுக்கு தேவையான பிரணாவாயுவையும் எரிபொருட்களையும் இருதய இரத்தக்குழாய்கள் தங்குதடையின்றி தொடர்ந்து அளித்துக்கொண்டே இருப்பது அவசியம்.

மாரடைப்பு என்றால் என்ன ?

மாரடைப்பு என்பது இருதய இரத்தக்குழாய்களில் அடைப்பு ஏற்படுவதன் மூலம் உருவாகக்கூடிய நோய். இந்த அடைப்பினால் இருதய தசைகளுக்கு செல்லும் இரத்தம் குறைகிறது. இதனால் தசைகளுக்கு தேவையான எரிபொருட்களும் பிராணவாயுவும் கிடைக்காமல் இருதய தசைகள் செயலிழந்து பழுதாகிவிடுகிறது.

இதனால் பழுதாகிவிடும் இருதய தசைகள் தழும்பாக மாறி சுருங்கிவிரியாமல் இருதயத்தின் செயல்திறனை குறைத்து விடுகிறது. இதனால் இருதயம் மற்ற உறுப்புகளுக்கு சரியான முறைப்படி இரத்தத்தை செலுத்துவது தடைபடுகிறது. ஒருமுறை மாரடைப்பு ஏற்பட்ட பகுதி வாழ்க்கை முழுவதும் தழும்பாகதான் இருக்கும். மற்ற பகுதியை போல் இது சுருங்கி விரியாது. எல்லா சிகிச்சைமுறைகளும் இந்த தழும்பை சரியாக்குவதில்லை, தழும்பை தவிர மற்ற பகுதிகளில் இதைப்போல் மாரடைப்பு வராமல் காப்பாற்றுகின்றன. இதனால் மாரடைப்பு வராமல் தடுப்போமேயானால் இருதயத்தை நிரந்தரமாக பழுதாகாமல் காப்பாற்றிக்கொள்ளலாம். இதற்கு இருதய இரத்தகுழாய்களில் அடைப்பு ஏற்படாமல் பார்த்து கொள்ள வேண்டும்.

மாரடைப்பின் அறிகுறிகள் என்ன?

மாரடைப்பின் முக்கிய அறிகுறி நெஞ்சுவலி, இந்த நெஞ்சுவலி மாரடைப்பு வருவதற்கு முன்பு ஒருவிதமாகவும் மாரடைப்பு ஏற்படும்போது ஒருவிதமாகவும் இருக்கும். மாரடைப்பு வருவதற்கு முன் அறிகுறியாக வரக்கூடிய மார்பு வலி நெஞ்சின் நடுப்பகுதியில் அழுத்தமாக பாரமாக பிசைவதை போல் இருக்கும். இந்த வலி சிலசமயம் எரிச்சலாக கூட இருக்கும். பெரும்பாலான சமயம் சிறு வலியாக இல்லாமல் நெஞ்சின் நடுப்பகுதியில் சங்கடமாக வரும். இது சங்கடமோ ? வலியோ ? – நடந்தால், ஓடினால், மனக்கவலைகளினால் கோபத்தினால் படியேறினால் வரும். ஒரு இடத்தில் நின்று ஓய்வு எடுத்தால் 5–10 நிமிடங்களில் சரியாகி விடும். உணவு அருந்திய பின் உடனே நடந்தால் இந்த சங்கடம் சீக்கிரமாக வரும். இவ்வாறு வலி சங்கடம் வரக்கூடியவர்கள், இந்த நிலைமையிலேயே மருத்துவரை அணுகினால் மாரடைப்பை வராமல் தடுத்துக்கொள்ளலாம்.

மாரடைப்பு ஏற்படும்போது, வலி கடுமையாக நெஞ்சு முழுவதுமாக இருக்கும், அதிகமான வியர்வை ஏற்படும். இடது கையோ இருகைகளுமோ வலிக்கும் இந்த வலி முதுகுக்கும் தொண்டைக்கும் தாடைக்கும் பரவலாம். இந்த வலி ஓய்விலேயே திடீரென வரும். சாதாரண வலி மாத்திரைகளுக்கோ, ஊசிகளுக்கோ அடங்காது. இதனுடன் மூச்சு வாங்குதல், மயக்கம், படபடப்பு ஆகியவைகளும் சேர்ந்து வரலாம். இந்த நோயாளிகள் உடனே இருதய சிகிச்சை தரும் மருத்துவமனைகளை அணுக வேண்டும். ஊசியால் குத்துவதைப் போன்ற வலி, மின்னல் போல் பளிச்சென வரும் வலி, ஒருவிரலால் காட்டக்கூடிய இடத்தில் மட்டும் வரும் வலி இருதய வலியாக இருப்பது அது.

மாரடைப்பு எக்காரணங்களால் வருகிறது?

மாரடைப்பை ஏற்படுத்தக் கூடிய இருதய இரத்தக் குழாய் அடைப்புக்கு முக்கிய காரணம் கொழுப்புச்சத்து இரத்தக்குழாய்களில் படிவதுதான்.

கொழுப்புச்சத்து சத்து படிய வைக்கக் கூடிய முக்கிய காரணங்கள்:

1) குடும்ப வழி மாரடைப்பு: ஒருவனின் நெருங்கிய உறவினருக்கு 50 வயதிற்கு முன் மாரடைப்பு இருந்தால் மாரடைப்பு குடும்ப வழியாக வரலாம்

(2) ஆண்களுக்கு பெண்களை விட அதிகமாக வர வாய்ப்பு உள்ளது. பெண்களுக்கு மாதவிடாய் நின்ற பின் தான் மாரடைப்பு வருவதற்கு வாய்ப்பு உள்ளது.

(3) புகைப்பிடித்தல்: சிறு வயதில் மாரடைப்பு வருவதற்கு முக்கிய காரணம் புகைபிடித்தல். புகைபிடிப்பவர், புகை பிடிக்காதவரை விட 3 வருடம் முன்பு இறக்கிறார். சர்க்கரை அல்லது இரத்த அழுத்தம் உள்ள நோயாளிகள் புகைபிடித்தால் 10–15 வருடங்களுக்கு முன்பே இறக்கின்றனர். புகைபிடிப்பவரை காப்பாற்றும் மருந்துகளும் இல்லை, அறுவை சிகிச்சையும் இல்லை. புகைப்பிடிப்பவருக்கு பக்கத்தில் உள்ள நபர்களுக்கே மாரடைப்பு வரலாம். புகையிலை சம்மந்தப்பட்ட எந்த பொருட்களையும் உபயோகிக்கக்கூடாது.

(பீடி, சிகரெட், சுருட்டு, பான்பாராக், புகையிலை பொடி)

(4) சர்க்கரை நோய் : சர்க்கரை நோய் உள்ளவர்களுக்கு மாரடைப்பு வர வாய்பபுகள் அதிகம்., வந்தால் சிக்கல்களும் அதிகம். இதனால், இறப்பவர்களின் எண்ணிக்கையும் அதிகம். சர்க்கரை நோய் உள்ளவர்களுக்கு மாரடைப்பு, நெஞ்சுவலி வராமலேயே வரலாம். மற்றவர்களைப் போல மாரடைப்புக்கு முன் வரும் வலி (நடந்தால் வருவது) இவர்களுக்கு வராது. ஆகையால் சர்க்கரை நோய் உள்ளவர்கள் எந்த அறிகுறி இல்லாவிட்டாலும் இருதயத்தைப் பரிசோதனை செய்து கொள்ள வேண்டும்.

(5) இரத்த அழுத்தம் : இரத்த அழுத்தம் சரியான முறையில் கட்டுப் படுத்தப்படாவிட்டால் மாரடைப்பு வரலாம். இரத்த அழுத்த நோயாளிகள் சரியான மருந்துகள் மருத்துவரின் அறிவுரைப்படி தவறாமல் உட்கொள்ள வேண்டும். தாங்களாகவே மருந்துகளை கூட்டுவதோ குறைப்பதோ கூடாது.

(6) உடல்பருமன் உடற்பயிற்சியின்மை: உடல் எடை அதிகம் உள்ளவர்கள் முக்கியமாக உடலின் நடுப்பகுதியில் (வயிற்றுபகுதி) பருமனாக உள்ளவர்களுக்கு, மாரடைப்பு வர வாய்ப்புகள் அதிகம். இடுப்பின் சுற்றளவு அதிகரிக்க, வாழ்க்கையின் நீளம் குறைகிறது. அமர்ந்தே வேலை செய்பவர்கள், உடற்பயிற்சியே செய்யாதவர்கள், உடல் பருமனால் பாதிக்கப்பட்டு மாரடைப்புக்கு ஆளாகிறார்கள். தினமும் குறைந்தது 1 மணி நேரமாவது நடக்க வேண்டும். இருதயநோய் உள்ளவர்கள் மருத்துவரின் அறிவுரைப்படி மாலை வேளைகளில் உணவிற்கு முன் நடக்க வேண்டும். நடத்தல், ஓடுதல், நீச்சல், சைக்கிள் ஓட்டுதல் செய்யலாம், எடை தூக்குதல் கூடாது.

7) உணவுக் கட்டுப்பாடு இல்லாமை: உணவுக் கட்டுப்பாடு இல்லாதவர்களுக்கு இரத்தத்தில் கொழுப்புச்சத்து அதிகரித்து மாரடைப்பு வரலாம். கொழுப்புச்சத்து நிறைந்த உணவுகளான தயிர், நெய் வெண்ணெய், டால்டா, தேங்காய், கறந்த பால், கொதிக்கும் எண்ணெயில் வறுத்த பொருட்கள், ஆட்டுஇறைச்சி, முட்டையில் மஞ்சள்கரு ஆகியவை அதிகமாக உட்கொண்டால் கொழுப்பு சத்து ஏறலாம். எண்ணெய் வகைகளில் நல்லெண்ணெய், கடலையெண்ணெய் , சூரிய காந்தி எண்ணெய் ஆகியவைகளை உபயோகிக்கலாம். இவற்றிலும் கொதிக்கவைத்து வறுக்க கூடாது. அதிக பச்சை காய்கறிகள், வெள்ளரி, பழங்கள் சாப்பிடுவது மிக நல்லது.

8) மன அமைதியின்மை– கோபம் : மன உளைச்சல் – கோபம், மாரடைப்பு வருவதற்கு மிக முக்கிய காரணங்கள், மன அமைதி, மனமகிழ்ச்சி, இருதயத்தை பாதுகாக்கும் கவசம். வந்ததை எண்ணி வருந்தாமல், வருவது நன்றாகவே இருக்கும் என மன நிம்மதியோடு வாழ்வது நல்லது. இன்னும் நிறைய காரணங்கள் இருந்தாலும் இவை முக்கிய காரணங்கள்.

மாரடைப்பைத் தடுப்பது எப்படி ?

மாரடைப்பை பின் வரும் 10 கட்டளைகளால் தவிர்க்கலாம்:
1. புகைபிடிக்கக்கூடாது : புகை சம்பந்தமான எந்த பொருளையும் உபயோகிக்க கூடாது; புகை பிடிப்பவர்க்கு பக்கத்தில் கூட நிற்க்ககூடாது
2. சர்க்கரை நோய் கட்டுப்பாடு: அறிகுறி இல்லாதபோதே இருதயபரிசோதனை
3. இரத்த அழுத்தக்கட்டுப்பாடு : சரியான மருந்துகள்; மருத்துவர் ஆலோசனைப்படி
4. உணவுக்கட்டுப்பாடு : கொழுப்பில்லாத உணவு. தினமும் காய்கறிகள் பழங்கள்
5. உடல் பருமனைக் குறைத்தல்: இடுப்பின் சுற்றளவை குறைத்தல்
6. தினமும் உடற்பயிற்சி: (1-2 மணி நேரம் குறைந்தது)
7. மன அமைதி -கோபமின்மை: யோகா-தியானம் ஆகியவை செய்யலாம்
8. குடும்ப வழியில் மாரடைப்பு (50 வயதிற்கு முன்) உள்ளவர்கள் பரிசோதனை செய்து கொள்ளவேண்டும்
9. பெண்கள் சர்க்கரை நோய் இருந்தாலும், மாதவிடாய் நின்றபிறகும் இருதயத்தை பரிசோதனை செய்துக்கொள்ள வேண்டும்
10. மேற்கொண்ட முறைகளை கடைப்பிடித்தும்; மிக அரிதாக மாரடைப்பு வரலாம்; வந்தால் அதை எதிர்கொள்ளும் மனதைரியம் வேண்டும்.

80 வயதுக்கு மேல் வாழ :

1. தினமும் 80 நிமிடங்கள் உடற்பயிற்சியும், யோகாவும்
2. இடுப்பு சுற்றளவு 80cm கீழ்
3. புகை பிடிப்பவரிடமிருந்து 80mtr. தூரம்
4. ஸிம்ஸி கெட்ட கொழுப்பு 80mg.கீழ்
5. கீழ் இருக்கும் இரத்த அழுத்த அளவு 80mmhg.
6. கடலை பருப்புகள் 80mg. மூன்று நாளைக்கு ஒரு முறை
7. இரத்த சாக்கரையின் அளவு 80mg. கீழ் (வெறும் வயிற்றில்)
8. வாகனங்களில் வேக அளவு மணிக்கு 80கிமீ க்கு கீழ்
9. தினமும் 80mg.ஆஸ்பின் மாத்திரை (இதய நோயாளிகள்)
10. தினமும் 80 நிமிடங்களுக்கு குறைவாக தொலைக்காட்சி பர்ப்பது

முடிவுரை:

உலகத்திலேயே இந்தியர்களுக்குத்தான் அதிக அளவில் மாரடைப்பு வருகிறது. இது சிறு வயதிலேயே தாக்கி, மிகவும் கடுமையாக பாதிக்கிறது. அதனால் மாரடைப்பை பற்றி தெரிந்து கொண்டு, அது வரக்கூடிய காரணங்களை அறிந்து கொண்டு, அது வராமல் தடுக்கக்கூடிய செயல்களை கடைப்பிடித்து ஆரோக்கியமான நல்வாழ்வு வாழ வேண்டும்.

உலகிலேயே சிறந்த மருத்துவர்கள் யஸர்?

மருத்துவர் - உணவு
மருத்துவர் - மன அமைதி
மருத்துவர் - மனமகிழ்ச்சி
மருத்துவர் - உடற்பயிற்சி

CONCEPT NOTE FOR STALLS

Concept
Where are we heading?
Cool or Fool?
பாரம்பரிய உணவு
General Fitness
என்னைத் தெரியுமா?
கீரையும் நாங்களும்
Stress and Performance
உணவு கோபுரம்
Is your water clean?
Are you Fit?
புகையிலை உணவுப் பொருளா? போதைப் பொருளா?
Test your Food
உடற்பயிற்சியும், வலி நிவாரணமும்
பொம்மலாட்டம்
Natural Diet for Healthy Living
நோய்கள் விற்பனைக்கு
Adolescent Hygiene
Be Hale and Healthy by Yoga
பாதுகாப்பான உணவு
Oral Hygiene
Safe Roads

Where are we heading?

Focus Area : Diet & Nutrition

Abstract : The role of diet and nutrition deserves special consideration in today's fast paced lifestyle. The concept traces the metamorphosis in dietary habits from the days of yore to current day ever-hungry denizens (netizens). Primitive man's diet for the most part, consisted of raw food which abounded in fibers, and served as a natural cleansing tool. On the other hand, modern day dietary intake overflows with junk foods, sugar rich beverages and chocolates-all just vying to stick to the tooth surfaces, causing harm over a period of time. Thus, the aim is to highlight the sad plight of awareness amongst today's modern youth with regard to dietary lifestyle and the possible harm it could entail to the oral cavity and in turn the individual's general health. The concept will demonstrate to the general public about the ill effects of modern day dietary habits (like junk food and soft drinks) on oral and systemic health.

Expected Outcome: To enhance behavior change through greater understanding about the ill effects of modern day dietary habits and the effects on oral and systemic health.

Is Tobacco a food or Drug?

Focus Area : Substance Abuse

Abstract : The use of tobacco can cause a host of problems. One well-known fact about cigarettes is that a single cigarette contains over 4,000 chemicals. It is one of the major risk factors for a number of chronic diseases, including cancer, lung diseases, and cardiovascular diseases. No one wants to purposefully put harmful chemicals in their systems, so learning about the chemicals cigarettes contain and the effects they can have on the body is a good way to contemplate whether to use tobacco in the first place. So is tobacco food or a drug? There are many myths which surround the use of tobacco. In order to help the public distinguish the difference between the two, obtaining the perceptions of the youth become important to enhance the level of awareness in the way they see tobacco.

Expected Outcome : Create an awareness of the contents of smoking and smokeless tobacco. To raise awareness about the Food Safety and Standard Act, the rights of the consumers, right to know, right of life and personal liberty and to make the public aware of the misconception about spending time and money at the consumer court.

Traditional Food

Focus area : Diet & Nutrition

Abstract : Traditional food like Millets have been important food staples in human history, particularly in the poor, semi-arid tropics of Asia and Africa. they grow in harsh environments where other crops do not grow well. Improvements in production, availability, nutritional content, storage and utilization technology for millents may significantly contribute to the household food security and nutrition of the inhabitants of these areas. India is the world's largest producer of millets. In the 1970s, all of the millet crops harvested in India were used as food staple. By 2000s, the annual millets production had increased in India, yet per capita consumption of millets had dropped by between 50% to 75% in different regions of the country. In 2005, the majority of millets produced in India were used for alternative application such as livestock fodder and alcohol production. It is therefore important to create awareness among the Youth in understanding the nutritional values in our local traditional food systems. Nourishing our tradition is relevant today with the increasing burden of diabetics, cancer, blood pressure, respiratory diseases and heart attacks triggering by the injudicious intake of junk and fast food.

Expected Outcome : An opportunity for the Youth to know and adopt diverse food by tasting dishes made from traditional paddy varieties, pulses and nutri-millets

General Fitness

Focus Area : Health & Fitness

Abstract : General Fitness Training works towards broad goals of overall health and well-being, rather than narrow goals of sport competition, larger muscles or concerns over appearance. A regular moderate workout regimen and healthy diet can improve general appearance markers of good health such as muscle tone, healthy skin, hair and nails, while preventing age or lifestyle-related reductions in health and the series of heart and organ failures that accompany inactivity. A Sedentary lifestyle can cause obesity and can lead to lifestyle disorders like Alzheimer's disease, atherosclerosis, asthma, cancer, chronic liver disease or cirrhosis, Type-II diabetes, heart disease, metabolic syndrome, chronic renal failure, osteoporosis, storke, depression and obesity can be prevented or controlled by fitness.

Expected Outcome : To encourage the youth to understand the importance of fitness in order to live life to the fullest.

Do you know me?

Focus Area : Diet & Nutrition

Abstract : Millets are small-seeded grasses that are hardy and grow well in dry zones as rain-fed crops, under marginal conditions of soil fertility and moisture. Millets are also unique due to their growing season. They can develop from planted seeds to mature, ready to harvest plants in as little as 65 days. This is important in heavily populated areas. Millets are highly nutritious, non-glutinous and not acid forming foods. Hence they are soothing and easy to digest. They are considered to be the least allergenic and most digestible grains available. Compared to Paddy rice, especially polished Paddy rice, millets release lesser percentage of glucose and over a longer period of time. Millets are particularly high in minerals like iron, magnesium phosphorous and potassium. Finger millet (Rgi) is the richest in calcium concent, about 10 times that of Paddy rice or wheat.

Expected Outcome : Appreciate, understand and adopt consumption of millets on a daily basis, and advocate the same to others.

Greens and you

Focus Area : Diet & Nutrition

Abstract : Any discussion on health and wellness is not complete without a discussion on the uses of fibrous food in our daily diet plan. A fiber rich diet ensures our overall health. One of the important sources of fiber is green leafy vegetables. They include greens also. Some of the greens are methi, spinach, radish leaves, agathi, manathakkali, amaranth, thoodhuvalai, ponnanganni and vallarai, etc. These greens not only provide dietary fiber that maintain bowel movement but also a full array of vitamins, minerals, enzymes, proteins. Greens have medicinal as well as nutritional values. So consume greens and be healthy.

Expected Outcome : An understanding of the consumers current distance from actually healthy food practice, source and sense

Stress and Performance

Focus Area : Health & Fitness

Abstract : Stress is induced by forces from the inside or outside world affecting the individual. The individual responds to stress in ways that affect onself as well as their environment. Most often performance is affected when people undergo stress. Stress also leads to poor self management and increases the risk of Hypertension, Coronary Heart disease and many other physical illnesses, and psychological disorders such as anxiety and panic attacks. Impact of stress can be immediate, short term and long term progressively adding to physical and mental ill-health. The myth concerning stress is that it is viewed as a big or life threatening event. but in today's world simple and day to day events contribute to stress.

Expected Outcome : Greater awareness of what causes stress and how to manage it.

Stress Management

Focus Area : Health & Fitness

Abstract : If stress happens too often or lasts too long, it can have bad effects. It can be linked to headaches, an upset stomach, back pain, and trouble sleeping. It can weaken one's immune system, making it harder to fight the diseases. If one already has a health problem, stress may make it worse. It can make one moody, tense, or depressed. One's relationships may suffer, and one may not do well at work or school. Relaxation Techniques such as Jacobson's relaxation, Autogenic Relaxation and Visual Imagery with simple instructions practiced regularly can offset the impact of stress to a great extent.

Expected Outcome : create an awareness that stress can be and should be managed.

Is your Water clean?

Focus Area: Hygiene – Personal & Environment

Abstract: The Bureau of India Standards has prescribed standards for potable water in India. Most of our drinking water sources are contaminated either by pollution or by other environmental factors. Concentration of various salts in the drinking water in excess or beyond the prescribed limits causes many diseases such as cardiovascular problem due to excess of hardness, haemochromatosis due to excess of iron, dental fluorosis in case of high concentration of fluoride. Even packaged drinking water available in India is also contaminated and not dependable in many instances.

The portable water testing kit developed by the CPREEC is user friendly without the hazels of name of chemicals and reactions. A secondary level school child can use the testing kit and ascertain water quality for ten parameters pH, chloride, total hardness, alkalinity, sulphate, phosphate and iron. The qualitative analysis of drinking water serves as a pointer for further confirmatory. Presence of pathogenic microbes in portable water causes varying diseases like cholera, typhoid fever, dysentery, botulism etc. Hence the microbial safety of portable water is detected through the Hydrogen sulphide test kit.

Expected outcome: the young visitors understands and imbibes knowledge on the importance of water for drinking, drinking water hygiene habits, the health impacts of various pollution through water, remedial measures for improving the drinking water quality and the responsibility of protecting water for their health.

Are you fit?

Focus Area: Exercise & fitness

Abstract: Adolescent and young adulthood is characterized by rapid increase in height and weight, hormonal changes, sexual maturation and wide swings in emotion. Adolescent growth spurt starts at about 10-12 years in girls and two years later in boys. The annual peal rates for height and weight are 9-10cm and 8-10 kg. Development of critical bone mass is essential during this period as this forms the ground for maintaining mineral integrity of the bone in later life. The pattern and proportion of various body components like body water, muscle mass, bone and fat increase during the adolescence to reach adult values by about 18 years. Adolescent girls are at greater physiological stress than boys because of menstruation. Their nutritional needs are of particular importance as they have to prepare for motherhood. All these rapid anabolic changes required more nutrients per unit body weight. In addition to consumption of a nutritious well balanced diet, appropriate lifestyle practices and involvement n physical activity such as games/ sports should be encouraged among adolescents.

Expected outcome: Individual awareness of their level of fitness and orientation to adopt healthy lifestyle practices.

Cool or Fool?

Focus Area: Diet & nutrition

Abstract: Acid erosion (dental erosion), is the irreversible loss of tooth structure due to chemical dissolution by acids not of bacterial origin. Dental erosion is the most common chronic disease of children ages 5-17, although it is only relatively recently that it has been recognized as a dental health problem. There is generally widespread ignorance of the damaging effects of acid erosion. Erosion is found initially in the enamel and, if unchecked, may proceed to underlying dentin. Carbonated or aerated drinks normally contain acids that can dissolve the enamel of teeth. The pH levels of the aerated drinks are between 2.5 to 4.0. Any solution with a pH level below 5.0 is strong enough to cause erosion in our teeth. The most common offenders in aerated drinks are phosphoric acid and citric acid. Sipping the drinks slowly will only prolong the exposure of the teeth to acid and will only cause more damage to one's tooth enamel.

Expected outcome: People would think about enamel erosion before consuming aerated drinks.

Test your food

Focus Area: Diet & Nutrition

Abstract: Nowadays adulteration of food items has become common. People consume readymade food, packet food items, without the knowledge of the adulterants. Adulterants are so dangerous that they can cause anything from a simple stomach pain to deadly cancer. It is important to create awareness about some of the adulterants used in foods of daily consumption and the way(s) to test it with the help of a home kit.

Expected outcome: To bring an awareness of food adulteration and the ways to detect it.

Pain Relief through Exercise

Focus Area: Exercise & fitness

Abstract: The last thing anyone wants to do when in pain is exercise. However, mental and physical discomfort shouldn't always be used as an excuse to slow down. In fact, many times, the desire for bed rest may actually be counterproductive. Everyone can benefit from stretching the soft tissues. Three simple exercises for pain relief is suggested, such as standing on one leg with eyes closed, one for upper back pain and other for neck pain relief. These exercises help to reduce Hypertension, high blood sugar or diabetes, neck and spinal diseases and prevent dementia.

Expected Outcome: The main objective is to make the general public adopt these simple exercises to suit their needs.

Diseases for sale

Abstract: Alcohol (ethanol) is a clear; volatile liquid that burns (oxidizes) easily. There is a strong correlation between alcohol consumption and an increased risk of developing alcoholism, cardiovascular, diseases, malabsorption, chronic ancreatitis, alcoholic liver disease, and cancer. WHO Expert committee has categorically stated that " Alcohol is No Ordinary commodity", but a special one due to its three distinct mechanisms namely a) Physical Toxicity, b) Intoxication c) Dependence/addictive property. The Alcohol market attracts the youth in large numbers by enticing them to celebrate Good Times like Kings. They market alcohol in attractive and glamorous ways completely masking its its potential dangers. Naturally, youth and even adolescents who like to experiment and experience fall a prey to the market driven hype in droves. Peer pressure too adds to the numbers. But, an extensive study undertaken by a panel of Health Institutions under AIIMS across the cities in India has revealed that even small dosage of alcohol consumption can be harmful to Indians and that even moderate drinking can increase the risk of Coronary Heart Disease by 60%.

Expected Outcome : To make the Visitors (students and the youth) to understand the various health consequences on account of the unregulated drinking habit and alcohol abuse.

Food Pyramid

Focus Area : Diet & Nutrition

Abstract : Nutrition is a basic human need and a prerequisite to a healthy life. A proper diet is essential from the very early stages of life for proper growth, development and to remain active. The recommended dietary allowances (RDA) are nutrient-centered and technical in nature. Apart from supplying nutrients, foods provide a host of other components (non-nutrient phytochemicals) which have a positive impact on health. Since people consume food, it is essential to advocate nutrition in terms of foods. rather than nutrients. Emphasis has, therefore, been shifted from a nutrient orientation to the food based approach for attaining optimal nutrition. Dietary guidelines through food pyramid are a translation of scientific knowledge on nutrients into specify dietary advice. They represent the recommended dietary allowances of nutrients in terms of diets that should be consumed by the population.

Expected Outcome : A practical, dynamic and flexible understanding of the recommended foods.

Adolescent Hygiene

Focus Area : Hygiene - Personal & Environment

Abstract : Personal Hygiene is the first step to good health. As teens go through numerous changes that happen during this period they face many challenges with respect to their personal hygine, such as increased perspiration, oily face, greasy hair, etc. The hygiene needs very differently for boys and girls. From hand washing to proper showering, teens need to be well educated about their personal hygiene to prevent infections and lifestyle related diseases.

Expected Outcome : Adopting simple and practical ways to improve personal hygiene.

Be Hale and Healthy through Yoga

Focus Area : Health & Fitness

Abstract : The 6000 years old ancient yoga art imparts healthy life. Yoga makes us healthy, happy and relaxed by practicing asanas, pranayamas and meditation. Our greatest saints, reishis and other siddhas have formulated all the diseases (totalling 4448) around the world, which will be prohibited by yoga. If one does yoga everyday one can become healthy without disease can affect those who do yoga reularly.

The WHO recommends yoga as a medicine for all health disorders. Yoga is very good remedy modern world. Yoga helps us lead a disciplined life. Yoga makes us understand what to eat and how to live changes our aptitude, thoughts and life style in constructive way.

Expected Outcome : Create an affinity to try and adopt Yoga in their life.

Oral Hygiene

Focus Area : Hygiene - Personal & Environment

Abstract : Oral hygiene is the practice of keeping the mouth clean and healthy by brushing and flossing to prevent tooth decay and gum disease. The purpose of oral hygine is to prevent the build-up of plaque, the sticky film of bacteria and food that forms on the teeth. Personal and Professional Oral Care methods are explained with practical and effective brushing and flossing techniques. A discussion with the public about the important and the usage of mouth wash is also projected in the stalls.

Expected Outcome : The objective is to raise awareness about oral hygiene and to recommend healthy habits that bring in a behavior change.

Road Safety

Focus Area : Hygiene: Personal & Environment

Abstract : Road accidents are amongst the biggest health menace tormenting the developing world. They are the 9th leading cause of death in the world and going by this rate it is expected to become the fifth leading causes of death in the world by 2030. Chennai is second only to Delhi in the number of recorded fatalities amongst all urban centres in the country which is around 1400 people, every year for the last two years.

The high rate of vulnerability could be attributed to the lack of appropriate infrastructure for the pedestrians and cyclist. With the advent of new modes of public transport (metro, mono rail and BRTS) in the city, government will have to ensure better accessibility for it to be successful. Many countries like Netharlands and Denmark which were earlier car dependent have switched to cycling and public transport by stressing on creating the requisite infrastructure for cycles and pedestrians and prioritizing people over motor vehicles. The visitors would be asked to fill a one page survey form asking about the route they take to work/school and power point presentations would highlight the increasing number of road accidents in the city and its emergence as a major health hazard.

Expected Outcome : To consider the suggestions of pedestrians, cyclist and vulnerable road users in order to create a motor livable city by eliminating road accidents.

Creating awareness among younger generation on food borne diseases through setting up ethnic food court.

Focus Area: Awareness creation on consuming safe food for health life

Abstract: The aims and objectives of having Ethnic Food Court is mainly to create awareness among the Youth in understanding the type of food that are produced in our country, the impact on the intake of fast food and junk food, the causes for the ever increasing hazardous food borne diseases, the nutritional values in our local traditional food systems, how to nourish our tradition and food culture for a healthy country and the need to bring a change to address the ever increasing food borne diseases like diabetics, cancer, blood pressure, respiratory diseases and heart attacks.

Expected outcome: A section of Consumers and Children who visited our stall will design vegetable home gardens with the backyard space and roof top available and try to practice organic methods and produce some vegetables and greens for their daily kitchen needs. Thus, an increased understanding among youth on the importance of safe food from consumers around Trichy. Consumer Forum will demand for the complete ban for hazardous pesticides used in agriculture with the State authorities. Likewise, the students will demand the inclusion of diversified food, especially millets and pulses in the mid day meals with the school and educational authorities.

Solar Water Disinfection (SODIS)

Focus Area: Health – Preventing water borne infections and reducing diarrheal morbidity.

Abstract: Solar water disinfection – SODIS method is a simple procedure to disinfect drinking water. Contaminated water is filled in a transparent PET bottle or glass bottle and exposed to the sun for 6 hrs. During this time, the UV radiation of the sun kills diarrhea generating pathogens. The SODIS method helps to prevent diarrhea and thereby is saving lives of people.

Expected Outcome: Government would accept and promote SODIS as one of the Household Water Treatment and Storage methods. Behaviour change among the community to use treated water and adopt appropriate hygiene methods to prevent water borne diseases.

CHILDREN AGAINST TOBACCO- CAT

Focus Area: Awareness on the ill effects of tobacco and its surrogate products

Abstract: Children Against Tobacco (CAT) is a student network which was initiated by the MACT through the children movement to work towards a tobacco free environment. Through intensive sensitization in these activities it creates good-will ambassadors and advocates fighting against tobacco.

Expected Outcome: Informative, Stay Away from the products produced by ITC, carry the message home and make others aware about it. Stay away from those smoking.

ANCIENT GAMES

Focus Area: Health- soul, eye and brain

Abstract: An ancient game which helps an individual in his health ie by concentration, training of eye movement and playing. Thus involving the mind body and soul to work together. There would also be a sale of this game along with a book which tells about other new games. The game Dhayam helps o develop and keep health the neurological system of an individual and the game palaguzhi involves the exercise for the eye movement and helps to improve the concentration of an individual.

Expected Outcome: People would learn about the ancient games and is also a healthy game unlike the today's popular addicting games which spoils the health of People.

Industrial Waste Management (waste water treatment process)

Focus Area: Treating sewage water from home, industry and making it reusable for drinking, agriculture and producing electricity

Abstract: Water is the elixir of Life. Increase of industries produce lot of toxic water along with the unwanted chemicals.Housing plots also discharge a lot of unclean and sewage water which causes an unhealthy stagnation leading to diseases. So there is a dire necessity to bring out a process to purify the water and use it for multiple purposeful usages.

Waste water technologies constitute the 2nd largest component of the global environmental industry. Waste water treatment is a unique combination of Environmental engineering and Chemistry. Such projects are not only result oriented but cost effective also.

Sections of treating waste water: Preliminary Treatment, Primary treatment, secondary treatment, tertiary treatment, Sludge treatments are allowed to treat the waste water.

Expected outcome: Farming can be done in industrial areas; supply of electricity for domestic purpose, drinking water availability can be applied in petroleum and power plants, Pharmaceuticals and fertilizers, pulp and paper and yarn, textile, latex and tanneries, hospitality and hospital and Dairy food and beverages.

Food Pyramid & Food Plate

Periyar Maniammai University, Thanjavur

Presenter : Dr. A.Ramoli Elizabeth, Professor (Biotech)

Focus Area : Diet and Nutrition

Abstract: Nutrition is a basic human need and a prerequisite to a healthy life. A proper diet is essential from the very early stages of life for proper growth, development and to remain active. The recommended dietary allowances (RDA) are nutrient-centred and technical in nature. Apart from supplying nutrients, foods provide a host of other components (non-nutrient phytochemicals) which have a positive impact on health. Since people consume food, it is essential to advocate nutrition in terms of foods, rather than nutrients. Emphasis has, therefore, been shifted from a nutrient orientation to the food based approach for attaining optimal nutrition. Dietary guidelines through food pyramid are a translation of scientific knowledge on nutrients into specific dietary advice. They represent the recommended dietary allowances of nutrients in terms of diets that should be consumed by the population.

Expected Outcome : A practical, dynamic and flexible understanding of the recommended foods.

Display of traditional crop varieties and create awareness among younger generation about the benefits of preserving our traditional, local crop varieties

Focus area: Nurturing traditional agriculture based food systems

Abstract: The aims and objectives of having EXHIBITION STALL is mainly to create awareness among the Youth about the crop and food diversity in our State and how to engage them in preserving our traditional crop varieties.

Expected outcome: Increased awareness among youth on the diversity of our food crops, its values and health benefits.

The student's nature clubs in Schools and Colleges will contact us for further planning, a talk show in their schools and colleges and other joint programme will be evolved.

The youth will have a better understanding on the importance of consuming local food grains.

Importance of Breakfast

Breakfast appears to act as a wake - up call for your body's metabolism stimulating it to burn more calories. Breakfast eaters had metabolic rates 3 to 4 percent above average, while breakfast skippers had sluggish rates, 4 to 5 percent below average. That means, that in the course of a year, breakfast skippers will "conserve" 10 to 15 pounds of body fat.

Studies show breakfast improves your overall health and well-being, as well as your longevity. It reduces fatigue and sleepiness in the mid-morning hours, reduces the incidence of chronic disease, helps banish away the blues, improves concentration, increases alertness and helps one function more efficiently. Academic performance and creativity is generally better when breakfast is consumed.

Some people skip breakfast in an effort to lose weight, but the practice is more likely to cause weight gain than weight loss. Skipping breakfast is strongly linked to the development of obesity. Studies show that overweight and obese children, adolescents, and adults are less likely to break the fast each morning than their thinner counterparts. As skipping meals sets up with extreme hunger pans later in the day resulting in excess calorie intake.

Breakfast Tips :

- If you are not a breakfast eater, begin with whole wheat toast and/or a piece of fruit. In a few days, add more food.
- if you really don't like to eat breakfast, you can split it up into two smaller meals.
- Plan wisely for a healthy breakfast. Many prepared without excessive sugar, salt, fat and additives.
- Choose a cereal with atleast 3-5 grams of fibre and less than 5 grams of sugar per serving.
- Choose bread with atleast 2 grams of dietary fibre per slice.

Ways to avoid breakfast skipping

- Stock your kitchen with healthy breakfast opitons;
- Perpare as much as you can the night before (gets dishes and utensils ready, cut up fruit.)
- Wake up 10 minutes earlier;
-Let kids help plan and prepare breakfast: and
-Have grab-and-go alternatives (fresh fruit, individual boxes of cereal, yogurt) on days when there is little or no time to eat.

So, take time to eat a large, balanced breakfast. It's a good investment of your time.

- Ms. Gomathy.R, Nutritionist

HOME KIT TO DETECT FOOD ADULTERATION

Name of the coordinators: Mr.K.G. Sanjeeve Babu and Mrs.R.Chitra, Guru Nanak College.

Food Adulteration is an act of intentionally debasing the quality of food offered for sale either by the admixture or substitution of inferior substances or by the removal of some valuable ingredient.

The following is a list of the day to day food items, the adulterants and the appropriate measures used for testing :

No			
1.	Coffee Powder	Tmarind seed, Date seed powder	Sprinkle the coffee powder on a filter paper and adda solution of sodium carbonate Red Coloration shows the presence of an adulterant.
2.	Tea	Used up tea leaves, colored outer coats of dal and some colorants	Sprinkle the tea powder on a wet filter paper, Color separation shows of adulteration
3.	Milk	Strach powder	Add a little water to the sample and hboil for a few minutes. Cool and iodine solution blue colouration shows the presence of starch.
4.	Sugar	Chalk powder	Dissolve the sugar in a glass of water-chalk powder will not dissolve
5.	Common salt	Chalk powder or white powdered stone	Dissolve the salt in water chalk powder and the other impurities will not dissolve.
6.	Dhal	Turmeric Powder	Add water to a little dal yellow coloration of water shows the presence of an adulterant.
7.	Ghee and Butter	Mashed potatoes and other scratches	Add a little of iodine solution to the sample. Blue coloration shows the presence of starch.

8.	Turmeric powder	Non-permitted colorants	To the sample add concentrated hydrochloric acid and dilute with water-Magenta red coloration shows the presence of an adulterant.
9.	Chilly Powder	Brick Powder	Add water to the powder and shake-Brick powder settles down
10.	Honey	Invert sugar	Add resorcinol and hydrochloric]acid-Red color formation indicates the presence of invert sugar
11.	Juices	Non-permitted colors	To the sample add hot water and to the separated coloring material add a few drops of concentrated hydrochloric acid-pinkish red color shows the presence of adulterant.
12.	Black pepper	Papaya seed	Examine with a magnifying lens - papaya seeds are oval, blackish brown in color
13.	Jaggery	Washing soda	Add few drops of concentrated hydrochloric acid. Brisk effervescence indicates the presence of washing soda.

World No Tobacco Day 2012
Make everyday World No Tobacco Day

THEME - Tobacco industry interference

From the WHO website.... Link http://www.who.int/tobacco/wntd/2012/announcement/en/index.html

16 September - 2011 - The World Health Organization (WHO) selects “tobacco industry interference” as the theme of the next World No Tobacco Day.

The campaign will focus on the need to expose and counter the tobacco industry’s brazen and increasingly aggressive attempts to undermine the WHO Framework Convention on Tobacco Control (WHO FCTC) because of the serious danger they pose to public health.

Tobacco use is one of the leading preventable cause of death. The global tobacco epidemic kills nearly 6 million people each year, of which more than 600,000 are people exposed to second-hand smoke. Unless we act, it will kill up to 8 million people by 2030, of which more than 80% will live in low- and middle income countries.

As more and more countries move to fully meet their obligations under the WHO FCTC, the tobacco industry’s efforts to undermine the treaty are becoming more and more energetic. For example, in an attempt to halt the adoption of pictorial health warnings on packages of tobacco, the industry recently adopted the novel tactic of suing countries under bilateral investment treaties, claiming that the warnings impinge the companies’ attempts to halt the adoption of pictorial health warnings on packages of tobacco, the industry recently adopted the novel tactic of suing countries under bilateral investment treaties, claiming that the warnings impinge the companies attempts to use their legally-registered brands.

Meanwhile, the industry’s attempts to undermine the treaty continue on other fronts, particularly with regard to countries’ attempts to ban smoking in enclosed public places and to ban tobacco advertising, promotion and sponsorship.

World No Tobacco Day 2012 will educate policy-makers and the general public about the tobacco industry’s nefarious and harmful tactics. It will also be in keeping with the letter and the spirit of the WHO FCTC. The preamble of the treaty recognizes “the need to be alert to any efforts by the tobacco industry that have a negative impact on tobacco control efforts”.

In addition, Article 5.3 of the treaty states that “in setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law”.

Furthermore, the guidelines to the implementation of Article 5.3 state that Parties are recommended to “raise awareness about... tobacco industry interference with Parties ‘ tobacco control policies”.

On World No Tobacco Day 2012, and throughout the following year, WHO will urge countries to put the fight against tobacco industry interference at the heart of their efforts to control the global tobacco epidemic

> Reversing this entirely preventable epidemic must now rank as a top priority for public health and for political leaders in every country of the world.
>
> Dr. Margaret Chan, WHO Director-General

With Best Compliments from

CAMPION OLD BOYS’ ASSOCIATION, TRICHY.

With Best Compliments from

DHARMARAJ TRANSPORTS, TRICHY.

Way Forward..

- Transform Youth Health Mela (YHM) Into a mass Movement.
- To expand the network to include greater participation from a variety of organizations with similar values in the YHM platform.
- YHM will serve as a platform for Individuals / Organizations with credible and genuine intent to advocate their cause for the greater good of te society.
- To advocate for a tobacco and alcohol control policy.
- To create a strong platform to enact a superior Public Health Act.
- To Create Tobacco and Alcohol free educational institutions.
- To develop healthy food policies for educational institutions and corporative offices.
- To introduce the concept of healthy canteens and food courts in corporate offices and educational institutions.
- To ban the sale of carbonated drinks and processed foods in educational institutions.
- To develop wiliness policies for educational institutions including nutrition, education, and physical activity to promote the holistic development and well-being of the students.
- To organize wellness clubs in educational institutions towards promoting physical activity and in turn promoting mental well being as well.
- To strongly advocate an attitudinal shift in hygiene and sanitation in educational institutions and other public areas.
- To create a clean, green and pleasant educational campus to make learning fun and inculcate the values of giving back to their planet.
- To make the youth as ambassadors of change in the micro and macro level.