

## PROJECT POSITIVE HEALTH

### The Concept:

Project Positive Health (PPH) – Stop NCD – is Rotary's PAN-India initiative towards bringing about health awareness among its citizens, by sensitizing the community at large, about Non-Communicable Diseases (NCDs). This project is the brainchild of RI Directors, Kamal Sanghvi and Dr. Bharat Pandya. .

Rtn. Dr. Girish Gune, National Committee Member, has supplemented this concept by further advocating “*Ek chamach kam, chaar kaadam aage*” – that is to say, one spoon less of Oil, Sugar and Salt and thirty minutes of physical exercise.

Rotary Clubs are expected to reach out to the community, impart information and share knowledge about the harmful effects of NCD's. After which they are required to obtain medical parameters of individuals to gauge their basic health. Based upon the individual's numbers they are to be advised upon a health regime that they need to follow, over the next few weeks.

The medical vitals from same individuals are to be reobtained after a gap of twelve weeks and subject to the fact, that these individual have followed the regime, advocated earlier, certain positive changes in their health could be realized. Thereafter, preliminary medical advice can be offered again. As for individuals whose parameters do not fall within the prescribed values, they are advised to seek opinion from medical practitioners of their choice.



### Background:

Over the last few decades it has been observed, globally, that the ratio of mortality through NCDs has been increasing alarmingly. The causes of NCDs and its detrimental effects are well-known, but the necessary practices that are required to avoid such diseases are largely ignored. To a large extent, this could be attributed to the varied patterns of an individual's contemporary lifestyle. The long term medical effects of NCDs are known but unforeseen, and in most cases the unrepairable damages, may have already occurred.

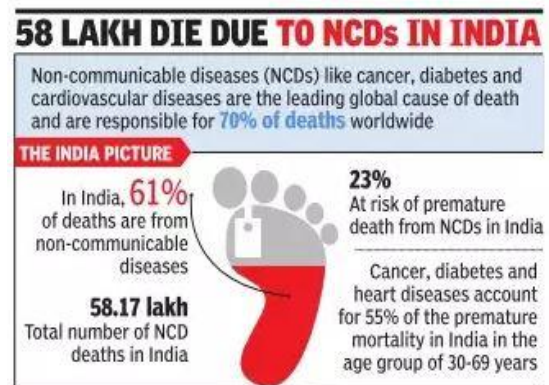
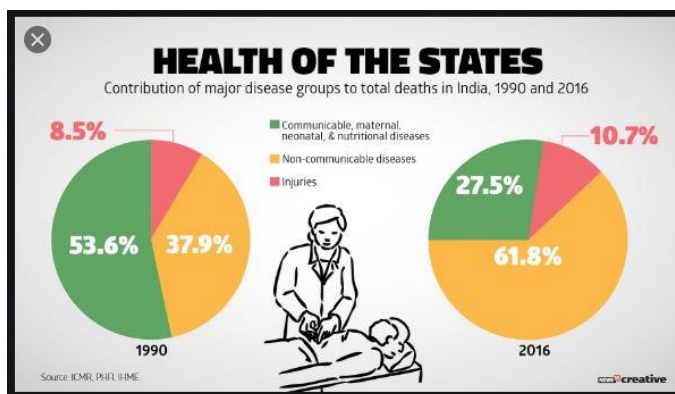
Undoubtedly, medical remedial action, through advancements in medical technology are available, however, at a substantial cost and associated anxiety for the individuals and their immediate family members. With families going nuclear, the situation is all the more precarious. Thereafter, unless a proper regime is followed, what follows is a “chain reaction”, wherein one ailment becomes a cause for another.

Timely counselling on multiple fronts viz. professional, career, family relationship and medical, could encourage an individual to be more focused about his own health, which in turn would have a positive rippling effect upon his family and the community at large.

The reach and extent of NCDs is not limited to any specific demographic. Whether the populace resides in metros, urban, rural or semi-urban all are affected, though differently, in variant proportions of ailments.

It's naïve to say, that the populace is unaware about the aggravated medical conditions that would arise over a period of time, unless healthy lifestyle is consistently practiced.

The following slides could throw some light about the extent of incidence of NCDs.



### **PPH App: (offered on Google Play store)**

Rotary Club of Pune Vibrant East, decided to promote this project in an innovative manner. The ground realities for reaching out to the community, obtaining medical parameters of individuals in a manual or physical format and thereafter its subsequent evaluation, is definitely, time consuming, expensive and cumbersome. During the on-going pandemic situation, promoting the activity in its native methodology is all the more challenging.

PPH Mobile App is a digital solution that has been developed to aid in promoting this project. Acquisition of data from individuals on periodical basis and its analysis and reporting of medical advocacy, based upon input data is the basic functionality which the App meets. These results are based upon physical attributes of individual's viz. age, sex, medical history etc. Health tips or notifications are provided to the individuals in a systemic way, so has to help the user of the App, for improvising his health. Needless to say, that the design of the algorithms used are based upon the inputs from knowledge experts.

This App furthers the cause of promoting Rotary, with a host of several other features as well viz. providing resourceful information about synergy clubs, database of donors, referral programs and such.

Clubs performance/promotion of the PPH project is viewable on our clubs website.

### **Resources:**

- 1) PowerPoint presentation
  - a) For Rotary Clubs for their own understanding of PPH.
  - b) To be used by the club while addressing the community for promoting PPH.
- 2) PPH Audio Visual (AV) : available as a resource that could be used which could be more impactful for addressing the community at large, particularly on the on-line platforms
- 3) Manual for understanding the features and functionality of the App.
- 4) Manual for understanding the clubs performance in promoting PPH.

Having realized the ground realities of obtaining the physical by promoting big way and therefore The project aims to counsel the community at large, using different methodologies – viz. physical meetings/sessions/interactions, (presently online – in the COVID situation) at various housing residential complexes, large office campuses, schools, colleges and other educational institutes. Social media platforms could also be a fair means to reach the intended target audience. The project also proposes to engage with NGOs and other such organizations which work towards betterment of society.

### **Expected Outputs and Implications:**

Self-monitoring, motivation and some counselling through a digital platform, could help the individuals immensely in realizing the importance of maintaining a balanced and healthy life-style, for themselves and their families.

App promotes to engage one's own family members in bringing about a change in his/her own health – to whom he/she is directly responsible – it can be expected that over a period of time, this would tend to bring about more affinity, closeness and inter-dependability among family members. Closer, intimate family relationships which bind families together is so vital and the need of the hour.

Needless to say, that with a healthier society, we can look forward to a more productive community, which enhances the socio-economic growth of individuals, community and nation as a whole.

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