



▶ INDUSTRY NEWS..... 1



▶ INTERNAL BRAND CAMPAIGN HIGHLIGHTS 2



▶ PERSPECTIVE: HEALTHCARE 2

○ ISSUE 23

○ November 2014

Brandspeak

AN E-UPDATE BY BRANDCARE

Med-ad Update

Move Your Feet Project- Campaign against Diabetes

The estimated number of diabetic patients in India is around 40 million. Type 2 diabetes is the most common type of diabetes. Obesity, family history and lifestyle put people at high risk of diabetes.

On the occasion of the World Diabetes day on 14th Nov, Brandcare decided to do its bit by initiating a campaign called move your feet. It was aimed at spreading awareness among the general public to lead a healthy lifestyle. The campaign started with a flash mob organized at Mumbai CST station, one of the busiest stations in India. The flash mob gathered attention from the crowd passing by. An immense audience puller, the flash mob managed to get the message across, about healthy living and the importance of exercise.

The flash mob was part of a bigger campaign which was launched simultaneously on the social media by the name of moveyourfeetproject.com. This website promoted the importance of walking and exercising daily to keep oneself in good health.

Diabetes is predicted to become the 7th leading cause of deaths in the world by 2030. Prevention has a simple formula, proper healthy diet and exercise.

The campaign called for pledges from the public to walk a few kilometers daily. Promoted on social media sites like Facebook and twitter, the video bagged in 6000 views on just two days.

The basics of diabetes prevention is as simple as eating healthy and getting more physically active. Making a few changes in your lifestyle could avoid serious health complications of diabetes such as nerve, kidney and heart damage. Get yourself checked regularly for blood sugar and never ignore the doctor's advice. Lose extra fat and avoid junk food. Instead rely more on healthy and nutritious diet with more fruits and vegetables included.



Move your feet campaign

The campaign was a huge success with people watching the video and spreading the word and pledging to do their part to avoid Diabetes. Daily exercise and maintaining proper diet helps to keep the body healthy. The campaign bagged huge attention on social media.

Women's Health ! The ugly side



The recent Chhattisgarh incident put a question mark not on our Healthcare system but how gender is perceived in India. November 11, the day when 13 women in Chhattisgarh died undergoing sterilization surgery in a 'health camp' organized by the government. The tubectomy operations were carried out on 83 women in a matter of 6 hours by a single doctor. 32 women are still in critical condition. While this was in progress, there was another sterilization camp in the making, in Bilaspur district where 26 tubectomies were done in an hour. 1 died while 20 reported post surgery complications.

Already suffering from patriarchy, women of this society are subjected to different kinds of physical and emotional violence in India, specially in rural areas where men are the decision makers of the family. Half of the population lies in the reproductive age group, more than 40% of population increase contributed by family with beyond 2 children and just half of the 188 million couples use contraceptives.

The botched sterilizations have raised questions on how the state is implementing the family planning programme. The programme offered poor women cash incentives to get sterilized. Apart from that, an ANM or any health worker is paid Rs 150 for motivating a woman to take the procedure, and the surgeon is paid Rs 75 per case. The government pays Rs 600 to women who undergo sterilization.

Numerous laws were broken during these sterilization camps. Health, genuine medication, precautionary measures, hygiene were the least of the worries in these camps. A doctor is supposed to conduct operation in a well established facility and spend at least 15 minutes on each surgery. Here, the doctor conducted the procedure in a privately owned facility and spent only 2 minutes per surgery. The situation is much more intense that it looks. The male dominance is evident by the government's programme targeting only women who can be easily convinced into going through the process than men who would refuse for vasectomy.

Today, women are willing to pop an i-pill or hormonal contraceptive pill, instead of convincing their male counterparts to use condoms. Use of condoms is an issue of a much larger gender debate, men perceiving it to be a sign of weakness than a precautionary measure. Today, a male forces and successfully convinces a female to go for tubectomy and the woman gives herself in, because that's what she is taught from the very beginning, her husband is her care-taker and whatever he says is what she is to follow without question. No wonder that the family planning programme remains to be extremely biased with responsibility placed on women to control fertility.

Although the court recognizes both the genders having equal rights, but sadly women are at the receiving end of the social spectrum. It's about time reconsidering the 'camp approach' towards the healthcare of women.

FLASH MOB FOR HEALTH AWARENESS



The flash mob gathered a large crowd from different backgrounds. An endeavour against Diabetes, the campaign was able to spread its message for a healthy lifestyle across online and offline modes successfully.



Brandcare Editorial
Team

editorialteam@brandcare.net