

HRIDAY - SHAN

A Model for Mobilizing Youth Towards
Health Promotion & Advocacy



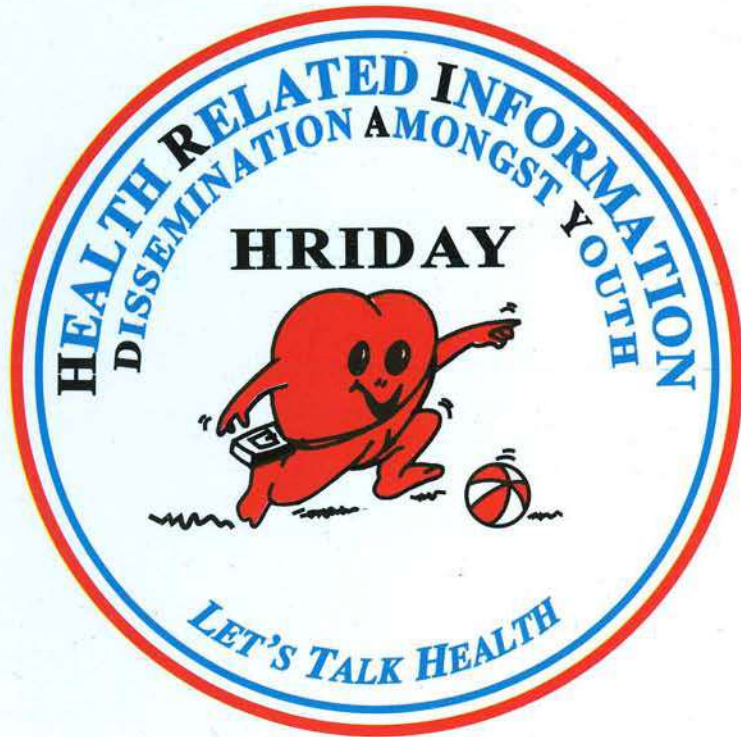
**Innovative Intervention Strategies To Involve Youth
And Enable Them To Become Effective Change Agents**



www.hriday-shan.org



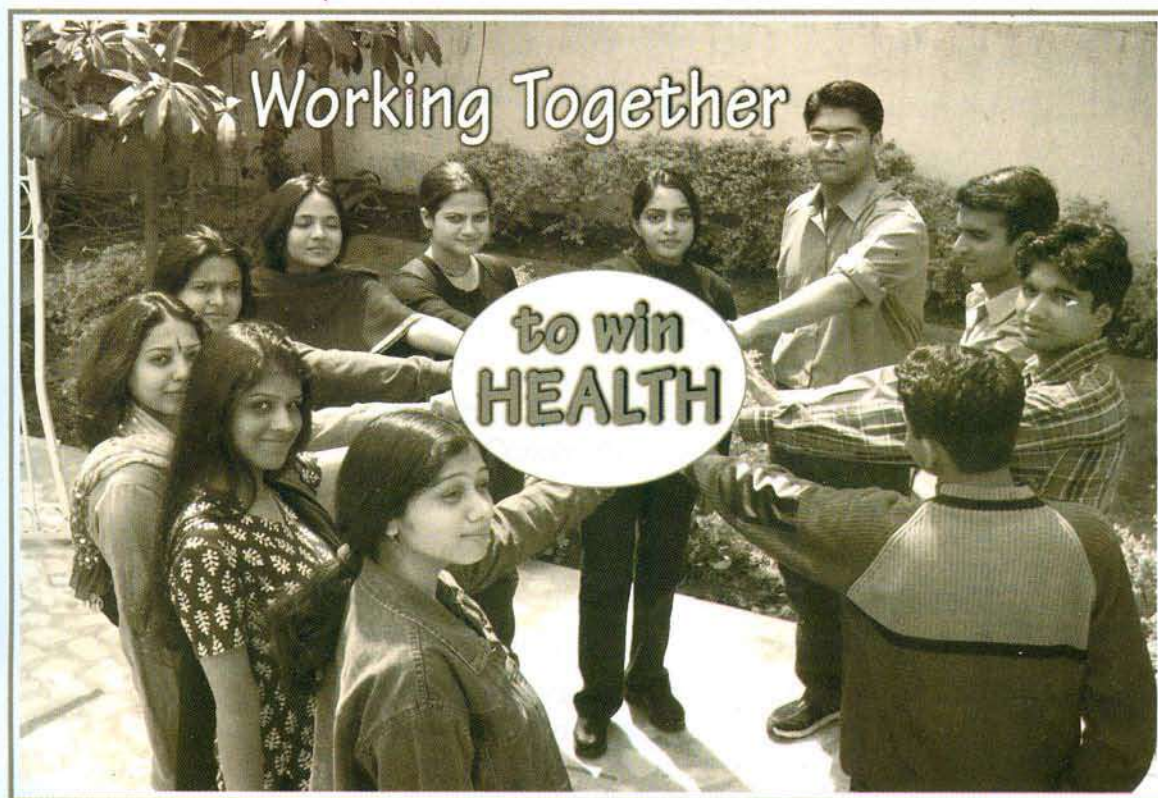
Learning the fact



Learning to act



HRIDAY-SHAN



**A Model for
Mobilizing Youth Towards
Health Promotion & Advocacy**





Brief Introduction about HRIDAY-SHAN



HRIDAY-SHAN

HRIDAY* (*Health Related Information Dissemination Amongst Youth*) and **SHAN** (*Student Health Action Network*) are two components of a voluntary organization (HRIDAY), engaged in activities aiming to promote health awareness and informed health activism among school students.

HRIDAY was born in June 1992 as a response to India's health transition, wherein altered living habits were leading to rising burden of heart disease, diabetes and cancer. Community mobilization through health education is a key element of a comprehensive public health response to this transition. Youth, in particular, had to be assisted in learning to live healthy and stay healthy.

Objectives of HRIDAY-SHAN: Awareness, Advocacy and Action on Health

1. To disseminate information related to behaviours which positively influence health (like appropriate diet and nutrition, physical activity, stress management, protecting environment and avoidance of addictions like tobacco) and prevent disorders such as heart diseases, cancers, diabetes and obesity which are caused by unhealthy behaviours.
2. To promote awareness and adoption of healthy living habits among school and college students and their families.
3. To positively alter attitudes of school and college students towards adoption of healthy living behaviours and promote a supportive environment for sustaining such behaviours.
4. To encourage school and college students to actively articulate their demands for appropriate governmental policies (legislation/regulation), which will be conducive to their present and future health.
5. To evolve consensus on health related issues among students at individual, family, school and community levels which will help protect and promote their present and future health.
6. To create a healthy environment at school, home and community levels.

HRIDAY targets school students aged (10-13 years) because behaviours get etched during early school days and can be positively influenced by providing appropriate information in an engaging manner.

SHAN is a network of high school students (14-17 years), which provides a forum for the students to discuss future policies and programmes related to various health issues and voice their demands to the policy makers.



The HRIDAY-SHAN programme has been listed as a 'best practice' model by World Health Organization and is recommended for global replication by WHO. **HRIDAY-SHAN has been awarded the WHO's Tobacco Free World Award for 2002.**

Our Vision: Healthy Youth will make Healthy Nation

The vision and mission of HRIDAY-SHAN are:

- To inform and inspire young persons to act as "*change agents*" for improving the health of our society, through actions ranging from individual to community levels.
- To this end, design, implement and evaluate strategies for actively engaging youth in addressing health related issues and share successful programme methodology with others interested in similar goals.

HRIDAY-SHAN programmes now involve 300 schools: 180 government (Public) & 120 private and 10 colleges of Delhi. The programme is being extended to 12 states/cities of India.

Bridging the Gap Between Schools and Colleges

Some of the students from the HRIDAY-SHAN family are now in colleges. HRIDAY-SHAN has designated these students as **SHAN-Ambassadors**. They are keen on extending the HRIDAY-SHAN programme to colleges, to mobilize their peer group in the area of health promotion. Young persons entering college suddenly experience independence as they move out of the restricted school boundaries and have a natural age related tendency to break free from laid restrictions or, out of sheer curiosity, would want to experiment with tobacco. To bridge the gap between schools and colleges, HRIDAY-SHAN has now extended its programme to 10 colleges of Delhi and will work to involve many more.

The essence of this effort is to ensure that college students are sensitized to opt for healthy living habits for themselves and for their families. The programme also focuses on imparting appropriate advocacy skills to this forceful group to demand health promoting policies.



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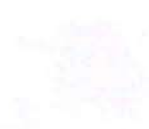
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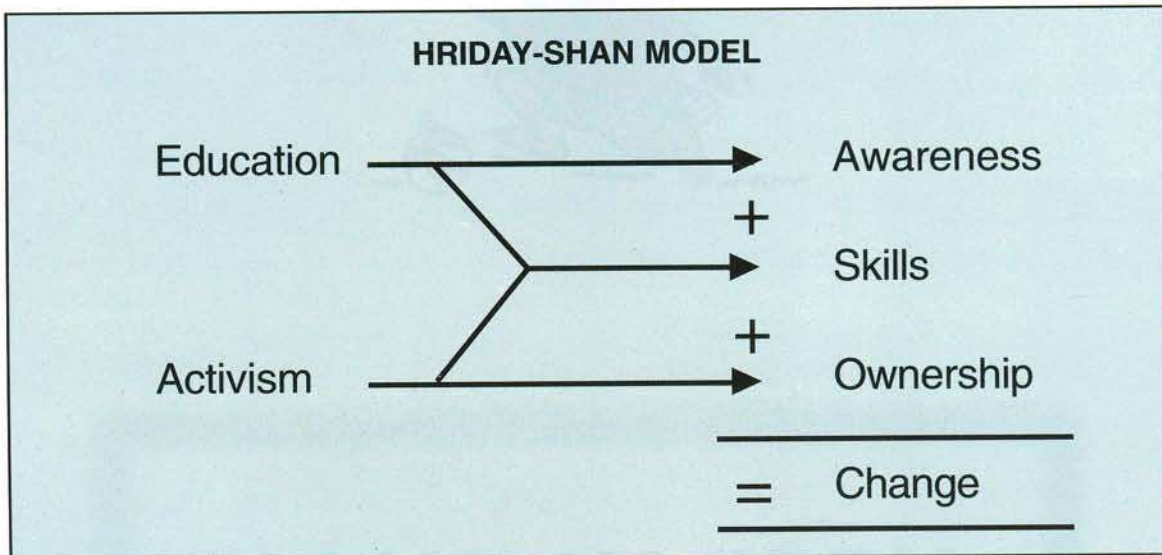




HRIDAY-SHAN MODEL



Rationale of the HRIDAY-SHAN Model



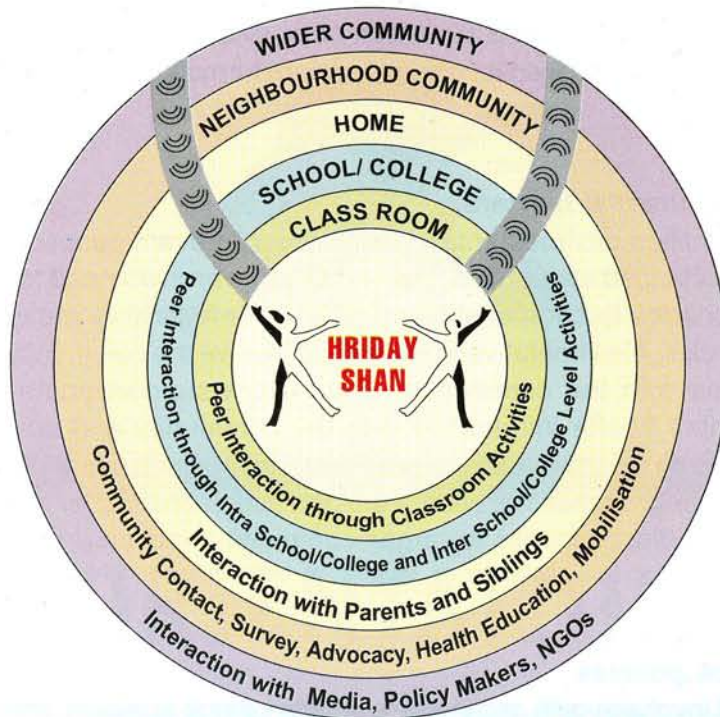
The HRIDAY-SHAN programme follows the philosophy that education imparted to people, makes them aware about various health issues. This awareness needs to be supported by appropriate skills which need to be imparted to this well informed group of youth and adults. The SHAN component of the programme imparts advocacy skills to the youth and motivates them to become effective health activists who can voice their demands on health related issues. This aspect of programme also enables these youth activists to develop a sense of ownership for these activities. Such interactions conducted regularly lead to a sustainable programme of health education and advocacy. Three outcomes of these efforts: (*awareness, skills and ownership*) bring about a positive change in terms of adopting healthy practices and changing governmental policies towards health promotion. Education and activism, together form a comprehensive programme of school health education.

The HRIDAY-SHAN programme operates at three levels:

- School
- Home
- Community

Health awareness and advocacy activities at all three levels are coordinated by HRIDAY-SHAN through schools, as they are a well organized sector which follow the teaching – learning concept of education.





SCHOOL - COMMUNITY CONNECTIONS
(INTERACTIONS AT THE NATIONAL LEVEL)

An improvement in the health of the people at the regional, national and international level is envisaged using the HRIDAY-SHAN model. This model of school-community connections starts at the individual classroom level, wherein trained Peer Leaders communicate with their classmates on health issues. As every student discusses and understands these issues, health promotion becomes an acceptable norm at the individual level. Their attitudes and commitment get transmitted to other classrooms in the same school through intra-school interactions and to other schools through inter-school activities. As a result, the network grows wider and health messages that are imparted easily transform into adopted actions. At the school level, these interactions influence the students, the teachers and the school environment (rules, norms and policies) towards health promotion. The activities aim to positively alter knowledge on health issues, change their attitudes towards health promotion and as a result provide them dexterity to adopt healthy behaviours in their life.

These impressions and interactions from schools are carried home by individual student. HRIDAY-SHAN believes, and has learnt through experience, that influencing the school environment is not enough to bring about a sustainable change in adopting healthy behaviours. Transferring learnt knowledge into behaviour requires active involvement of parents and families of these students. The home environment needs to be influenced equally. HRIDAY-SHAN programmes innovatively involve the families of the youth through Information Education Communication (IEC) material, regular interaction with parents during Parents



Teachers Association meetings and at various other foras. These activities influence: the parents, the grandparents and the siblings and ensure formation of health promoting norms in the family.

Addressing environmental barriers

HRIDAY-SHAN identified environmental barriers which prevent adoption of healthy living practices despite enhanced awareness. Several of these barriers need to be addressed by health promoting policies through enabling regulatory or legislative measures. In order to influence these policies, it is imperative to inform and involve the community. Schools enable regular interactions with the community, who in turn support youth's efforts. Youth representatives share health information with the community and advocate for health promoting policies to be adopted at every community level. Each school incorporating such community contact programmes will ensure uniform action on a larger scale. These health messages, thus get disseminated to larger community and take the form of a mass movement.

Media to influence policies

Any movement that involves youth and involves people in large numbers, attracts the attention of the media. This is the most powerful method of voicing opinions and ensuring that policy makers get interested in health issues that are of concern to the youth of the country. HRIDAY-SHAN trains the youth for these advocacy skills (media advocacy, leadership and oratory skills). These enable them to interact with the wider community: media, policy makers and other civil society groups. This helps them to effectively voice their views and demand appropriate policy changes.

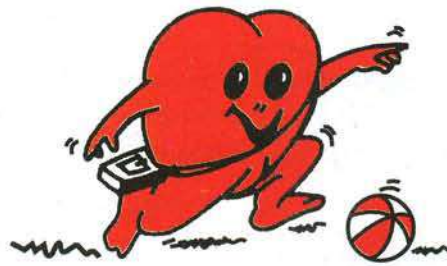
HRIDAY-SHAN model thus ensures that health information diffuses through the school, from a few Student Peer Leaders to the whole student community, and from the school into family and community settings. By adding advocacy by the youth on policy issues related to health, the model extends the outreach to the whole nation and transforms knowledge into social change - a process led by the youth and on issues owned by them!

Scientific evaluation of HRIDAY-SHAN Model

HRIDAY interventions have been scientifically evaluated and a significant positive impact of these interventions was observed on the onset of tobacco use, in young age group, wherein the intervention group showed a lower than anticipated rise in the proportion of students experimenting with smoking. The intervention also reduced offers and intentions to use tobacco in youth, in comparison with similar schools which did not have any intervention.

(Am J Health Behav 2002;26(3):173-181)





ORIENTATION WORKSHOP FOR TEACHERS



STRATEGIES FOLLOWED BY HRIDAY-SHAN

To meet its objectives, HRIDAY-SHAN uses various innovative strategies and activities that motivate the students to get involved in health promotion and health advocacy. This booklet details some of the strategies currently being followed by HRIDAY-SHAN in India.

I. ORIENTATION WORKSHOP FOR TEACHERS

Teachers have always been a key component of HRIDAY-SHAN programme. Teachers guide, correct, reward and serve as a role model for the students. They play a very important role in the early development of a child. Realizing the importance of teachers in influencing children at a young age, and also learning from HRIDAY'S earlier experiences, HRIDAY-SHAN developed a model of school health programme that is primarily steered by **teachers** and **peer leaders**. They are instrumental in coordinating and conducting this programme of health promotion in their schools and colleges. Involvement of teachers in these programmes has ensured sustainability and ownership of these programmes in schools and colleges. Usually schools/ colleges nominate teacher coordinators for the HRIDAY-SHAN programme. They belong to diverse disciplines. HRIDAY-SHAN provides training to these teachers by inviting them to an "Orientation Workshop".

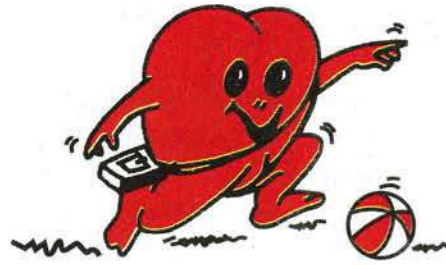


Teachers attending 'Orientation Workshop' organized by HRIDAY-SHAN

INTENT OF THE ORIENTATION WORKSHOP

The objectives of this 'Orientation Workshop' are to sensitize the teachers on various health related issues, to train them on implementing various HRIDAY-SHAN activities and using its information, education and communication material effectively.





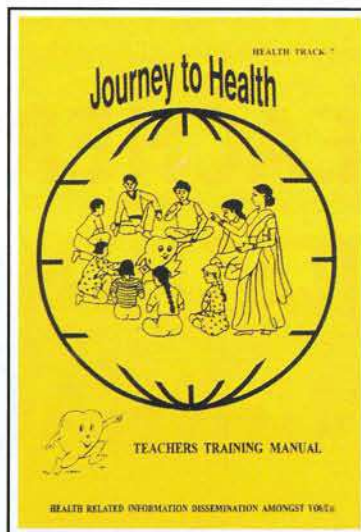
TEACHERS TRAINING MANUAL



II. TEACHERS TRAINING MANUAL (TTM)

HRIDAY-SHAN has developed a Teachers Training Manual (TTM) which is an effective IEC resource. Teachers have found it to be very informative and helpful in classrooms. This manual contains 20 activities, out of which 14 activities focus on diet and nutrition, 3 focus on tobacco avoidance and 3 focus on promoting physical activities.

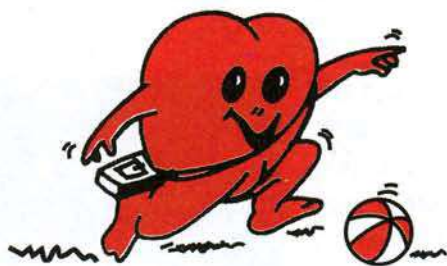
Teacher coordinators are trained to use this TTM in the orientation workshops. Teacher coordinators conduct these activities among students of grade VII (all sections), as per the action plan developed by the teacher in consultation with HRIDAY-SHAN team.



INTENT OF THE TTM

- Through the activities given in the manual, teachers can advocate the preference for healthy foods during formal and informal interactions on diet with the students.
- Teachers can use formal and non formal learning environments for reinforcing messages regarding tobacco avoidance to students.
- Through the activities given in the manual, HRIDAY-SHAN aims to achieve and sustain a positive healthy behavioural change in students.





PEER LED HEALTH ACTIVISM

PEER LED HEALTH ACTIVISM



III. PEER LED HEALTH ACTIVISM

The edifice of HRIDAY-SHAN is built on strong foundation of well trained **Student Peer Leaders** in each school. Children attending school not only learn from books and teachers, but also from their friends and seniors. This peer interaction and social learning in their miniature society motivates them to accept or reject new behaviours. A child to child approach is effective in promoting health education and motivating for health advocacy among the youth. Peer leaders can bring about immense positive change among the youth. The **Junior Peer Leaders (JPL)**, from grades 6-8 are trained for health awareness activities and **Senior Peer Leaders (SPL)**, from grades 9-11 are trained for youth advocacy and to organize discussions and debates on health related issues and policies. JPLs are trained during the student peer leader training workshops organized by HRIDAY-SHAN to disseminate the health related information, use of IEC material and for assisting the teacher coordinators in implementing the HRIDAY-SHAN programme.



Student Peer Leaders being trained at a HRIDAY-SHAN's 'Student Peer Leaders Training Workshop'

HRIDAY-SHAN also provides opportunities to SPLs to represent India in International Health Conventions. These International workshops provide a unique opportunity for students to share their experiences with youth representatives from different countries about the school health programmes, other issues related to health (health and marketing) and learn about various advocacy activities related to tobacco control around the world. These student representatives then share their experiences of international workshops with their peer group in India and with the neighborhood community.

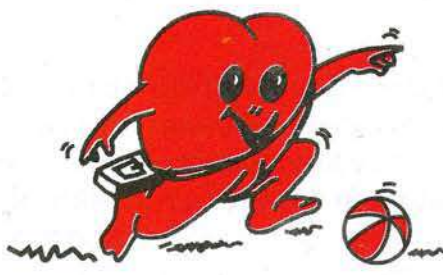


"I was trained by experts from WHO on issues related to marketing and youth at the WHO conference on Marketing and Health in Italy. This was a life time opportunity as I could share the experiences of our country with the youth from other countries. We learnt effective strategies for counteracting the marketing of tobacco products."

Kanika Kishore (SHAN Ambassador), Lady Sriam College, New Delhi, India



Several related issues...
...developed...
...This chart...
...tobacco...
...which will...

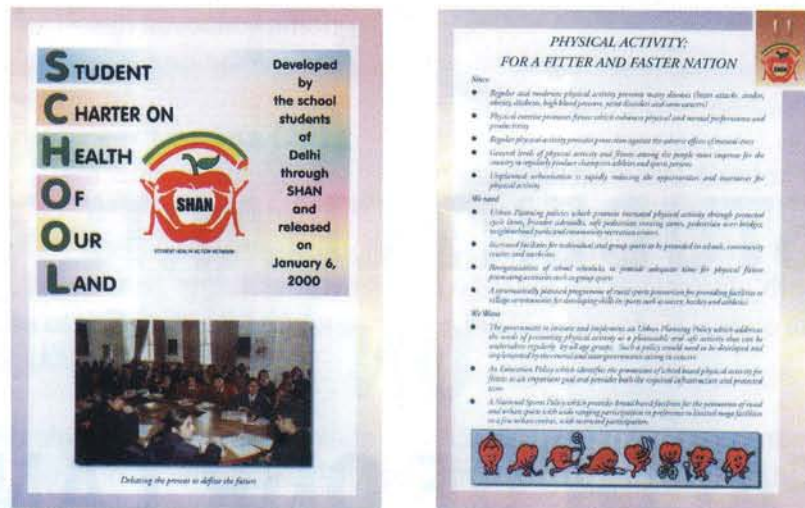


STUDENT CHARTER ON HEALTH OF OUR LAND



IV. STUDENT CHARTER ON HEALTH OF OUR LAND

HRIDAY-SHAN provides a platform to students for debating various health related issues. They critically evaluate the policies which would affect their present and future health. During one such round table discussion of youth representatives a Student Charter was developed under **project SCHOOL (Student Charter on Health of Our Land)**. This charter specifically refers to key health issues such as safe drinking water, diet and nutrition, tobacco avoidance, physical activity, environment and peace for health. In this charter, students articulate demands for appropriate governmental policy (legislation/regulation), which will be conducive to their present and future health.



This charter was presented by HRIDAY-SHAN student representatives to the Chairman of National Human Rights Commission and to the President of India. This charter has been adopted in 45 schools of New Delhi, India.



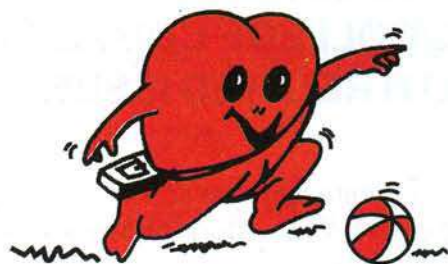
"We got an opportunity to interact with the media when the students got together and developed the Student Charter on Health of Our Land".

"During this activity, our efforts to counter tobacco advertising were accepted whole heartedly by the media and were presented in reputed newspapers."

S. Bharath (HRIDAY-SHAN Youth Representative)

Class: X^M, Kendriya Vidyalaya, No-2, Delhi Cantt, New Delhi, India





**SENSITIZING STUDENTS
THROUGH
INTRA AND INTER
SCHOOL/COLLEGE
COMPETITIONS**



V. SENSITIZING STUDENTS THROUGH INTRA AND INTER SCHOOL/COLLEGE COMPETITIONS ON VARIOUS HEALTH RELATED ISSUES

HRIDAY-SHAN organizes various intra and inter school and college **debate competitions**. Other competitions conducted in schools are **story, poetry and essay writing competitions** on various health related themes to sensitize and motivate the students.

WHY CONDUCT DEBATE COMPETITIONS?

- To sensitize and orient the youth on contemporary health issues.
- To motivate the youth to research the topics, collect data and news on related theme and to analyse the information available.
- Debate competitions help students to refine their oratory skills, discuss and debate the policies and programmes influencing health of their generation.
- Summing up sessions of these debate competitions by an expert from HRIDAY-SHAN ensure that correct health messages get reinforced among the youth.



Students participating in Debate Competition organized by HRIDAY-SHAN

"Debate competitions not only increased our knowledge by researching materials but we also improved our communication skills, which helped us in getting our ideas across fellow students, community and government."

V. Padmini (SHAN Ambassador), 1st Year, Bachelor of Mass Media and Mass Communication, Indraprastha College for Women, New Delhi, India.



Story, poetry and essay writing competitions help the students to think about the issues, express their thoughts. These thoughts register in their mind and get converted into positive attitudes and subsequently will be reflected in their adoption of healthy behaviours.

Various components of these activities are:

- Intra school competitions
- Winners of intra-school competition represent their school in an inter-school competition
- Evaluation /Judgement by experts
- Prize distribution
- Inclusion of these literary pieces in national and international newsletters

Examples of prize winning Poems, Essays and Stories

**Roshan Shankar, Student of Class VII-C,
Delhi Public School, R.K. Puram, New Delhi**

Second Prize winner of Poetry Writing competition conducted by HRIDAY-SHAN in 2001
for students of Grade VI - VIII

FATHER PLEASE GIVE UP TOBACCO

Giving and Sharing brings joy
But giving up a vice brings greater joy
It was but yesterday that we shared fond memories
Dear Father, won't you give up tobacco for our sake?

We cherish old memories of playing together
Short bursts of speed; the long race;
Panting and coughing; we are heartbroken
And then we pray that father would run away from tobacco

It sows seeds of poison
Leads to destruction of nations
Rise above angels and
Not fall below animals.
Father please give up tobacco.

Our lives will be shattered in no time
It is never too late to give up anything
Dear father, our father, please give up tobacco-just one thing.



Nishtha Singhal, Student of Class X, Apeejay Schol, Sheikh Sarai, New Delhi

First Prize Winner of Essay Writing Competition conducted by
HRIDAY-SHAN in 2001 for students of Grade IX-XII

"TOBACCO AVOIDANCE"

How can you resist if you are offered any tobacco product by a friend?

'Youth are quick in feeling, but weak in judgement'. These are the words of Homer, quoted from the Iliad.

No young man believes that he shall ever die. He believes in living life king-size and looks for excitement, adventure and enjoyment. This negligence blindfolds him and he lands into a ditch, one which gets deeper with time and darker too. This is the ditch dug up by tobacco. Those who fall into it, head towards destruction - moral, spiritual and above all physical. Robert Burton has rightfully said, "Tobacco Consumption" is the shortest way to hell and as we fall into this habit, we begin to cease to be. Then why not stay away and not start at all!"

Staying away from tobacco is very challenging, in the youthful days of our life. It requires determination and courage to decry what is a passion for our friends. It is not easy to live upto our ideals and principals when they interfere.

To offend a friend, a masterpiece of nature, is a sin. If our friend, is sailing in rickety boat heading towards an unknown, but a surely risky destination, invites us to sail by him, neither can we give up our ideals and accompany him nor can we let him sail through the stormy sea, himself. In the process of securing our own good and helping our friend out of an unending ditch, we make a fool of ourselves and become the laughing stock of our friends.

Smoking, or for that matter consumption of any tobacco product is for us, a custom which is loathsome to the eyes, harmful to the brain and dangerous to the lungs. But for those who are very deeply into it, it symbolizes style, maturity and is a part of their attitude.

Every time we refuse to smoke a cigarette offered to us by our friends, we are ridiculed and mocked by them. We feel betrayed and suspect the very foundation of our friendship and while we find it baseless, we still don't want to leave our friends. And why give up? If we are strong enough, no one can deviate us from the path, which we deem right for ourselves.

At the same time, it is unfair to neglect the state of our friends, when they offer us a tobacco product. It is the enjoyment they experience by its consumption, which makes them do so. It is a passion for them, which has conquered their sense of discretion. To prove our friendship and not let it fall apart, it is our duty to help our friends conquer this passion, which becomes an addiction and leads them to death.

Boycott of tobacco is more of a revolution, a change which once brought about will be permanent, as no one steps into the same ditch, twice... the one dug up by tobacco. Together we can and we will make a difference.



Malvika Vaywhahara
Student of VIII C, Mother's International School, New Delhi

First Prize Winner of the Story Writing Competition organized by
 HRIDAY-SHAN in 2001 for students of grade VI-VIII.

TOBACCO THE KILLER

THE PAPER THAT CHANGED MY LIFE

'Cigarettes are silent killers'. These words echoed in my mind as I walked out of the assembly hall that day. In my hand was the pledge against smoking, which had to be signed by those who wanted to abide by it. Entering my house, I went to the balcony, knowing what I was going to see. I hadn't thought much about my father's smoking till now.

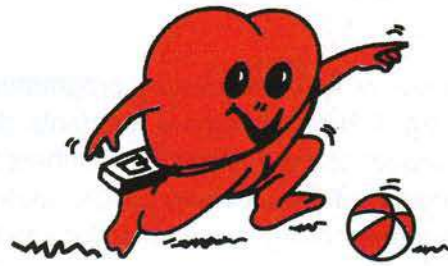
I brought up the topic after dinner. Seeing him in a good mood, I chose my words carefully, trying to make them seem less offensive, "And so, I want you to sign this pledge", I concluded. "Oh that"! he said, I know I can quit smoking whenever I want to."

With that, he placed the paper on the table. To me, these consolation words were merely hollow. On questioning him later, I found out that he had misplaced the paper. I was stunned; turning away, I blinked back my tears. After that unpleasant incident, I was more determined than ever to make him quit smoking for good.

I adopted another method, I wrote the following on a piece of paper, 'I wish my father quits smoking so that we are a happy family once more. If this happens, I do not want the other 2 wishes.' I purposely kept it somewhere he could read it. He was seemingly disturbed. Not a word was spoken and a cloud of gloom loomed large. I decided to break the ice by handing him the invitation to our Annual function. I recited a self-composed poem about my traumatic days. I nearly choked with emotion as I came to the end. 'Hope my words mean something to you' "Together every difficulty we will come through. Let this barrier of despair no longer be, Oh Father! My Father! Come back to me".

I came down, amid claps, to see my father waiting for me, with the paper in his hand. He hugged me as if he was never going to let go. Till date the paper is pinned next to our family photograph, the paper that changed my life.





HEALTH ART BY STUDENTS



VI. 'HEALTH ART' BY STUDENTS

HRIDAY-SHAN organizes community health awareness programme named “*Humne Seekha Hai (We have Learnt)*”. As part of this programme, students disseminate health related knowledge, gained by them at school, to the community members through interactive contact programmes. In this programme students develop health related messages in attractive pictorial (poster) format with accompanying messages/slogans through ‘**Health Art**’.

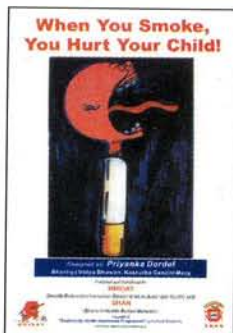
‘Health Art’ is organized by HRIDAY-SHAN on various health themes. The schools are informed about organizing an **intra school poster making competition** on a topic suggested by HRIDAY-SHAN in consultation with teacher coordinators and student Peer Leaders. The age group intended is also specified. Generally, the competition is held at two levels: Junior level for students in grades 6-8 and senior level for students in grade 9-12. HRIDAY-SHAN announces attractive prizes for winners of intra and inter school poster making competitions.

HRIDAY-SHAN provides guidelines for teacher coordinators to evaluate the posters at intra-school level. Two best posters at each level, from every school are then sent for evaluation at inter-school level. HRIDAY-SHAN organizes an exhibition of these posters and invites experts to evaluate the posters at inter school level.

The winning posters are subsequently printed by HRIDAY-SHAN for wider dissemination and to be used by schools and colleges for community health awareness programmes.

INTENT OF ‘HEALTH ART’

- To help students to think about the health topics assigned, get sensitized about issues and express their thoughts and ideas in the form of a poster, which can be used as IEC material with other students and adults.
- To ensure that children talk to children on health issues rather than adults preaching to the children.



Three winning posters of inter school Poster Making Competition, held during 2000, 2001 and 2002





COMMUNITY MOBILISATION BY STUDENTS



VII. COMMUNITY MOBILISATION BY STUDENTS

HRIDAY-SHAN schools regularly organize community health awareness programmes named “*Humne Seekha Hai*” (We have Learnt) wherein students disseminate health related knowledge, gained by them at school, to the community members through interactive contact programmes.

This school-community interaction helps to promote health awareness and to initiate action at the community level. In this model, schools and colleges serve as facilitators of community health education - for transfer of health related knowledge from health experts (represented by governmental agencies and health NGOs) to the wider community. Periodic programmes involving such interactions between students and neighbourhood communities provide for a sustainable health education programme.

The components of this campaign are:

- **Display of posters at bus shelters:** Students display posters of health related messages at different bus shelters, which are near the school and talk to people about health issues, while they are waiting for the buses.
- **Display of posters at market places:** Students contact the Market Welfare Association of local market, near their school and display posters in a designated display area and interact with the people visiting the market as well as shop owners. A few activities undertaken by students in this campaign include: *requesting shop owners to stop sale of tobacco products near educational institutions.*
- **Interaction with the neighbourhood community:** Schools contact Resident Welfare Associations around the school and organize an interactive session on health related issues with the residents of that community and the students. These interactive sessions include question-answer sessions on various health related issues, cycle rallies, walk by students and street plays in collaboration with Resident Welfare Association.

INTENT OF COMMUNITY OUTREACH PROGRAMME

It is anticipated that through such informed advocacy, the commitment of students to integrate healthy lifestyle practices into their lives will grow stronger and simultaneously the community outreach of health messages will grow wider.





Students displaying posters on Tobacco Control at bus shelters in New Delhi, as part of Community Health Awareness Programme on January 15, 2001.

Students marching towards market area in New Delhi with posters and slogans on Healthy living in April 2003.



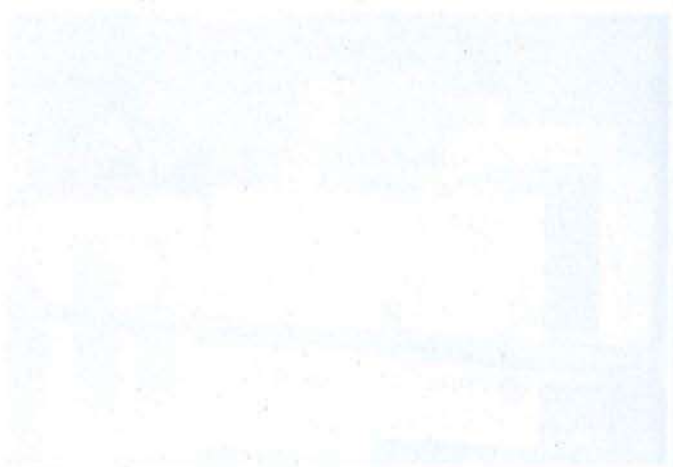
Students marching in the neighbourhood community with tobacco control messages on the balloons and posters.

"Many male adults living in my neighbourhood are reducing cigarette smoking and have virtually stopped consuming cigarette in their homes after our successful community outreach program sessions."

Rudroneel Ghosh (HRIDAY-SHAN Youth Representative)

Class: XI, Father Agnel School, Gautam Nagar, New Delhi





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STUDENTS' PARLIAMENT ON HEALTH



VIII. STUDENTS' PARLIAMENT ON HEALTH

HRIDAY-SHAN has experimented with an innovative educational and advocacy tool, **the Students' Parliament on Health**. This has proved extremely successful with the youth in Delhi. A two day event preceded by a two day training workshop was organized by HRIDAY-SHAN in 2001 at New Delhi. The activity was particularly successful in motivating the youth. The educational process involved emulating eminent adult role models (Parliamentarians). Individual students were assigned specific roles of Parliamentarians and Ministers. This role enactment had placed the students in a position of responsibility and decision-making. This served the dual purpose of familiarizing students with the procedural aspects of parliamentary functioning and enabled them to engage in advocacy of health issues.

Viewing the widely acclaimed success of this strategy, Ministry of Health and Family Welfare and World Health Organization recommended **extension of this advocacy tool, to other parts of India**. HRIDAY-SHAN is presently organizing an **"All India Students' Parliament on Health"**, to mobilize school students of 10 cities in India for youth advocacy on tobacco control and other issues related to health. The All India Students' Parliament on Health will primarily focus on the issues:

- financial allocation to the health sector
- agricultural policies related to nutrition
- prevention of HIV-AIDS
- provision of safe drinking water
- community participation in health programmes
- provision of safe and healthy environment for children
- role of media in health programmes
- role of the media in health education
- making public institutions like hospitals more accessible to disabled persons.
- Framework Convention on Tobacco Control (FCTC)
- Indian Tobacco Control Act: "Cigarette and other products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act 2003".

HRIDAY-SHAN has developed a Tutorial on Students' Parliament on Health, which contains reference material on parliamentary procedures and an audio video film of 45 minutes, based on earlier experiences with the Students' Parliament on Health. This tutorial will be helpful in training school students for student parliament in other cities of India.



INTENT OF THE STUDENTS' PARLIAMENT ON HEALTH

- To promote leadership skills among the youth.
- To catalyse informed health activism.
- To help students learn the functioning of the Indian Parliament by providing a model parliament set up.
- To provide students a forum to discuss issues related to their health.
- To help students take decisions regarding formulating policies relevant to health particularly tobacco control policies.



Glimpses of Students' Parliament on Health held during April 2001, in New Delhi, India.

"I got practical knowledge about the whole process of parliament only when we got trained for Students' Parliament on Health."

Priya Sharma (SHAN Ambassador)

B.Com Pass 1st Year, School of Correspondence Courses and Continuing Education University of Delhi, New Delhi, India







**INFORMATION
EDUCATION
AND
COMMUNICATION (IEC)
RESOURCES**



IX. INFORMATION EDUCATION AND COMMUNICATION (IEC) RESOURCES

HRIDAY-SHAN's IEC resources are widely appreciated and provide an excellent reference material for any NGO working in the area of health. Many Indian NGOs have acknowledged HRIDAY-SHAN's IEC material in their publications.

HRIDAY-SHAN's library of IEC Resources includes:

1. Home Team Package : a series of 6 booklets on General Health, Protein, Fat, Fibre, Tobacco avoidance and Physical Activity.
2. Posters on : Tobacco Avoidance, Diet and Nutrition, Physical Activity, Environment and Lifestyle Related Health Disorders
3. Fact Sheets on : Tobacco, Environment, Physical Activity
4. Booklets : "You, Your Health and Your Lifestyle" and cartoon book "A Birthday Party"
5. Films on Tobacco and Healthy Living
6. Games on Environment and Health (Board Games and CD)

1. HOME TEAM MATERIAL (HTM)

Influencing the family environment: creating health promoting norms at home level

HRIDAY-SHAN programmes aim to positively influence the knowledge, attitudes and practices of the youth through intervention at the family level. Past experiences of HRIDAY-SHAN have taught that sensitizing only the students was not enough for them to adopt healthy living habits. Involvement of the family (parents and siblings) is imperative to bring about a sustainable change. Awareness at school level can positively alter knowledge and influence school environment. However to reinforce these messages and provide a positive environment to the youth at school and at home, it is essential to sensitize the parents and elder siblings. The messages have to reach home to create health promoting norms at home. Few examples of health promoting norms are: *home free from tobacco, deciding healthy menus, physically active family etc.*

Home Team Package comprises a series of six colourful and attractive modules with interesting health promoting messages and interesting activities, for students to complete as a team with their parents and adult family members. HTM packages are designed with the aim of conveying health related information in a story format to the students and their family.

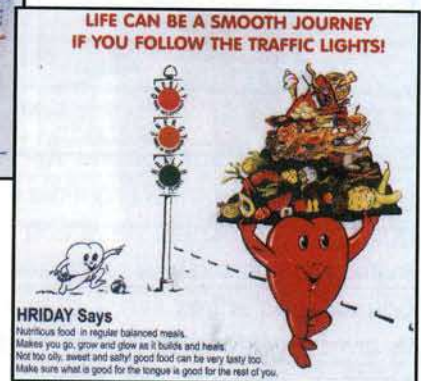


2. POSTERS

HRIDAY-SHAN produces many posters on various health themes as part of its IEC resource bank. HRIDAY-SHAN currently uses 21 posters for disseminating health related awareness in various settings. Theme wise distribution of posters is as below:

- Posters on Tobacco Avoidance : 9
- Environment Posters : 6
- Diet and Nutrition Posters : 4
- Physical Activity Posters : 2

These posters has been developed by either the HRIDAY-SHAN team or by HRIDAY-SHAN youth representatives during poster making competitions.



INTENT OF USING POSTERS

- Posters act as an effective tool to reinforce the health related knowledge imparted to the students.
- Posters present health messages in an attractive pictorial form that leave a long lasting effect on young impressionable minds.



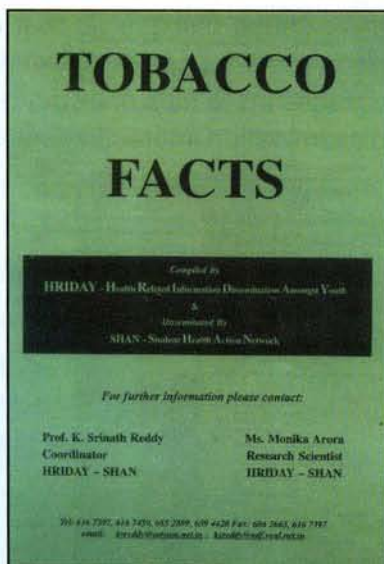
3. FACT SHEETS

HRIDAY-SHAN produces fact sheets on different health themes for the youth and adults. These fact sheets usually include information related to health topics, presented in easy to read, user-friendly manner. Each facts sheet creatively summarises and communicates in simple everyday language key facts and figures. These facts and figures have been assimilated from recent national and international scientific epidemiological studies. It is packaged in an attractive form, to ensure that students take interest while reading through it.

These fact sheets are particularly helpful to schools when they conduct their Community Outreach Programmes. These fact sheets prepare the students to answer any concerns and queries during their interaction with the community.

HRIDAY-SHAN has different fact sheets on different topics:

- Environment Protects Our Health; Can We Protect The Environment's Health
- Tobacco Facts
- Physical Activity Keeps us Fit For Life



INTENT OF FACT SHEETS

To give information and data on adolescent and adult morbidity, mortality and a variety of health risks caused due to unhealthy habits.



4. BOOKLET

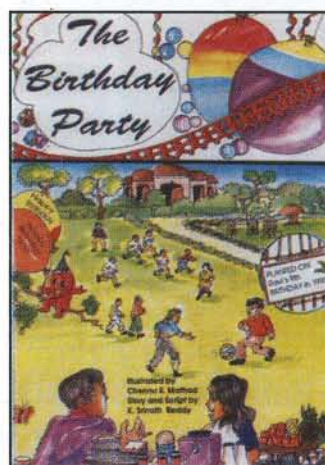
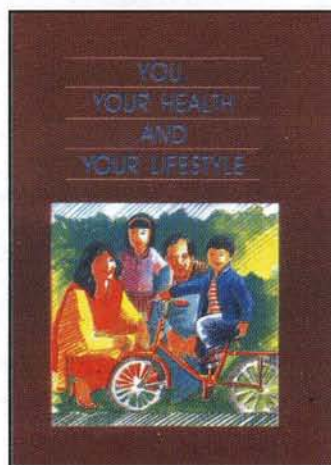
Lifestyle related diseases are showing an upward trend in India. It was realized that a comprehensive booklet should be made which would provide knowledge to students and adults and help them in choosing a healthy track for their life.

- **You, Your Health and Your Lifestyle**

HRIDAY-SHAN developed a comprehensive booklet – **You, Your Health and Your Lifestyle** for students of middle-high school. It emphasizes that disorders like blood pressure, hypertension, diabetes and cancers can be avoided by adopting healthy habits and avoiding unhealthy behaviours. This booklet gives information about healthy dietary practices, suggests ways for changing unhealthy habits, influences attitude towards non tobacco use norms and highlights the importance of being physically fit. This booklet also guides people about adopting simple physical activities in their day to day routine.

- **A cartoon Booklet: The Birthday Party**

HRIDAY developed a cartoon booklet – **The Birthday Party**. This booklet provides information on: Diet & Nutrition; Physical Exercises; Stress Management; and avoiding addictions like tobacco and improving environment. It aims to provide school children with information related to lifestyle factors which promote health or cause disease so that children can make an informed choice and adopt practices which promote health and prevent disease throughout their lives. This health information is packaged in the form of a story and pictured as cartoons to make the process of information dissemination interesting and attractive for the students.



INTENT OF BOOKLETS

The aim of designing these booklets is to give information to school and college students about healthy living habits with specific emphasis on tobacco avoidance, adoption of healthy dietary patterns and increasing regular physical activity.



5. FILMS

● **Film on Tobacco Terror**

In its efforts to counter tobacco advertisements, HRIDAY-SHAN has adopted the strategy of developing counter-marketing material. HRIDAY-SHAN has produced an audio-video film of 3 minutes on tobacco control – **Tobacco Terror**. This film is used for sensitizing youth and adults about ill effects of tobacco at various training and other information dissemination sessions. This film has been developed by HRIDAY-SHAN in consultation with HRIDAY-SHAN youth representatives.

● **Tutorial on Students' Parliament on Health**

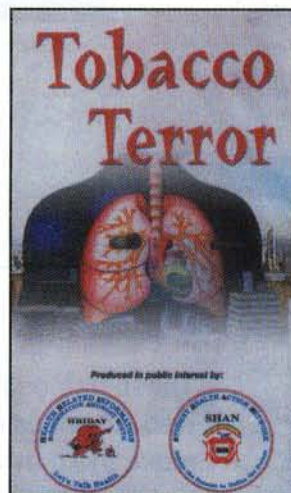
HRIDAY-SHAN has developed an audio-video tutorial on Students' Parliament on Health. This is a 45 minutes tutorial that can be used by NGOs, schools, colleges, and other interested agencies and groups to learn the methodology of conducting a Students' Parliament. It details the Parliamentary procedures that are followed in the Indian Parliament, how it can be adopted to discuss any topic and how students can take up leadership roles to participate in such events.

● **A Short Film on Healthy Living – Zinda Dil Zindagi**

HRIDAY has developed a 15 minutes audio-video film on healthy living to motivate youth to adopt healthy lifestyle practices in their day to day life. This film covers health related information on:

1. Diet & Nutrition
2. Physical Exercise and Stress Management
3. Tobacco and other addictions
4. Environment

It also includes a short skit by students on healthy living practices and some student interviews wherein students have expressed their views on healthy living behaviours.



6. GAMES ON ENVIRONMENT AND HEALTH

An interactive CD game on environment and health issues has been developed by HRIDAY-SHAN. The CD game is an info-pack for the students aged 14-18 years. It also provide links to website of other organizations working in the area of environment and health.

ENVIRONMENT BOARD GAME

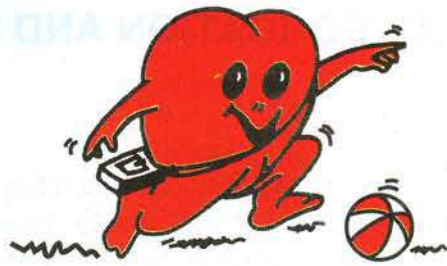
HRIDAY-SHAN has designed and developed three board games Enviro I, II and III to sensitize children between the age group 10-13 years about various environment related issues influencing health. These cover various topics like: air pollution, water pollution, noise pollution, indoor air pollution, chemical hazards, hygiene and sanitation, waste disposal, disease vector, water management-harvesting, children working in hazardous conditions, injuries and accidents, wild life conservation and forestry, natural disaster and road safety.



INTENT OF GAMES

These games are developed to make the children understand the complex web of various environmental problems, their health consequences and also make them aware of possible solutions.





INFORMATION SHARING WITH OTHER COUNTRIES ON APPLIED HEALTH EDUCATION AND SCHOOL HEALTH PROMOTION



X. INFORMATION SHARING WITH OTHER COUNTRIES ON APPLIED HEALTH EDUCATION AND SCHOOL HEALTH PROMOTION

HRIDAY-SHAN has been sharing its experiences with other countries by training health professionals in applied Health Education and School Health Promotion programmes. Fellows from different countries are recommended and sponsored by WHO for training placement in HRIDAY-SHAN. The training schedule of fellows includes:

- i. Introduction to HRIDAY-SHAN programme methodology.
- ii. Field visits to public and private schools to observe HRIDAY-SHAN classroom activities related to health awareness.
- iii. Field visits to observe intra school and college activities related to HRIDAY-SHAN programme.
- iv. Field visits to observe community outreach programmes organized by HRIDAY-SHAN schools with neighbourhood community.
- v. Interaction with HRIDAY-SHAN advisory committee to enable them to understand the process of developing HRIDAY-SHAN's intervention material and health advocacy activities.
- vi. Interaction with HRIDAY-SHAN's youth representatives and SHAN ambassadors to discuss their experiences with HRIDAY-SHAN activities.
- vii. Review of HRIDAY-SHAN's IEC material
- viii. Discussion on adaptation of HRIDAY-SHAN model in fellow's home country.



A Fellow from Myanmar observing a classroom activity being conducted in a HRIDAY-SHAN school

INTENT OF THE TRAINING PROGRAMME

WHO has recommended HRIDAY-SHAN model for replication in other countries. Trainees can learn the methodology, adapt the IEC material and gain from HRIDAY-SHAN's experiences and use these for various health promotional activities in their own countries.





**YOUTH EFFORTS ON
THE TOBACCO CONTROL
LEGISLATION IN INDIA
– A CASE STUDY**
Coordinated by **HRIDAY-SHAN**



YOUTH EFFORTS ON THE TOBACCO CONTROL LEGISLATION IN INDIA – A CASE STUDY

A CASE STUDY

Youth Advocacy for Indian Tobacco Control Act

HRIDAY-SHAN student representatives have been actively involved in advocating for a comprehensive tobacco control legislation in India. During 1998, HRIDAY-SHAN students collected 25000 signatures and submitted ***an appeal to the Honourable Prime Minister of India, requesting for a complete ban on all forms of tobacco advertising.*** This appeal alongwith a letter was subsequently mailed by SHAN representative to all Members of Parliament (MPs). Some of the MPs wrote back acknowledging and appreciating the students' efforts in this direction. The purpose of writing to all the MPs was to draw the attention of policy makers to this area of concern and to keep up the discussion in the Parliament. Such efforts of youth activists, along with other influences, led to the introduction of ***“The Cigarette And Other Tobacco Products (Prohibition Of Advertisement And Regulation Of Trade And Commerce, Production, Supply And Distribution) Bill 2001”*** in the Indian Parliament. It was thereafter referred to the Standing Committee of the Parliament for their recommendations, in 2001.

A few Moments of Your Time



External to Student:
We are enclosing an appeal submitted to the Honourable Prime Minister of India on 12.9.1998 by 25000 school children of India. The signature campaign was initiated in the 5th year of our mission by SHAN (Student Health Action Network), a forum for school students dedicated to the vision of a healthy and prosperous India.

We believe that policies of today determine our present and future health. We therefore seek your attention to our concerns about policies affecting our health. The present appeal relates to tobacco which has been projected by the World Health Organisation as a major threat to our generation. The appeal explains the rationale for our concerns and suggests areas of action to reduce this threat. The children of India will be grateful if you would spare part of your valuable time to read the appeal and respond to it, since you will add years of healthy life to our generation by doing so.

With Best Regards,
Your sincerely,
SHAN
Student Health Action Network



Students waiting to submit the Appeal to the Honourable Prime Minister

Will Add Many Years to

Our Life

SHAN

Student Health Action Network

AN APPEAL

The Honourable Prime Minister of India
1, Race Course Road
New Delhi

Respected Prime Minister,

We, the school children of India, were surprised by thousands of young girls and boys who had been told that tobacco was good for them. We were shocked and surprised to find out that tobacco was good for them. We were shocked and surprised to find out that tobacco was good for them.

• We have written this appeal to you because we are very young and we are very healthy. We want to live a long and healthy life. We want to live a long and healthy life. We want to live a long and healthy life.

• We have written this appeal to you because we are very young and we are very healthy. We want to live a long and healthy life. We want to live a long and healthy life. We want to live a long and healthy life.

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RIGHT TO HEALTH INCLUDES



RIGHT TO A TOBACCO FREE SOCIETY

SHAN (Student Health Action Network) is a network of school students assisted by

HRIDAY (Health Related Information Dissemination Amongst Youth) a voluntary programme of health education by health professionals from All India Institute of Medical Sciences, New Delhi

Coordinator: Professor K. S. Reddy
1-7 Green Park Extension, New Delhi-110016
Tel: 011-26119223, 26119224 Fax: 011-26119227
email: info@hriday-shan.org Website: www.hriday-shan.org

Brochure mailed to MPs that included the appeal presented to the Honourable Prime Minister of India by HRIDAY-SHAN students



When the bill was reintroduced in the Indian Parliament in 2003, students of HRIDAY-SHAN wrote an appeal to the Health Minister of India, Mrs. Sushma Swaraj, on the occasion of World Health Day, April 7, 2003. They conveyed their gratitude to the Minister for facilitating the re-introduction of *"The Cigarettes And Other Tobacco Products (Prohibition Of Advertisement And Regulation Of Trade And Commerce, Production, Supply And Distribution) Bill, 2003"* in the Parliament. They assured their support in ensuring that the anti-tobacco act is fully implemented. They further promised the Minister that they will assist in the efforts for community mobilisation which is essential for wider recognition and respect for the provisions of the Act.



HRIDAY
(Health Related Information
Dissemination Amongst Youth)



SHAN
(Student Health
Action Network)

HRIDAY-SHAN

April 7, 2003

Honourable Mrs. Sushma Swaraj
Minister Health and Family Welfare
Ministry of Health and Family Welfare
Government of India
New Delhi

Respected Madam,

On the occasion of World Health Day, we the students of HRIDAY-SHAN (Health Related Information Dissemination Amongst Youth & Student Health Action Network), wish to convey our heartfelt gratitude to you for facilitating the re-introduction of *"The Cigarettes And Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Bill 2001"* in the Parliament. We recognize that tobacco is one of the major threats to our environment and 700 million children breathe air polluted by tobacco smoke worldwide. Tobacco is a growing threat to the health of young people in India.

On September 12, 1998, SHAN students had met the Honourable Prime Minister of India, Mr. Atal Behari Vajpayee, with an appeal that was signed by 25,000 students of Delhi. They requested a total governmental ban on all kinds of tobacco advertising as the first step of a comprehensive tobacco control programme. A copy of that appeal is appended for your reference. It is exhilarating for us that our concerns have been considered by the government and have been addressed in the current bill. We are grateful that our dreams for a healthy India are coming true under your leadership. We pledge our support to you in ensuring that the anti-tobacco legislation, when passed, is successfully implemented.

With best regards & highest esteem!

The Students of Delhi
Represented by SHAN

Address: T-7, 1st Floor, Green Park Extension, New Delhi-110016, India Tel No.: 91-11-26167459, 26176230
Fax: 91-11-26167397, 26862663 email: info@hriday-shan.org; ksreddy@ndf.vsnl.net.in Website: www.hriday-shan.org



As the Bill was being discussed in the lower house of the Parliament, the youth advocates of HRIDAY-SHAN wrote an **appeal addressing the MPs** and disseminated it to all MPs. The objective for developing this appeal was to allay the concerns of MPs with regard to this Bill, and counter the alarmist propoganda of the tobacco industry.



HRIDAY
(Health Related Information
Dissemination Amongst Youth)



SHAN
(Student Health
Action Network)

HRIDAY-SHAN

AN APPEAL TO HONOURABLE MEMBERS OF THE PARLIAMENT OF INDIA

Esteemed Representative of the People of India,

The Bill on Tobacco Control, which has been passed in the Rajya Sabha in the present session of the Parliament, is an important step in protecting the people of India from the consequences of tobacco. Nearly 9 lakh Indians presently lose their lives every year due to tobacco related diseases. According to the World Health Organization, this toll will increase many fold over the next 30 years, with our country recording the highest rate of rise in tobacco related deaths among all countries!

Many of these deaths will occur in people who are very young now. Of 1000 teenagers who smoke, 500 will eventually die of tobacco related diseases. Apart from death and disability in middle age, tobacco also has economic and environmental costs which impede development and imperil the future of the youth.

The provisions in the present bill are in public interest and are non-controversial. The provision for ban on sale to minors seeks to protect children and adolescents from becoming victims of the tobacco habit. The provision for ban on smoking in public places protects the right of nonsmokers to breathe air which is free from tobacco smoke and is especially important for protecting young children and pregnant mothers. The provision for ban on advertising aims to protect young persons from becoming victims of misleading advertisements. The provision for more prominent warnings on cigarette packets is intended to convey information on tobacco's dangerous effects more clearly to smokers so that they may try to give up the habit.

None of these provisions have an immediate impact on the livelihood of persons engaged in the cultivation of tobacco or manufacture of tobacco products. Primarily, they are intended to protect the younger generation from becoming addicts. Other concerns should be addressed by developing and implementing viable strategies for providing alternate crops and other forms of employment for those engaged in tobacco farming or industry. There should, however, be no delay in protecting the right of our generation to lead a healthy life free from the harmful effects of tobacco.

We trust your wisdom to see these issues clearly. We have full faith that your concern for protecting the young people in India will lead you to support the Bill, in the interest of public health.

SHAN (Student Health Action Network)
Representatives of Delhi

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DELHI / MEET THIS CLASS OF 2003

In school and smoking -- no kidding

By Mandira Nayar

NEW DELHI, APRIL 18. The Marlboro Man may have puffed his life away, but he still seems to be lassoing more and more kids into his deadly noose. And if a new study by a Delhi-based non-government organisation is anything to go by, even kids as young as 13 years are increasingly succumbing to the habit.

The shocking findings of the survey of children studying in Class VI-II to X by HRIDAY (Health Related Information Dissemination Among Youth) released here today will guarantee that parents will never be able to look at another cigarette advertisement without worrying about the consequences.

According to the study, 5 per cent of the children were found using tobacco in some form or the other. And while 1 per cent of the kids smoked cigarettes, over 3 per cent preferred other forms of tobacco. Even children who managed to resist the temptation have a significant number of friends who smoke.



Even worse, most kids believe smoking or chewing tobacco will make them more friendly or attractive. Also, many believe that boys and girls who smoke or chew to-

bacco have more friends. And for all this, the freebie offering tobacco companies are to be blamed. About 10 per cent of the children said they had been offered free cigarettes by tobacco company representatives.

While the survey -- covering 1,731 children -- might paint a dismal picture, all is not lost yet. A majority of the children believe that passive smoking is bad. But at the same time the study revealed that the kids seemed to be getting mixed messages. Over 8 of 10 students saw anti-smoking media messages in the past month, but an equal number saw pro-cigarette advertisements on billboards, confusing them totally.

But it seems a majority still manage to think for themselves. And with 70 per cent of the children believing that smoking should be banned in public places,

the proposed Tobacco Control Bill expected to be tabled in Parliament later this month might probably enjoy support from all the "right" quarters.

THE HINDU
SATURDAY, APRIL 19, 2003, NEW DELHI
FRONT PAGE

A CASE STUDY

Students to press MPs for bill on tobacco control

Newstoday

Hyderabad: Noted cardiologist of All India Institute of medical sciences (AIIMS) and a social activist representing a non-governmental organisation, 'Hriday-shan' (New Delhi) Dr K Srinath Reddy on Tuesday said that Advocacy forum for tobacco control, a coalition of health professionals, scientists and NGOs, would organise student delegations to the members of parliament from the next week to bring pressure on them for early passage of the long pending Tobacco control bill. Talking to newsmen here, Dr Reddy said that though the bill was first prepared in 1991, it couldn't see the light of the day owing to pressure from cigarette manufacturers' lobby. However, now the revised bill seeks to put a total ban on advertisement of tobacco products.

WEDNESDAY, APRIL 9, 2003
NEWTODAY, HYDERABAD
PAGE 5

Press clippings highlighting efforts of youth representatives while the tobacco control bill was being considered in the Indian Parliament in April 2003.



Since the Bill was passed by both the houses of Indian Parliament, SHAN representatives wrote a ***felicitation letter to the Health Minister of India***, congratulating her for steering the Tobacco Control Bill 2003 through both houses of the Parliament and for obtaining Presidential Assent for the Bill to become an Act. SHAN representatives presented this felicitation letter to the Health Minister on the eve of World No Tobacco Day, 2003.



HRIDAY
(Health Related Information
Dissemination Amongst Youth)



SHAN
(Student Health
Action Network)

HRIDAY-SHAN

May 30, 2003

Honourable Mrs. Sushma Swaraj

Minister of Health and Family Welfare
Ministry of Health and Family Welfare
Government of India, New Delhi

Respected Madam,

On the eve of the World No Tobacco Day, we the student members of SHAN (Student Health Action Network), wish to convey our heartfelt gratitude to you for steering "The Cigarettes And Other Tobacco Products (Prohibition Of Advertisement And Regulation Of Trade And Commerce, Production, Supply And Distribution) Bill 2003" through both houses of the Parliament. We are happy to learn that the Bill has already obtained Presidential assent and is now an Act.

Your outstanding leadership at the 56th World Health Assembly for ensuring the smooth and unanimous adoption of the FCTC (Framework Convention on Tobacco Control) is a laudable effort and we congratulate you for your success in ensuring better health for young persons across the world.

On September 12, 1998, SHAN students had met the Honourable Prime Minister of India, Shri Atal Behari Vajpayee, with an appeal that was signed by 25000 students of Delhi. They requested a total governmental ban on all kinds of tobacco advertising as the first step of a comprehensive tobacco control programme. A copy of this appeal is appended for your reference. It is a moment of great gratification for us that our concerns have been sympathetically considered by the government and have been effectively addressed in the current 'Tobacco Control Act'.

We are grateful that our dreams for a healthy India are coming true under your leadership. We pledge our support to you in ensuring that the anti-tobacco Act is fully implemented. The students of HRIDAY-SHAN will assist the efforts in community mobilisation that is essential for wider recognition and respect for the provisions of this Act.

With best regards and highest esteem

The Students of Delhi
Represented by SHAN

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Students felicitating
the Health Minister of India,
Mrs. Sushma Swaraj

These youth advocates also called on **the Honourable President of India** to thank him for according his assent to this Bill. HRIDAY-SHAN students also wrote an appeal to the Honourable President of India on the occasion of World No Tobacco Day 2003, requesting him to share his vision of a Tobacco Free India with the people. The President advised the students that, subsequent to Indian Tobacco Act being promulgated in May 2003, the youth must advocate for **'homes and families free from tobacco'**, in India, as the next step in their advocacy.

The President of India,
Dr. Abdul Kalam
with student health activists of
HRIDAY-SHAN who called on him
to present appeals for
tobacco-free India and
a Student Charter on Health.



"Through HRIDAY-SHAN's tobacco control activities, we have been able to express our opinions to the government of India. The government has taken into consideration our concerns by passing Tobacco Control Bill, in the Indian Parliament in April 2003."

V. Padmini (SHAN Ambassador), 1st Year, Bachelor of Mass Media and Mass Communication, Indraprastha College for Women, Delhi University, New Delhi



Appeal submitted to the President of India on the occasion of World No Tobacco Day, 2003



HRIDAY
(Health Related Information
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HRIDAY-SHAN



SHAN
(Student Health
Action Network)

AN APPEAL

The Honourable President of India

Rashtrapati Bhawan
New Delhi

Respected Rashtrapatiiji,

We, the school students of Delhi, write to convey the concerns of all young persons of the country over the threat that tobacco poses for our future. The WHO estimates that tobacco which claimed 100 million lives in the 20th century will kill 1 billion people in the 21st century. The vast majority of these deaths will occur in developing countries like India. Many persons of our age are lured into the tobacco habit or become unwillingly victims of passive smoking. We are concerned that this will have serious effects on the health of our generation which, in turn, will have an adverse impact on India's development.

We are also conscious that projection of tobacco use in films and fashion world, negatively affects attitudes and practices of the youth. We have therefore actively supported the campaign launched by WHO on World No Tobacco Day, 2003 with the theme: "Tobacco Free Films Tobacco Free Fashion". Here are the reasons for our concerns:

- Approximately 15 million people watch an Indian film everyday either in theatre or at home on television.
- 3 out of 4 films produced by India's prolific film industry over the past decade show their stars smoking.
- According to World Health Organization's survey, a total of 62 tobacco brand exposures have been shown in Bollywood over the last 12 years. A study of a sample of 395 Indian films made between 1991-2002 reveals that 76.5% showed tobacco use in India mostly in the form of gutkha or beedis.
- By virtue of its size, popularity and tremendous reach, Bollywood has the power to influence attitudes and the behaviour of its audience especially the youth.

According to a recent study, teenagers search for role models that will help them feel grown up and cool. Teenagers who watch Bollywood film characters and fashion models smoke are 3 times as likely to do so themselves.

We do not wish to become a part of these statistics. We also do not want other young persons in India to become the victims of tobacco industry's strategies of targeting the youth by associating the images of stars and models with cigarette smoking and other forms of tobacco use.

We are aware of the fact that in the guidelines of Central Board of Film Certification, it is clearly mentioned that the scenes tending to encourage, justify or glamorize consumption of tobacco or smoking should not be shown. But when we watch our favourite actors and actresses and models using tobacco in a glamorous style, we feel there is an urgent need to effectively implement these guidelines.

Our generation is greatly inspired by your vision for India's development. The youth readily respond to your exhortations to commit themselves to the mission of ensuring our nation's all round progress by pursuing the path pointed by you. We appeal to you, Mr. President, to lead India to the status of a Tobacco Free Society so that our health is preserved and our progress well protected.

With the highest esteem,

Your Sincerely
Student Members of HRIDAY-SHAN

Address: T-7, 1st Floor, Green Park Extension, New Delhi-110016, India Tel No.: 91-11-26167459, 26176230
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HRIDAY-SHAN THROUGH THE EYES OF THE MEDIA



THE PIONEER ON SUNDAY
N·A·T·I·O·N
August 23, 1992 . 3

Sonia opens workshop for school kids

Staff Reporter
New Delhi

MRS SONIA Gandhi inaugurated a 'Leadership in Health' workshop for school children at the All India Institute of Medical Sciences here on Saturday.

Unusually, tight police security around the venue prevented even senior doctors and newpersons from attending the function.

The workshop was part of the Rs 4.5 lakh project entitled 'Health Related Information Dissemination Amongst Youth (HRIDAY)', sponsored by the Rajiv Gandhi Foundation. The purpose of the workshop is to train school children in health-related matters. HRIDAY also aims at, through SAHAY, to enlist medical students in this school education campaign.

Mrs Gandhi also distributed gardening instrument kits for representatives from 15 schools, who participated in the 'Tree for Life Project'. The project involves planting fruit trees by school children on their school campuses.

Sonia Gandhi with school children and security staff at a 'HRIDAY workshop' at the Jawaharlal Nehru Auditorium at AIIMS on Saturday
Manish Swarup/Pioneer

Sonia inaugurates workshop

'Leadership in health' project for students

EXPRESS NEWS SERVICE

NEW DELHI - Mrs Sonia Gandhi on Saturday opened a workshop on leadership in health for school students and young medical students, launched by the Health Related Information Dissemination (Amongst Youth) (HRIDAY).

The opening function and the workshop was organised at the All India Institute of Medical Sciences (AIIMS) here. Mrs Sonia Gandhi was welcomed by Dr S.K. Kacker, director of the AIIMS.

Incidentally, the leadership in health project, an 18-month effort, aimed at promoting health educational information in schools, is being sponsored by the Rajiv Gandhi Foundation which is chaired by Mrs Gandhi. The Foundation will contribute Rs 4.5 lakh to HRIDAY for its project in schools. With the beginning of 'leadership in health' HRIDAY will formally launch on Saturday. Doctors and students from AIIMS will play a major part in the project.

The entire area in the vicinity of Jawaharlal Nehru Auditorium in AIIMS was virtually taken over by security forces for the duration of Mrs Gandhi's visit. The area was out of bounds for all except those who carried accredited invitation cards for the function.

After launching the project during which she distributed pointers to student representatives from 15 schools, Mrs Gandhi attended the opening session of the workshop in which students, split in small groups, took part. The students were asked specific questions on how they would deal with various health-related problems. Their responses will constitute the basis for the format on which the project will work.

Throughout the function, however, Mrs Gandhi did not speak. Though she spent about 15 minutes with each group of students at the opening session of 'leadership in health', she hardly spoke.

The main speakers at the opening session were Dr S.K. Kacker, Mr W. Habibullah, secretary of the Rajiv Gandhi Foundation, Dr P.N. Tandon of AIIMS who is also with the Rajiv Gandhi Foundation, and Dr E.S. Reddy, who is the programme officer of HRIDAY.

While giving details of the project, Dr Reddy noted that its main purpose was to instill group activities in a manner that those could promote health care. The project would have an additional component as that young professionals, those who were studying for a medical degree, became not merely 'care providers' but also 'health educators'.

The information officer of the workshops will relate in ways to avoid tobacco-related diseases, addictive drugs, promotion of physical exercise and stress relaxation, diet and hygiene.

Sonia opens workshop on health

New Delhi, Aug. 22 (PTI): The chairperson of the Rajiv Gandhi Foundation Trust, Mrs Sonia Gandhi, today inaugurated a trust-sponsored "Hriday workshop" by releasing a poster with the basic theme for "healthy lifestyle" and giving away fruit seeds to school children, medical students and teachers.

The workshop conducted by the Rajiv Gandhi Foundation Trust, aims at promoting health in school children through educational activities. The poster was composed by the Hriday (Health Related Information Dissemination Amongst Youth) to conduct health workshops in schools. The trust has funded Rs 4.50 lakhs to project Hriday, which is targeted to realise its objectives within two years.

After the inaugural session, Mrs Gandhi interacted with school children from 15 schools and three medical colleges discussing how a healthy life style could be adopted among school children and retained in later life.

Mrs Sonia Gandhi holds up a poster in New Delhi on Saturday while inaugurating a workshop by Hriday, a health project supported by the Rajiv Gandhi Foundation. A Telegraph picture by Jagdish Yadav

HRIDAY is formally launched at an inter-school workshop in Delhi on August 22, 1992



Students to begin battle against mom's cigarette

SANCHITA SHARMA
NEW DELHI, DECEMBER 15

SMOKER mums can become smoking guns for their babies if they do not quit the habit. A study found that babies of smoker mothers have much smaller airways than average. The small airways constrict breathing, decreasing airflow by about 25 per cent, reported researchers from the Institute of Child Health in London this week. Coupled with rising broncho-allergies like asthma, such airway constriction can be fatal.

There are other problems too associated with pregnant women who smoke or are passive smokers. Pregnant women who smoke are more likely to vomit, have urinary infections and give birth to low weight babies.

The British Thoracic Society is now calling for the British Government to put in greater effort to help people — especially

pregnant women — quit the addictive habit.

In Delhi, students from 31 private and government schools will also be helping people do just that — but in a colourful way. Schools such as Amity International, Mother's International, Lady Irwin, St Columba's and Government Coed School, Lajpat Nagar, will kickstart a community campaign — "Humne Seekha Hai" — from January to increase public awareness on the health risks associated with tobacco addiction.

"The idea is to share with the community what they have learnt in school, so that people don't get the feeling of being talked down to," says Dr Srinath Reddy, project coordinator and coordinator of the International Institute on Cardiovascular Health in Developing Countries.

"Passive smoking starts even before conception and causes impotence, infertility, stillbirth, and

'Their babies have low IQ, chest problems'

- Pregnant women who smoke are more likely to vomit, have urinary infections and give birth to low-weight babies.
- They are likely to have babies with much smaller airways, which constrict breathing. Coupled with rising broncho-allergies like asthma, this can be fatal.
- Smoking during pregnancy has been linked to miscarriages, stillbirths and chest problems, including greater respiratory tract infections and higher risk of asthma.
- Studies show that male fetuses are likely to be aborted faster than female ones if the mother smokes or is exposed to passive smoking.
- Passive smoking causes impotence, infertility, stillbirth, and low birth-weight, leading to disorders like low IQ and poor lung capacity.

low birth-weight. This exposes the baby to many disorders like low IQ and poor lung capacity," adds Reddy who is also the cardiologist professor at AI India Institute of Medical Sciences.

Agrees Mira Aghi, a consultant with USAID on tobacco use and abuse among women and children. "Studies in Bangladesh and by Dr Sarita Krishnamurthy at the Cancer Hospital in Manipal have shown

that male fetuses are likely to be aborted faster than female ones if the mother smokes or is exposed to passive smoking," Aghi says.

In the UK research, the extent of airway damage was deduced after researchers from the Institute of Child Health studied 355 pregnant women. Besides body weight, the height of babies of smokers was also found to be "significantly lower", especially if the women were smoking

while they were pregnant. Previous studies have also declared that smoking during pregnancy is bad for the health of both the mother and child. It has been linked to miscarriages, cot deaths and chest problems, including greater respiratory tract infections and higher risk of asthma.

In Delhi, students will adopt bus stops and markets around their schools and put up posters there to inform people about the economic and health risks of tobacco consumption.

From the 31 schools participating in the project, three posters each on the tobacco theme were exhibited at Amity International on Monday. Students from these schools will also be putting up a street play on tobacco consumption in public places like Dilli Haat in January and February. The project will then be expanded to include other social and health issues.



Students reach out to the community through
Community Outreach Programme : HUMNE SEEKHA HAI
during 2000-2002



LIFE

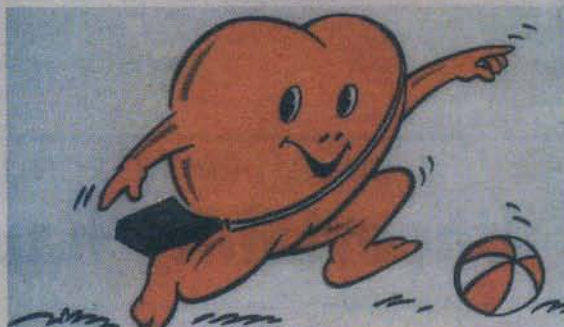
The HINDU, Wednesday, April 18, 2001

Towards a 'healthy' parliament

"I call upon this parliament to devote its energies to the task and mission of rapidly advancing the interlinked agenda of health and human development in our country." That was the president of India addressing the Student's Parliament on Health this morning.

It might have been a mock president giving this appeal to a mock parliament organised by the Student's Health Action Network (SHAN) in the Capital to enable young orators to engage themselves in informed advocacy of health issues, but it had all the flavour of a model parliament. As one person commented after witnessing the quality of students' debate: "At least one parliament is functioning."

The two-day Students' Parliament on Health is part of a unique initiative of the "Health Related Information Dissemination Among Youth" (HRIDAY) that is working among school students of Delhi since 1992. It aims to promote healthy lifestyle practices in school children with the goal of strengthening life-long health



promotion and disease intervention. "The aim of the Student's Parliament is to familiarise the students with the procedural aspects of parliamentary functioning as well as enable them to engage in informed advocacy of health issues," says Prof. K. Srinath Reddy, Co-Ordinator, HRIDAY-SHAN and Professor of Cardiology, AIIMS.

With Mr. Vinod Dua and Mr. Jaipal Reddy, one of the five winners of Outstanding Parliamentarian award, gracing the occasion, it was a lively debate on various health-related

issues that children from more than 35 schools had on their first day. After the president's address, a motion of thanks was moved and there was a debate on it, as in real Parliament.

This was followed by a private member's resolution on prevention of HIV-AIDS and based on inputs provided by HRIDAY-SHAN, there was an informed debate on the whole issue. With the lively discussion veering to a point where almost all members emphasised the need for life-skills education, the Health Minister assured that a 'Bill' on AIDS/HIV prevention

with emphasis on life-skills will be introduced.

Tomorrow, there will be a question hour in which various health-related issues will be discussed.

Some of them relate to high incidence of heart disease among army officers, prevalence of anemia in children under age 3, increase of time for providing health-related messages on Doordarshan, health benefits of giving up tobacco habit and increasing the level of health-related learning in schools.

The HRIDAY-SHAN campaign is being supported by WHO and the Ministry of Health and Family Welfare. "Seven of our students are going to Maldives next month to represent India in WHO youth jamboree," informs Dr. Reddy. "We will also replicate this effort at the school level. There is also a plan to organise an All India Student's Health Festival in October".

The valedictory session of Student's Parliament will be held tomorrow afternoon and it will be attended by actress and MP, Ms. Shabana Azmi.

By K. Kannan



A mock Students' Parliament on Health organized by HRIDAY-SHAN to debate health issues, including a bill for tobacco control during April 17-18, 2001



THE HINDU, Thursday, May 31, 2001

Some hard facts about smoking

By Our Staff Reporter

NEW DELHI, MAY 30. Yet another "World No Tobacco Day" is upon us and it is time again to ponder over some hard facts. Smoking — the more popular means by which city dwellers consume tobacco — has over 50 ways of making life miserable and over 20 ways of killing. And similar things can be said about chewing tobacco.

One in every two smoker dies prematurely and half of them do not cross middle age. Most will die from either of the three diseases — lung cancer, chronic obstructive lung disease (bronchitis, emphysema) and coronary heart disease. And those chewing this killer will succumb to cancer of the mouth, throat or oesophagus.

Of the one billion people around the world who smoke, four million die prematurely and in terms of rate, one person dies every minute due to smoking. "Our guessimate (the way by which doctors estimate number of those effected by a certain disease or problem) in one form or the other," points out the executive vice-chairman of Heart Care Foundation of India, Dr. K.K. Aggarwal, whose NGO has been creating awareness against use of tobacco.

According to a study, in India, 15 crore males and 4 crore females above the age of 15 years are habitual users of tobacco while other 40-50 children below 15 years are also under its grip, says Monika Arora, a research scientist with "HRIDAY-SHAN", an NGO in Delhi which has been creating health awareness and

promoting anti-tobacco and other health issues among children.

In India, cigarette forms 20 per cent of total tobacco produce while "bidi" had a share of 40 per cent. The remaining 40 per cent was the market of "pan masala" and chewing tobacco, informs Mr. Pawan Tiwari, Editor of "Tobacco Today", a monthly magazine specifically meant for the tobacco industry.

Besides smoking, another way to consume tobacco is snuff dippers where a person consumes more than 10 times the amount of cancer-causing substances (nitrosamines) than cigarette smokers. In fact, some brands of smokeless tobacco contained as much as 20,000 times the legal limit of nitrosamines permitted in certain foods and consumer products, reveals Dr. Aggarwal.

"The juice from the smokeless tobacco is absorbed directly through the lining of the mouth. This creates sores and white patches which often leads to cancer of the mouth. Smokeless tobacco users greatly increase their risk of other cancers including lung, pharynx, larynx, and oesophagus," he adds.

The situation is alarming as a person using tobacco cannot escape from getting affected from one or more of the following diseases — common cold, Crohn's disease (chronic inflamed bowel), influenza, pneumonia, tuberculosis, impotence, loss of vision, depression, asthma, rhinitis, et al.

Though several laws had been framed to ban smoking in public places and promotion of its use, it's still a major cause of concern among medical fraternity and law makers,

says Ms. Arora, adding awareness had been gradually increasing by the efforts of both the Government and NGOs, but still cases of deaths related to use of tobacco were on the rise.

NGOs and medical experts working in this direction feel in order to quit smoking and use of tobacco, a smoker could derive wonderful benefits from a good support system that comes from spouse, relative, friend or co-worker. Besides, alternative approaches like acupuncture, use of herbs, hypnosis and nutritional supplements could be helpful.

Experts feel the "right time" to quit smoking can be a special day or a special feeling — it could be your wedding anniversary. Besides, inner strength and determination plays a crucial role to change tobacco habit.

"Maintaining a good sense of humour, developing creative outlets through hobbies or crafts, gaining insight about yourself, building a positive support group for encouragement, initiating a new project to occupy your thoughts, or just discovering how to live independently from tobacco" are some of the tested strategies that had worked, says Dr. Aggarwal, whose organisation organised a "successful" "No Tobacco Week" guiding smokers to quit their habit.

Other ways to end this habit are by chewing sugarless gum, eating carrot sticks, herbal smoking, hiding ashtrays, taking long walks, asking others not to smoke around you, and spending time in places where smoking is prohibited, he adds.

THE HINDU, Tuesday, May 22, 2001

Against Smoking

Smoking is bad, passive smoking even worse. As a run-up to the World No Tobacco Day on May 31, Health Related Information Dissemination Amongst Youth (HRIDAY) has brought out appeals to the government and society to curb passive smoking and protect children from its harmful effects. This is in keeping with the theme, "Second Hand Smoke: Let's Clean the Air".

HRIDAY, a voluntary programme started by AIIMS doctors and students, had initiated sensitisation programmes among teachers, students and parents in the capital on passive smoking in the last three months. Three groups, Students Against Tobacco (SAT), Teachers Against Tobacco (TAT) and Parents Against Tobacco (PAT) have been formed as a result, which have framed separate appeals.

These groups urge "well-meaning persons in our society" to realise that inhalation of second-hand smoke is as injurious to health as active smoking. They also ask the public to take measures to save themselves and others from the effects of tobacco smoke. These appeals have been endorsed by around 26,000 students, 1800 teachers and 5000 parents in Delhi.

Student Health Action Network (SHAN), an offspring of HRIDAY, had earlier presented an appeal to the Prime Minister, Mr. Atal Behari Vajpayee, in 1998 describing their concerns over the threat of tobacco to their health and had asked the governments to take appropriate action.

This anti-tobacco campaign can be seen as the continuation of a new trend which has seen school students getting actively involved in the "Say no to Polybags", "Green Delhi" and other movements aimed at bringing about a qualitative change in society.

THE TIMES OF INDIA, NEW DELHI WEDNESDAY, MAY 23, 2001

'One million passive smokers die annually'

NEW DELHI: Governments must take steps to protect the rights of non-smokers as about one million people die of passive smoking around the world every year, WHO country representative Dr Robert J Kim Farley said today.

"Smoking is a health hazard, not only for the smokers but for the society as well and enough is not being done to enforce the rights of non-smokers," he said here at a programme held for public release of appeals as a prelude to World Tobacco Day on May 31.

Farley was presented with about 27,000 signatures from Students Against Tobacco, 1,898 from Teach-

ers Against Tobacco and 5,022 from Parents Against Tobacco, that along with appeals formulated by these three groups, he would forward to the Indian government to formulate an anti-tobacco policy.

"We want the government to strengthen the movement for tobacco control so that active consumption of tobacco products is progressively reduced, as passive smoking will continue to be a threat as long as active smoking is common," Sidharth Gupta, a representative of SAT said, and added that smoking in public places should be banned, as non-smokers suffer for no fault of theirs. (PTI)

HRIDAY-SHAN releases appeal for control of passive smoking, issued by Students Against Tobacco (SAT), Teachers Against Tobacco (TAT) and Parents Against Tobacco (PAT) on May, 31, 2001



New Delhi, Sunday April 7, 2002

PIONEER

WORLD HEALTH DAY

It's a full circle for Delhi belly



JITENDRA VERMA

New Delhi

CHILDREN STUDYING in private schools in the Capital are much more sedentary as compared to those studying in Government schools, reports a yet to be released study.

A survey of over 200 schools by New Delhi-based Health Related Information Dissemination Amongst Youth says students from affluent families and studying in private schools are physically inactive and, thus, prone to a number of diseases.

This revelation comes as a timely warning on World Health Day today, the theme for which is 'Move for Health'. According to WHO, lack of activity leads to more than 2 million deaths per year globally. A study on risk factors show that sedentary lifestyle is one of the 10 leading causes of death and disability in the world.

The adult health of the Capital is not too healthy either. Over 70% of Delhites are sedentary as compared to a national urban average of 60%. "These statistics are alarming," says K Srinath Reddy, Professor of Cardiology, AIIMS, New Delhi.

Rapid urbanisation and growing sedentary lifestyles have left the urban populace at the doorstep of non-communicable diseases, Dr Reddy says. A Delhi-Haryana comparative study by ICMR is a case in point. It says, in the over-weight population of the Capital, over 54.4% are males as compared to 64.9% females. Haryana, on the other hand, has a rural population of just over 17.3% males and 18.8% overweight females.

Delhi also carries the dubious distinction of a mushrooming pot-bellied populace, afflicted as it is by unprecedented central obesity. Among Delhi's men, a whopping 71.8 per cent is pot-bellied as compared to 39.5 per cent centrally obese women.

It was reported in the mid-1970s that a majority of rural men were involved in strenuous physical activity. This proportion declined to 70% in the 1990s and a study reported that even among farmers only 25% men now engage in early moderate intensity physical activity; others engage in intermittent activity. Among women too, household chores involving physical activity has declined due to mechanisation. Data of urban Indian populations shows that moderate and high-grade physical activity is uncommon. In early '90s, only 14% of the surveyed subjects were involved in regular non-occupational physical activity. Proportions didn't change significantly in the next decade.

In Chennai, half the population was involved in moderate occupational physical activity. Among the office-goers of Bangalore, there is low physical activity. In Rajasthan, leisure-time physical activity has increased from 14 to 22%, but only among men. Physical inactivity increases mortality, doubles risk of heart and other diseases.

To draw the attention of policy makers to this trend, WHO has dedicated this year to fitness and healthy lifestyle. Says Dr Uton Muehtar Rafel, WHO regional Director for S-E Asia: "Over 60% of heart diseases, 90% of diabetes and one-third cancers can be avoided through a lifestyle change."

THE HINDU, Tuesday, April 2, 2002

Focus on good health

NEW DELHI, APRIL 1. In spite of the well recognised fact that physical activity is essential for good health there has been an alarming decrease in physical activity in modern lifestyles among different age groups.

With a view to encouraging physical activity in day to day life, HRIDAY (Health Related Information Dissemination Amongst Youth) and SHAN (Students Health Action Network) jointly organised a workshop "Move for Health" on March 30.

Speaking on the occasion Director General, Medical Services, Air Headquarters, Air Marshall L.K.Varma, said work-out was essential for children as their health was the cornerstone of country's well being.

Also present at the workshop was Coordinator HRIDAY-SHAN Prof K. Srinath Reddy who emphasised that a change was necessary in the mindset of children as well as adults about physical exercise. Stressing that physical activity should be a part of the daily activity he said that a regular physical activity for 30 minutes can prevent a number of diseases.

A series of such workshops, seminars and events will be held through out the week to commemorate the theme of 'Physical Activity' for the World Health Day which falls on April 7th, 2002.

To Health & a Good Cause

World Health Day, celebrated on April 7, saw a flurry of activities with school children participating in large numbers. Read about the various activities involving Delhi school kids, held on the occasion of World Health Day 2002

By: HTS Correspondent

"Health is the wealth of wealth." This maybe an old adage but it holds true forever. Health is an issue that touches all of us. And is also an issue that had more than 2,500 school students come together to voice their concerns on the occasion of World Health Day 2002.

The World Health Day 2002 was celebrated in Delhi with students from 46 schools of Delhi and surrounding areas. The theme for the day was 'Move for Health'. The day started with the 'walk for Health', held in Alaknanda, in South Delhi. The walk in which the school students were joined in by representatives of the World Health

Organisation (WHO), Union Ministry of Health, Confederation of Indian Industry (CII), Sports Authority of India, Indian Indian Olympics Association and several resident welfare associations. The event organised by voluntary organisations HRIDAY (Health Related Information Dissemination Amongst Youth) and SHAN (School Health Action Network) was flagged off by Dr. Robert Kim-Fursey, WHO's representative in India.

Kalka Public School was the venue for all action following the walk. Students assembled at the school and took part in a variety of events—athletics, cycling, martial arts, yoga, aerobics—demonstrating different ways in which physical activity can be integrated

into our lives. Mr. Javed Chowdhury, health secretary, Government of India, inaugurated the event. Health experts addressing the students emphasised on the need of including in simple activities like brisk walking and climbing steps to protect against disorders like heart attacks, strokes, high blood pressure, diabetes, cancer of the adult and several other ailments. The participating students were awarded prizes by Dr. Robert Kim-Fursey (WHO), Dr. D.K. Dave (AIIMS), Dr. K.S. Reddy (coordinator, HRIDAY and SHAN). The programme was also followed by a prize distribution ceremony. Dr. SP Agarwal, director, general of health services, gave away prizes to winners of the competitive events.



HRIDAY-SHAN celebrates World Health Day on April 7, 2002





Students presented posters to Union Health Minister Sushma Swaraj on Anti Tobacco Day on Friday. ANIL SHARMA

दैनिक जागरण

मां-पिता के तंबाकू सेवन से बच्चे सबसे अधिक प्रभावित : कलाम

इदय शान नामक गैर सरकारी संगठन के कार्यकर्ता बच्चों ने राष्ट्रपति डा. कलाम से भेंट कर तंबाकू मुक्त समाज बने का अपील की।

जागरण

जागरण संवाददाता, नई दिल्ली

पर में माता-पिता यदि तंबाकू आदि का प्रयोग करें तो सबसे अधिक बच्चों का स्वास्थ्य प्रभावित होता है। बच्चों को मां-बाप का तंबाकू सेवन बुराने के प्रयास अवश्य करने चाहिए और जो सके तो इस दिशा में उन्हें अपने शिक्षकों व स्वास्थ्य अधिकारियों को मदद लेनी चाहिए।

तंबाकू सेवन पर रोक लगाने को दिना में कार्यरत इदय-शान नामक गैर सरकारी संस्था की ओर से मिलने आए स्कूली छात्र प्रतिनिधियों को संबोधित करते हुए राष्ट्रपति डा. एपीजे अब्दुल कलाम ने ये बातें कही। राष्ट्रपति ने मिलने आए बच्चों को अधिक से अधिक पैड लगाने के लिए प्रेरित किया और कहा कि समाज से गरीबी मिटाने और विकास को प्रक्रिया को गति प्रदान करने के कार्यों में बच्चों को भी संलग्न होना चाहिए। राष्ट्रपति ने बच्चों को तंबाकू आदि के प्रयोग से बचने की भी सलाह दी।

तंबाकू निषेध दिवस पर राष्ट्रपति से मिलने आए बच्चों ने डा. कलाम को सुशिक्षित पैरास्पोर्ट, स्वास्थ्यकर्ता भोजन, पर्यावरण को सुदृढ़, तंबाकू का निषेध, हिंसा पर रोक और महिलाओं के समर्थन वाले अवसरकता जैसे मुद्दों को समेटते बालक बच्चों का चार्ट भी पेश किया। इस चार्ट पर करीब 50 हजार स्कूली छात्रों के हस्ताक्षर थे।

राष्ट्रपति ने बच्चों को इस बात के लिए सराहना भी की और कहा कि बच्चे यदि समाज को बुराईयों को खतरा करने के कार्यों में जुट जायं तो एक न एक दिन इस उदरगत को पूर्ण अवरुध हो जाएगी।

THE HINDU, Saturday, May 31, 2003

The Union Minister for Health and Family Welfare, Sushma Swaraj, going through the anti-tobacco posters made by school children on the eve of World No Tobacco Day in New Delhi on Friday.

Photo: V. Sudershan

HRIDAY-SHAN celebrates World No Tobacco Day on May 31, 2003



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HRIDAY-SHAN POSTERS

LISTEN TO YOUR HEART!

PREVENTED BY:

- ✓ HEALTHY BALANCED DIET
- ✓ REGULAR EXERCISE
- ✓ SUFFICIENT SLEEP
- ✓ STRESS MANAGEMENT
- ✓ AVOIDING SMOKE
- ✓ AVOIDING ALCOHOL
- ✓ AVOIDING HIGH CHOLESTEROL
- ✓ AVOIDING HIGH BLOOD PRESSURE
- ✓ AVOIDING HIGH SUGAR

CAUSED BY:

- ✗ SMOKE
- ✗ ALCOHOL
- ✗ UNHEALTHY DIET
- ✗ LACK OF EXERCISE
- ✗ STRESS
- ✗ HIGH CHOLESTEROL
- ✗ HIGH BLOOD PRESSURE
- ✗ HIGH SUGAR

HRIDAY SAYS:
Take good care of your heart and it will take good care of YOU!

HRIDAY
SHAN

FIBRE

Glow With Fibre

PREVENTS: HEART ATTACK, HIGH BLOOD PRESSURE, DIABETES, OBESITY, CONSTIPATION

HRIDAY SAYS:
Regular intake of fibre pays. Keeps you healthy always.

HRIDAY
SHAN

When You Smoke, You Hurt Your Child!

HRIDAY SAYS:
Smoking is bad for you and your child.

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CLIMB THE HEIGHTS OF HEALTH & FITNESS

Keep regular exercise

HRIDAY SAYS:
If you want to be safe from the "family pack" (Diabetes, Chronic High Blood Pressure and Heart Attack) Excess weight, with excess fat and joints aching. Exercise regularly and be active "On the stairs!"

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BE FIT! NOT FAT!

HRIDAY SAYS:
Lack of exercise, stress, and poor diet can lead to obesity. Regular exercise and a healthy diet can help you stay fit and healthy.

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PROTEIN POWER

HRIDAY SAYS:
Grow tall, strong swift and clever. Build your body and brain with protein power.

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PRESCRIBE FOR YOUR HEALTH!

HRIDAY SAYS:
Your health is your responsibility too! None else can take better care than you.

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SALT

Avoid Excess Salt In Food

HRIDAY SAYS:
Excess intake of table salt can lead to high blood pressure, heart disease, and kidney disease. Limit your salt intake to less than 5g per day.

FRUITS & VEGETABLES:
Intake of these would maintain your blood pressure at normal level.

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CANCER

DON'T LET THE CRAB GRAB YOU

HRIDAY SAYS:
CANCER CAN BE PREVENTED BY:
• AVOIDING TOBACCO & ALCOHOL
• AVOIDING POLLUTION & CHEMICALS
• AVOIDING EXCESS WEIGHT
• PROTECTING AGAINST VIRUSES
• ENVIRONMENTAL PROTECTION
• USING ALTERNATIVE SAFE AND SUSTAINABLE SOURCES OF ENERGY
• AVOIDING HAZARDOUS POLLUTION
• AVOIDING HAZARDOUS CHEMICALS

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Working continuously towards health for all



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