

## **Observance of World Heart Day Program at Councillors' Club Room, CMO Buildings, Kolkata Municipal Corporation on 28<sup>th</sup> September, 2018.**

### **Introduction:**

Tobacco use continues to be the leading global cause of death and threatening to become an uncontrollable epidemic with 13 lakhs deaths every year due to Tobacco diseases. As a result Tobacco related mortality is increasing day by day. Economic burden (both Direct and Indirect) of Tobacco use India, is estimated Rs.1,04,500 crores per year. In this context Tobacco Control Programme aims to reduce diseases, disabilities and deaths related to tobacco use. Against this backdrop **MANT** has been facilitating for establishment of an effective and efficient system of Tobacco Control in West Bengal.

### **Planning:**

World Heart Day celebration in collaboration with MANT & Kolkata Municipal Corporation on 28<sup>th</sup> September ,2018 and MANT organized a Health Check Up Camp and a Panel discussion on World Heart Day for the staffs and officials of KMC(HQ).

### **Focus:**

The main focus to celebrate World Heart Day was to prevent Heart Diseases and spread awareness on Tobacco Control and its relationship with Heart diseases.

**Venue:** Councillors' Club Room, CMO Buildings, KMC (HQ).



**Programme Date:** 28.09.2018

**Schedule Time:** 2.00 PM – 5.00 PM

**Duration Time:** Three Hours

**Target Group:** All staffs and officials of KMC(HQ)

**No. of Stakeholders:** Around 70

### **Resources Persons:**

- Shri Debasish Kumar, MMIC, KMC, Parks and Gardens, Sports, Advertisement and Parking, Car Parking
- Shrimati Mina Debi Purohit, Former Deputy Mayor, KMC
- Dr. Goutam Das, Cardiologist
- Dr. Arnab Gupta, Director, Cancer Specialist, [Saroj Gupta Cancer Centre & Research Institute](#)
- Harihar Prasad Mandal(WBCS)(Exe.), Municipal Secretary, Kolkata Municipal Corporation

- Shri Shankarlal Mukherjee, Additional Municipal Secretary, Kolkata Municipal Corporation.

#### **Content of the Programme:**

- Discussion on Heart diseases and the preventive measures.
- Discussion on Tobacco Burden and it's effects on our heart.
- Short film presentation namely ' Before There Are Ashes Only'



#### **Methodology:**

- Present a short film
- Panel Discussion
- Interactive Session

#### **Programme Details:**

KMC organised a Health Check Up Camp and a seminar on World Heart Day in collaboration with MANT for the employees and officials of KMC. The health check up camp started at around 2:00 pm. The blood test was done for routine test, uric acid, blood sugar and blood group detection. The health camp was attended by about 40 officials.

After the health check up camp, the main program was initiated with a welcome note by Mr. Nirmalya Mukherjee, Director, and MANT. It was followed by a speech from the honourable Shri Debasish Kumar, MMIC, KMC, Parks and Gardens, Sports, Advertisement and Parking, Car Parking. He said that a healthy change in our regular lifestyle can help us to maintain a healthy heart and keep away diseases. He also shared two unfortunate incidences from his personal experience and said that a healthy heart is the key to a healthy body.

The speech was followed by a slideshow presentation on tobacco control by Mr. Nirmalya Mukherjee. He discussed about the current statistics on tobacco use, how tobacco is affecting our healthy lifestyle and the initiatives taken by MANT for tobacco control. He concluded the presentation by discussing the ways to prevent tobacco use.

Honourable Mina Debi Purohit, Former Deputy Mayor of KMC also added quite a few points on the importance of a healthy heart. She said that the younger generation needs to be more aware about health and to maintain it. She suggested that a healthy diet and exercise is very important for heart health. She also said that if one has to maintain a good health, junk foods must be avoided and regular routine for yoga must be included in our lifestyle.

Dr. Goutam Das, Cardiologist spoke about the ill effects of tobacco on heart health. He said that to improve heart health and prevent heart diseases, awareness must be raised so that

tobacco use can be controlled. He further explained that food habits must be changed and physical activities must be included in our daily routine to stay healthy.

Dr. Arnab Gupta, Director, Cancer Specialist, [Saroj Gupta Cancer Centre & Research Institute](#) mainly spoke about the ill effects of tobacco and how it is linked to various incidents of cancer among people. He shared personal experiences related to smoking. He said that regular tobacco users might find it too difficult to quit tobacco all at once but one can quit through willpower. He explained other ways to quit tobacco. He also discussed about the rising cases of uterus and breast cancer among women, ways to identify and prevent them. He concluded his speech by narrating few incidents where patients diagnosed with cancer were completely cured when the diagnosis was proper and treatment was carried out at an early stage.



Mr.Nirmalya Mukherjee concluded the program with a short speech on tobacco control, the initiatives taken by MANT for tobacco control and ongoing programs for tobacco control in India. He also explained why tobacco ban cannot be done and how awareness can be used for tobacco control.