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Brandspeak

AN E-UPDATE BY BRANDCARE

Med-ad Update

India- Breaking Bad On Meth

With less restrictions on the sale of key ingredients of Methamphetamine, India has become a hub of meth labs. Usage among youth and export of this drug to other Asian and western countries has increased drastically.

Crystalline Methamphetamine, a heavy stimulant, is giving a tough time to the drug authorities. The drug, at one point sold at par with cocaine is seeing a sharp increase in demand from the youth because of easy availability and reduced cost. A gram of meth, which at once costed Rs 3000 now costs Rs 800. Psychiatrists say that about ten meth addicts approach them on a daily basis for treatment. It is difficult to track its source trade, since meth is classified under Schedule 2 drug under Narcotics Drugs and Psychotropic Substances (NDPS) Act and its constituents are legal and easily available in the market. Meth comes in powder, pills and crystallized form, which is crushed and snorted, though it can also be swallowed, injected and smoked. When used in excess, the effect could be damaging.

The drug has a long-lasting euphoric effect on the user. Psychologically, it can make a person excited, aggressive and violent. The euphoric effect can last for more than twelve hours. India is a hub for chemical industries, and meth ingredients ephedrine and pseudoephedrine are legally used as decongestants. With a population of 1.2 billion, with youth forming a big chunk and rising disposable incomes, India has become a huge market for drug abuse. Along with China, India has become a source of such shipments and their consequent usage in setting up meth labs, in-house and abroad. The meth goes to Northeast India, south Asian countries, Australia, United States, UK and Canada.



National Nutrition Week (1st - 7th September)

Rise in consumption of sugar, refined carbohydrates, processed food and excessive preservative usage have increased diabetes, cancer, cardiovascular diseases and kidney disorders. A Balanced nutrition blended with adequate physical activity and salutary lifestyle keeps a check on your yearly doctor visits.

The ALS Ice Bucket Challenge



Amyotrophic Lateral Sclerosis(ALS), commonly known as Lou Gehrig's disease is a progressive neuromuscular disease. Though the disease can occur at any age, it generally occurs in the age group of 40-70. Every year around 5000 cases surface up in the US. In most of the cases diagnosed, the cause of the disease is unknown. Neither lifestyle, genetics nor eating habits have given any clue to the cause of the disease. Starting from weakness, twitching, loss of control, the symptoms may progress to breathlessness, difficulty in swallowing and paralysis. There are various techniques for diagnosing this disease including laboratory tests, spinal tap, MRI and EMG. As of today, there is no known cure for this disease.

The ice bucket challenge has gained attention all over the world as one of the most innovative ways to spread awareness about a disease. Till now, it has raised a whopping \$100 million and is still counting. This is a huge increase in funds to the ALS association compared to the \$2.8 million last year. The video campaign- wherein a challenger has to throw a bucket of ice cold water on himself/herself and dare three other people to do the same- has made a mark on every social media. As per Facebook, more than 15 million people have posted, commented or liked a post related to this challenge.

It is interesting how this campaign became viral. It began with Pete Frates, a baseball player who was diagnosed with ALS in 2012. Ever since Frates posted it on Facebook, around 9 million people actually have taken this challenge. Since decades, charity raising has been following a conventional three step process. Targeting rich people in a community, requesting for money and then organizing fundraisers, and events to expand the reach and create awareness. But the ice bucket challenge has given a completely new dimension to the way individuals all over the world could be involved. The main reason for its success is that its real, fun and tactile. Social media has helped launch this campaign to another level.

However, There is a backlash to this campaign. The message of the campaign i.e. awareness about ALS is getting lost in the process. People are more concerned about completing the challenge for the thrill of it and do not care about the real spirit behind the cause. Non profit organizations should have consistency in their fund flow and it should not be a one time affair. Will the ice bucket challenge able to convert this campaign into more satisfactory and tangible communication for the masses? It may not create a mark in sensitizing people about the social responsibility they bear, but it sure did bring home the idea how social media used in the proper way could have a huge impact on social causes.



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**SMALL HABITS
MAKE BIG
DIFFERENCES**



Eat fresh and healthy meals

Say no to processed food

Indulge in physical activity
everyday

Eat a balanced meal to gather
all nutrients

Minimize food wastage