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SR. NO.	NAME OF THE CAMPAIGN	DATE OF CONDUCTION
1.	World Health Day [World Antibiotic Awareness Week] - (<i>Extra Campaign</i>)	November 21, 2023
2.	Health Check-Up Campaign	December 16, 2023
3.	Community Outreach Campaign	January 6, 2024
4.	Innovative Campaign	February 2 & 3, 2024
5.	World Health Day [Sexual & Reproductive Health Awareness Day]	February 14, 2024



**The Indian Pharmaceutical Association
Maharashtra State Branch
Students' Forum**

PUBLIC HEALTH OFFICE 2023-24

Activity Report - "World Antibiotics Awareness Week Campaign"

Type of the campaign: World Health Day.

Organizing Institute: Code No. 12.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve

Phone No.: +91 96195 15815

Email: pratik.barve@code.no.12.ac.in

Locations where the event was conducted:

Sr. No.	Location	Date	Timing	Activity conducted
1.	Degree College Road, Chembur, Mumbai, 400074, Maharashtra, India	November 21st, 2023	11 AM to 12 PM	<ul style="list-style-type: none">• Introducing the term antibiotics• Decoding natural antibiotics• Display of video on good handwashing technique• Bingo game• Feedback: form + video
2.	Taximen Colony, L.B.S Marg, Kurla West, Mumbai 400071, Maharashtra, India	November 21st, 2023	2.45 PM to 3.30 PM	<ul style="list-style-type: none">• Introducing the term antibiotics• Decoding natural antibiotics• Escape room• Bingo game• Antibiotics ki dastaan - song• Distribution of Informational pamphlets• Feedback: form + video

Number of target audience: 50+ Offline + Social media during promotional

List of volunteers and their contact numbers:

Name	Contact No.	Name	Contact No.
Kishori Parab	86572 94927	Yash Bagwe	87674 24083
Myron D'Souza	77389 83126	Kanishka Parkar	93727 86578

Pranav Saharsabudhe	82919 72829	Tanushree Deodhar	97693 04627
Taniya Fernandes	78878 42434	Ishani Joshi	74994 02698
Alisha Hussain	88280 78039	Mitali Kamtekar	93241 31892

Short description of the activity:

World Health Day: World Antibiotics Awareness Week

Antibiotics are a chemical compound produced by a living organism, usually a bacteria, that is toxic to other infectious agents. They are frequently produced by soil microbes and are most likely a mechanism for organisms in a complicated environment, such as soil, to limit the growth of competing microorganisms.

The principle directing antibiotic use is to make certain that the patient receives one that is sensitive to the target bacterium, at a high enough dosage to be effective but not cause adverse effects, and for a long enough period **to make sure that the infection is completely eradicated.**

Antimicrobial resistance (AMR) develops when bacteria, viruses, fungi, and parasites no longer react when exposed to antimicrobial agents. Antibiotics and other antimicrobial drugs become ineffective as a result of drug resistance, and infections become difficult or impossible to cure, increasing the risk of infectious disease spread, severe illness, and death.

With cause, the World Health Organisation (WHO) conveys a sense of urgency around the worldwide issue of antibiotic resistance. ***“You may die if you develop a disease or infection that cannot be treated with antibiotics in the typical manner. That’s all there is to it.”***

WHO regarded this as a growing problem throughout the world, as poverty-induced diseases and infections became increasingly resistant to medications. The World Health Assembly declared antibiotic resistance an international emergency in May of 2015. ***“New resistance mechanisms are emerging and spreading globally, threatening our ability to treat common infectious diseases,”*** according to the WHO.

While AMR is an inevitable occurrence, the abuse of antimicrobials has expedited the emergence and spread of superbugs, making infections more difficult to treat successfully. Without swift intervention, AMR has the **potential to kill up to 10 million people per year by 2050.** Furthermore, **low- and middle-income countries** bear a disproportionate share of the burden, aggravating global health disparities.

One of the most effective methods to improve antibiotic and antifungal use and protect communities getting affected by antimicrobial resistance is to ***prevent infections from occurring in the first place.***

Keeping this in mind, The Public Health Office Committee of the **Code No. 12** organized the **World Health Day campaign on Antibiotics Awareness on November 21, 2023**, at two distinct locations, targeting different segments of communities consisting of slum and residential populations, in an attempt to educate and address the said concern. The primary objective of the camp was to emphasize ***proper sanitation practices and the effective use of natural antibiotics.***

Methods used for conducting the campaign:

The World AMR Awareness Week (WAAW) is a global initiative that promotes best practices to reduce the onset and spread of drug-resistant diseases. Every year, from the 18th to the 24th of November, WAAW is observed. On this occasion, the Public Health Office Committee of the Code No. 12 organized a health campaign based on the theme for the year 2023: *Preventing antimicrobial resistance together* on November 21, 2023.

Considering the concept and intensity of the matter need to be directed, the locations designated were Chembur colony and Taximen colony, Kurla.

LOCATION 1: Chembur Colony, Chembur

→ **Target Audience:** 25+
Time: 11 AM to 12 PM

Sanitation is particularly important in slum areas for a variety of reasons, and it has a substantial impact on antibiotic use. Overcrowding, inadequate infrastructure, and restricted access to clean water and sanitation services are all common problems in slum regions. Improved sanitation practices have the potential to reduce the prevalence of avoidable infections in slum areas. Fewer infections indicate less demand for antibiotics, which helps to address the issue of antibiotic misuse and resistance development.

To assist with this, we chose to reach out to them and offer them a much-needed interactive session on dealing with the said concern. At the start of the campaign, all volunteers were separated into groups of two and proceeded door-to-door informing residents about what was happening. Within a matter of minutes, children and parents were huddled around the campaign area, eagerly anticipating it.

1. Introducing the term antibiotics:

Having said that, the camp commenced with one of the volunteers asking practical questions about doctor visits. The objective was to provide a forum for participants to express their thoughts and obtain clarification on seeking medical assistance.

This was followed by a breakdown of the term antibiotics, its rational practice, causes, resistance, and potential dangers when misused. Building on this awareness, another volunteer took the stage to highlight a fascinating aspect often overlooked — natural remedies and natural antibiotics readily available in our households like honey, turmeric, garlic, etc. The session aimed to shed light on everyday items that possess antibiotic properties, yet many remain unaware of their potential health benefits. This part of the camp was designed to empower participants with knowledge about alternative, natural approaches to health and well-being.

On top of that, it was then explained how to prevent antibiotic resistance from occurring by breaking down topics such as refraining from sharing antibiotics with other family members, always using prescription drugs according to the time of consumption, and practicing good hygiene. As the information was shared, the audience exhibited a keen interest, listening attentively to the insights provided. The fact that people acknowledged the newly acquired information indicates a positive reception.

2. Display of video on good handwashing technique:

Following the conclusion of the delivery, the volunteers took a creative and engaging approach to reinforce essential health practices, particularly focusing on children. Recognizing the importance of good handwashing techniques, the volunteers decided to leverage the power of visuals and fun learning. They invited children to the forefront, creating an interactive and dynamic atmosphere.

An animated video in Hindi, meticulously designed to explain good handwashing techniques in eight simple yet crucial steps was shown to them. This video, produced and promoted online by Savlon India, not only added a touch of professionalism but also ensured that the content adhered to the highest standards of health guidelines.

As the volunteers gathered the children around, there was a palpable sense of excitement and curiosity among the young audience. The animated video commenced, capturing the children's attention with its vibrant visuals and engaging narrative. The use of Hindi ensured that the information was accessible and easily understandable, catering to the diverse linguistic backgrounds of the children.

The volunteer guided the children through each step of the handwashing process as demonstrated in the video. Children repeated the steps after the volunteer. This interactive approach not only made the learning experience more memorable but also allowed the children to actively participate in adopting these crucial hygiene practices.

3. Bingo game:

After the animated video session, the engagement with the children continued in a playful yet educational manner. Each child was handed a bingo card, featuring a table with nine printed words. The atmosphere buzzed with anticipation as the volunteers explained the rules of the game.

The activity involved the volunteers calling out words from the list, and the children had to search for and strike off the corresponding word on their bingo cards. This not only added an element of fun and competition but also served as a reinforcement exercise for the words and concepts introduced during the camp.

As the game progressed, the volunteers interacted with the children, encouraging them to articulate why they chose to strike off a particular word. This interactive element transformed the game into a valuable learning experience, allowing the children to express their understanding of the words and concepts introduced earlier.

To further uplift the children's enthusiasm and appreciation for their active participation, chocolates were provided as a delightful reward. This added a celebratory element to the event, creating a positive and encouraging atmosphere that reinforced the importance of learning in a fun and engaging way.

4. Feedback:

In the final stages of the campaign, volunteers took a step to gauge the impact of their efforts and understand the depth of outcomes by distributing feedback forms among the participants. This strategic move aimed to collect valuable insights and measure the effectiveness of the campaign.

Moreover, recognizing the power of visual and verbal communication, video feedback was also incorporated into the evaluation process. Participants were invited to share their thoughts and experiences on camera, allowing for a more personal and emotive expression of their feedback.

Collecting feedback in both written and video formats likely provided a comprehensive understanding of the participants' perspectives.

LOCATION 2: Taximen Colony, Kurla

→ **Target Audience:** 25+

Time: 2.45 PM to 3.30 PM

Volunteers representing the public health office then moved on to their next location, a residential area. They walked door-to-door informing people about an upcoming campaign packed with information and fun.

1. Introducing the term antibiotics:

The camp began with volunteers addressing practical questions about doctor visits, creating a forum for participants to seek clarification on medical assistance. The session then focused on antibiotics, covering rational use, causes of resistance, and potential dangers of misuse. Another volunteer emphasized natural remedies like honey, turmeric, and garlic with antibiotic properties. This aimed to raise awareness about alternative, readily available health solutions.

The camp also discussed preventing antibiotic resistance by avoiding antibiotic sharing, adhering to prescription schedules, and maintaining good hygiene. The audience showed keen interest, prompting answers throughout indicating a positive reception and acknowledgment of the information provided.

2. Escape Room:

To add an element of interactive learning and critical thinking to the campaign, the volunteers introduced a creative and engaging activity called the "Escape Room," featuring a set of situational questionnaires.

The Escape Room likely comprised a series of carefully crafted situations that participants could encounter in their daily lives, involving decisions related to the use of antibiotics such as ***"Your doctor prescribed a seven-day antibiotic course, but you feel well after two days of taking the medicine, what will you do now, will you continue?"***

Volunteers presented each situation to the participants, who were then tasked with providing answers and expressing their thoughts on how they would handle the given circumstance. Participants actively participated and answered each of the questions making it a success.

3. Bingo game:

Following the Escape room session, people were engaged in a playful yet educational bingo activity. Each person received a bingo card with printed words, and the volunteers explained the rules. The game involved calling out words for participants to find and strike off on their cards and explaining the thoughts and understanding based on the word struck off, adding an element of fun and reinforcing camp concepts. Volunteers interacted with the children and adults, encouraging them to articulate their choices, and turning the game into a valuable learning experience.

4. Antibiotics ki dastaan:

As a creative and memorable conclusion to the campaign, a song on antibiotics was presented, summarizing and highlighting the key content covered throughout the entire session. The intention was to make the information more memorable by presenting it in an engaging format. People appreciated the song and praised the volunteers' efforts.

*एक समय था, रोगों का सामना,
बैक्टीरिया से, हो रहा था ये जंग।
दवाओं की मिठास में, छुपा था खतरा,
पर सबको ये याद रखना, है एक संकल्प हमारा।*

*अंटीबायोटिक्स का सही उपयोग करें,
दोस्त हैं हम, बैक्टीरिया के खिलाफ।
हर बार नहीं, जब लगेगी बीमारी,
सही दवा, सही दिन, ये हमारी कहानी।*

*डॉक्टर की सलाह, सुनो हमेशा,
दवा की मात्रा, बिलकुल बराबर।
स्वस्थ रहो हमेशा, बैक्टीरिया के खिलाफ,
ये है हमारी रक्षा, ये है हमारा वचन।*

*अंटीबायोटिक्स का सही उपयोग करें,
दोस्त हैं हम, बैक्टीरिया के खिलाफ।
हर बार नहीं, जब लगेगी बीमारी,
सही दवा, सही दिन, ये हमारी कहानी।*

*जब लगेगी बीमारी, सब रखो दोस्त,
दवा की जल्दी, ना करो फैसला खोज।*

सही दवा, सही दिन, है इलाज की कुंजी,
बैक्टीरिया के खिलाफ, हमारी ये युद्धभूमि।

अंटीबायोटिक्स का सही उपयोग करें,
दोस्त हैं हम, बैक्टीरिया के खिलाफ।
हर बार नहीं, जब लगेगी बीमारी,
सही दवा, सही दिन, ये हमारी कहानी।

जागरूक बनो, बैक्टीरिया से लड़ो,
दवा को पूरा करो, अपना कर्तव्य निभाओ।
समय पर इलाज, ना करो तालमेल,
ये देगा जीवन, एक स्वस्थ संबल।

अंटीबायोटिक्स का सही उपयोग करें,
दोस्त हैं हम, बैक्टीरिया के खिलाफ।
हर बार नहीं, जब लगेगी बीमारी,
सही दवा, सही दिन, ये हमारी कहानी।

5. Feedback:

As a takeaway for participants, informational pamphlets focused on natural antibiotics were distributed. These pamphlets likely provided insights into the various natural remedies discussed during the session.

Accompanying the distribution of pamphlets, feedback forms were provided to gather valuable insights from the participants. These forms included questions to assess the participant's understanding of the content and the effectiveness of the campaign. Video feedback was also taken. Participants were given the opportunity to share their thoughts, experiences, and feedback on camera.

Advertisement of the activity:

Prior to the conduction of the campaign, the members promoted the campaign in all sorts of ways and ensured that it had an impact on numerous social media platforms.

1. #DebunkThisMyth Challenge:

The #DebunkThisMyth Challenge was announced using Instagram Stories as its medium. In this Challenge, users were given six myths concerning antibiotic use to debunk and decode before posting them on their respective Instagram accounts, tagging the official public health office's account, and making use of the hashtag #DebunkThisMyth.

The topics of discussion revolved around assumptions such as "Antibiotics work faster if you double the prescribed dose." In addition, "If antibiotics worked for one person's infection, they'll work for everyone with the same symptoms."

A total of **37 participants** responded enthusiastically by expressing their thoughts on the myths and uploading them to their stories, with volunteers reposting their stories on the official account, making the promotional event an overwhelming success. The replies received by participants reflected on the importance of raising comprehension of eliminating myths and supporting appropriate antibiotic use for accomplishing the campaign's goal.

2. Other:

An animation video titled "Antibiotics: Handle with Care" was shared across several social media platforms, emphasizing knowledge regarding antibiotic resistance and its prevention. In addition to this, an insightful post discussing antibiotics, resistance, and 5 preventative rules was also shared across varied social media platforms.

Result of your activity:

The primary objective of the camp was to emphasize ***proper sanitation practices and the effective use of natural antibiotics***. The responses—both online where we received 37 overwhelming positive responses on our social media handle during the #DebunkThisMyth challenge and offline during event conduction were overwhelming evidence of success.

In essence, the camp not only disseminated valuable information about health practices but also ensured that this knowledge was effectively translated into practical, everyday actions, especially for the younger audience.

Interactive bingo activity served as a clever and effective method to reinforce the information presented during the camp. The Escape Room activity contributed significantly to the overall success of the campaign by providing a unique and effective way for participants to apply their knowledge and engage with the subject matter.

The combination of feedback mechanisms, and personal testimonials contributed to the overall success of the campaign in promoting health awareness and education within the community.

World Antibiotic Awareness Week Campaign.

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	<u>Kishori</u>
2	Yash Bagwe	<u>Yash</u>
3	Alisha Hussain	<u>Alisha Hussain</u>
4	Tanushree Deodhar	<u>Tanushree</u>
5	Kanishka Parkar	<u>Kanishka</u>
6	Mitali Kamtekar	<u>Mitali</u>
7	Ishani Joshi	<u>Ishani</u>
8	Pranav Saharsabudhe	<u>Pranav</u>
9	Myron D'Souza	<u>MD</u>
10	Taniya Fernandes	<u>Taniya</u>



**The Indian Pharmaceutical Association
Maharashtra State Branch
Students' Forum**

PUBLIC HEALTH OFFICE 2023-24

Activity Report - "AAYUDAAN: Because Your Health Matters"

Type of the campaign: Health Check-up Camp.

Organizing Institute: Code No. 12.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve

Phone No.: +91 96195 15815

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In collaboration with

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3. National Service Scheme of Code No. 12

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E-mail: avinash.suryawanshi@Code No. 12.ac.in, mamta.venna@Code No. 12.ac.in, reshma.pore@Code No. 12.ac.in

Location where the event was conducted:

Location	Date	Timing	Tests conducted
Code No. 12, Mumbai, Maharashtra, India	December 16th, 2023	10.30 AM to 5 PM	1) Glucose test 2) Blood pressure measurement 3) Eye checkup (extra) 4) Complete Blood Count (extra) 5) BMI 6) ECG (extra) 7) Heart rate

Number of target audience: 195 people [101 outsiders, 60 Code No. 12 students, 34 Code No. 12 faculty]

List of volunteers and their contact numbers:

Name	Contact No.	Name	Contact No.
Kishori Parab	86572 94927	Nidhi Nadgoud	98922 24093
Kushalkumar Mehta	93701 39292	Afifa Khan	98679 00302
Divya Titame	93725 26889	Soundarya Thanvi	70285 88464
Jyoti Gupta	97028 91128		

Short description of the activity:

Criteria Examined:

- 1) *Glucose test*
- 2) *Blood pressure measurement*
- 3) *Eye checkup (extra)*
- 4) *Complete Blood Count (extra)*
- 5) *BMI*
- 6) *ECG (extra)*
- 7) *Heart rate*

Health is the holistic state of physical, mental, and social well-being, a cornerstone of one's lifestyle and essential for survival. Its significance extends beyond personal well-being, taking center stage in all life activities. Achieving and sustaining good health involves adopting practices like maintaining a nutritious diet, engaging in regular exercise, and prioritizing emotional wellness.

While good health is a basic requirement for leading a fulfilling life, it remains a privilege not universally granted. The necessary components for optimal health, including a proper diet and regular exercise, are not readily available to everyone.

Financially disadvantaged segments of society often bear the brunt of this disparity, experiencing compromised health due to limited resources. Insufficient funds and a lack of knowledge contribute to their lower health status, hindering access to even basic medical services. Consequently, easily treatable diseases often escalate to fatal stages, underscoring the critical impact of resource scarcity on health outcomes.

Regular health checkups are vital for early detection of medical conditions, especially those without noticeable symptoms in their early stages, such as diabetes, cardiovascular diseases, and certain cancers.

Routine checkups include measuring key health metrics like blood pressure, cholesterol levels, and BMI. Monitoring these metrics enables healthcare professionals to assess overall health, identify deviations from normal ranges, and provide valuable information for preventive measures and lifestyle modifications. Early identification of potential issues allows for timely intervention and treatment, contributing to better health outcomes.

Keeping this in mind, The Public Health Office Committee of the **Code No. 12** in collaboration with **Health Cell and NSS Unit of Code No. 12 and Pallavi Blood Bank** organized the **Health Check-Up campaign** named **AAYUDAAN** on **December 16, 2023**, with the tagline ***Because your health matters***, in an attempt to educate and address the said concern. The primary objective of the camp was to ***contribute to society by offering the gift of good health through conducting as many check-ups as possible.***

Methods used for conducting the campaign:

Individuals are encouraged by health education to take responsibility for their well-being and to adopt practices that lead to a healthy life. This is possible by reaching out to the underprivileged people or communities who have limited access to healthcare. In order to achieve this, the Public Health Office Committee of the Code No. 12 organized a free health check-up campaign on December 16, 2023, in the premises of the college.

The Public Health Office provided a comprehensive range of medical tests to the public, aimed at addressing various health parameters. These included tests for Body Mass Index (BMI), Blood Pressure (BP), Heart rate, and Glucose levels. In addition to these standard tests, the availability of equipment allowed for additional examinations, such as ECG, CBC, and eye check-ups. Importantly, the PHO offered certain tests, such as ECG and eye check-ups, free of cost to ensure accessibility for all attendees.

Recognizing the diverse healthcare needs of the community, the organization also made Complete Blood Count (CBC) tests available at minimal rates. This strategic pricing aimed to facilitate broader access to diagnostic tests, ensuring that a larger segment of the population could benefit from these essential health assessments.

To streamline the process and maintain order, volunteers were enlisted to guide attendees at each testing station. This approach not only helped prevent gathering and confusion but also ensured that individuals received the necessary information and assistance throughout their visit to the health camp.

Upon arrival at the campsite, patients were required to enter and register their names at the reception. This registration process served as a crucial step in organizing and managing the flow of individuals, allowing for efficient coordination of the various health services provided. Each attendee, upon registering, was furnished with a health slip containing their personal details and a checklist for various tests along with spaces to record the results.

To accommodate individuals waiting for their turn, a designated waiting area was established. This area not only facilitated a systematic approach to patient flow but also ensured that individuals had a comfortable space while waiting for their tests.

Importantly, the entire health campaign was conducted under safety protocols. This included the mandatory wearing of masks by both volunteers and attendees. These precautions were crucial in safeguarding the health and well-being of everyone involved in the health camp, aligning with public health guidelines during check-ups.

The actual testing procedures during the health camp were conducted by qualified medical staff under the guidance of Dr. Sunil Barge, to ensure the accuracy and reliability of the results. Recognizing the potential for dizziness or weakness, particularly after certain tests, the PHO took the thoughtful initiative to provide refreshments to attendees. This measure aimed at promoting the well-being of the patients and minimizing any discomfort they might experience during or after the tests.

Upon completion of the tests, patients whose reports indicated any anomalies received personalized attention from doctors at the consulting station. In an effort to enhance understanding and empower patients, the doctors explained the findings in layman's language. This approach ensured that individuals were not only aware of their health status but also understood the implications of any abnormalities detected during the tests.

To further support patients in managing their health, volunteers provided them with informational pamphlets. These pamphlets outlined details about the various tests conducted, helping patients comprehend each test and offering guidance on maintaining their health within normal ranges. This educational aspect of the health camp went beyond immediate diagnostics, emphasizing the importance of ongoing health awareness and preventive care.

After the tests and consultations, the PHO sought feedback from the attendees to gauge their satisfaction and gather insights into the overall experience. This feedback mechanism was crucial in assessing the effectiveness of the health camp, identifying areas for improvement, and ensuring that the provided services met the expectations and needs of the community. Participants were allowed to speak about how they felt and what they experienced on video, allowing for an additional personal display of their remarks.

Advertisement of the activity:

Prior to the conduction of the campaign, the members promoted the campaign in all sorts of ways for four days and ensured that it had an impact on numerous social media platforms and communities. PHO members targeted underdeveloped areas with a high concentration of people in need of health check-ups. This strategic focus ensured that the health camp efforts were directed toward communities with potentially limited access to healthcare resources.

Members engaged in on-the-ground efforts to physically promote the health camp using promotional flyers. The flyer featured contact details of both the PHO head and Associate PHO head, as well as the location, date, and time of the camp. During on-site promotions, the PHO team pre-registered individuals for the health camp. This not only expressed the commitment of attendees but also streamlined the check-in process on the day of the camp. Alongside pre-registration, contact details were collected to ensure a means for follow-up.

The campaign included the handing out of pamphlets around the community. Furthermore, they were thoughtfully positioned nearby stores. This dual strategy was designed to assure broad visibility.

PHO members went the extra mile by making phone calls to registered patients as a reminder. On the day of the camp, the volunteers engaged in a physical reminder initiative by personally visiting individuals door-to-door. This helped ensure a high attendance rate.

Recognizing the importance of building trust and dispelling uncertainties, the team proactively addressed common doubts and questions. Queries such as the purpose of visiting the camp, the rationale behind offering free tests, and the affordability of rates for additional services were explained.

PHO offered online pre-registration by uploading promotional posts and Google form links attached to social media platforms. This accommodated individuals who preferred or had easier access to online platforms, expanding the reach of the health camp.

Result of your activity:




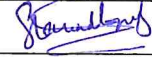
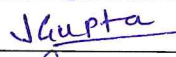


The primary objective of the health camp was to encourage individuals to take advantage of the free tests offered, a goal that was successfully achieved. Through effective promotion, the campaign not only informed the community about the availability of free tests but also emphasized the importance of undergoing these tests for their well-being.

By disseminating information about the tests and their significance, the community became more acquainted with the purpose and impact of the health camp.

The health camp's success is further highlighted by the diverse participant base. Out of a **total of 195 participants, 101 were from outside** the immediate community, showcasing the outreach and effectiveness of the promotional strategy. Additionally, **34 faculty members and 60 students** from the college participated, indicating a positive response even within the institution.

Positive feedback is a strong indicator of the impact and success of the health camp in providing valuable services to the community. The diverse participant base, including outsiders and members of the educational institution, and the positive feedback received, **affirm the overall success and impact of the initiative in promoting health and well-being within the community.**

Health check up campaign.

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	
2	Divya Titame	
3	Nidhi Nadgoud	
4	Soundarya Thanvi	
5	Jyoti Gupta	
6	Kushalkumar Mehta	
7	Afifa Khan	



**The Indian Pharmaceutical Association
Maharashtra State Branch
Students' Forum**

PUBLIC HEALTH OFFICE 2023-24

Activity Report – Cell-ebtrate Life: Safar Stem Cell Suraksha Ka.

Type of the campaign: Community Outreach Campaign.

Organizing Institute: Code No. 12.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve

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Locations where the event was conducted:

Sr. No.	Location	Date	Timing	Target audience	Activities
1.	20, KN Gaikwad Marg, Siddharth Colony, Postal Colony, Chembur, Mumbai, Maharashtra 400071.	January 6th, 2024.	2:10 PM to 3:17 PM.	30+	A) Skit performance B) Public Speaking (guide on preserving stem cells) C) Sahi Ya Galat D) Q&A
2.	Mahul Village, Ambapada, Trombay, Mumbai, Maharashtra 400074.	January 6th, 2024.	4:35 PM to 5:43 PM.	20+	E) Feedback (Form + video)

Number of target audience: 50+ (+70 : Promotional Instagram Live)

List of volunteers and their contact numbers:

1. Skit Volunteers:

Name	Contact No.	Name	Contact No.
Yash Bagwe	87674 24083	Nidhi Nadgoud	98922 24093
Aaryan Pathare	75060 88494	Alisha Hussain	88280 78039
Srushti Velaskar	88500 07951	Simran Nagdev	89991 61633

2. Managing Committee:

Name	Contact No.	Name	Contact No.
Kishori Parab	86572 94927	Ekta Sharma	96655 49568
Altamash Khan	96533 53850	Akanksha Shinde	95945 72240
Jyoti Gupta	97028 91128		

Short description of the activity:

Stem cells, the unspecialized building blocks of life, possess the unique ability to differentiate into various cell types, that is they develop into various specialized cell types, such as muscle, nerve, or blood cells, holding immense potential for regenerative medicine. Their importance lies in their capacity to replace damaged or diseased cells, offering a promising avenue for treating a wide array of medical conditions.

Preservation of stem cells is pivotal, as it safeguards their potency over time. This regenerative capacity offers a revolutionary approach to medical treatments, with ongoing research focusing on harnessing these cells to repair tissues and organs, thereby providing new avenues for personalized and effective therapies. Stem cells can be preserved through cryopreservation, a method involving ultra-low temperatures that halt cellular activity, allowing them to remain viable for future use.

The implications of stem cell preservation extend beyond mere storage; it opens doors to overcoming degenerative diseases, injuries, and organ failures. By harnessing the regenerative potential of preserved stem cells, researchers and clinicians can explore innovative treatments, revolutionizing the landscape of medicine. In essence, the preservation of stem cells not only safeguards the inherent regenerative capabilities but also acts as a cornerstone for advancing medical science. This dynamic field holds the promise of transforming healthcare, offering solutions to ailments that were once considered insurmountable.

Stem cell preservation is particularly relevant for couples planning to have children. **Umbilical cord blood**, which is a rich source of stem cells, can be collected at birth and preserved for potential future use. This provides families with an additional resource for treating genetic disorders or diseases that may affect their children.

In alignment with this pressing significance of above mentioned stem cell research, The Public Health Office Committee of the **Code No. 12** spearheaded a pioneering initiative – “**Cell-eborate Life: Safar Stem Cell Suraksha Ka.**” This campaign, held on **January 6, 2024**, served as a pivotal platform to raise awareness about stem cell preservation **covering the relevance of umbilical cord blood and breaking down categories of stem cell banking.** The event emphasized the synergy between health and knowledge, encapsulating the essence of a healthier future.

Methods used for conducting the campaign:

Initiating the stem cell preservation campaign on January 6th, 2024, the public health office carefully planned each step to ensure it was both informative and engaging. Understanding the importance of health awareness, especially regarding stem cell preservation, was our starting point. We aimed to reach the audience with traditional methods like using ‘**Thalli and chammach**’, complemented by loudspeaker announcements to draw their attention.

At the heart of our campaign lay a carefully crafted **5-minute and few-second skit**, in Hindi language for better understanding, precisely addressing concerns identified through prior surveys. This poignant narrative depicted a family grappling with the challenges of a child diagnosed with **leukemia (blood cancer)**. The sudden and distressing diagnosis of leukemia in their once happy and academically gifted son left the parents confused and in disbelief. After the doctor confirmed the diagnosis, they were faced with the daunting decision of how to proceed. The doctor recommended chemotherapy as the initial course of action.

Fast forward one year and the parents find themselves anxiously waiting in a hospital ward for the doctor to arrive, desperately seeking hope as the current treatment hasn't yielded the desired results. A pregnant woman, noticing their anguish, approaches and inquires about their son. Upon learning of his condition, she is visibly shocked. The doctor eventually arrives, **bringing a glimmer of hope with the mention of a new treatment option: stem cell therapy.** The doctor takes the time to explain the significance of stem cells and their potential to regenerate damaged cells. The pregnant woman, concerned about the well-being of her future child, raises a question.

The doctor enlightens her about umbilical cord blood and its crucial role in stem cell banking. She further explains the distinction between private and community cell banking, shedding light on the options available for preserving these valuable cells for potential future medical use. The conversation intertwines the struggles of the parents with the promising possibilities of stem cell therapy, highlighting the importance of medical advancements and the potential benefits of proactive measures like cord blood banking. The skit concluded with a powerful narrative, leaving a lasting imprint on the spectators.

Following the skit, we transitioned to **public speaking**, breaking down the preservation processes. The audience's engagement, underscored by enthusiastic applause, attested to a profound understanding of the subject matter.

Taking it a step further, we introduced **memory games** to assess comprehension: The **Sahi Ya Galat** and **Q&A sessions** were introduced as an engaging and interactive segment. In the former, participants were presented with scenarios related to the skit performed by volunteers, and questions like “**Kya bacche ko koi dimagi rog tha? Sahi Ya Galat**” were posed, prompting the audience to actively participate by choosing the correct response.

On the other hand, the Q&A sessions delved into more direct questions, seeking specific information about the skit, such as “**Bacche ko konsi bimari hui thi?**” or “**Sabse pehle doctor ne konsa treatment shuru kiya?**” These questions aimed to test the audience's comprehension of the skit's details, fostering a deeper understanding of the portrayed medical situation. Together, these sessions provided a comprehensive and engaging platform for both learning and participation, fostering a more informed and attentive audience. As a token of appreciation, we distributed chocolates to the children present, adding a touch of fun to the learning experience.

To ensure a comprehensive evaluation of the event and gather valuable insights from participants, a feedback system was implemented. Audiences were provided with feedback forms, encouraging them to share their thoughts, opinions, and suggestions regarding the event. Additionally, recognizing the significance of multimedia feedback, video recordings were taken to capture participants' verbal comments, expressions, and reactions.

In summary, our campaign seamlessly moved from traditional approaches to digital platforms, gradually unfolding the significance of stem cell preservation. This deliberate and thorough approach aimed not only to inform but also to engage and leave a lasting impact on our community.

Advertisement of the activity:

The promotional efforts for the campaign were multifaceted, employing a variety of techniques to reach a broad audience and effectively communicate its message. A crucial initial step involved conducting **an offline survey**, where people were encouraged to fill out a form on January 4th & 5th, 2024. In an effort to facilitate understanding and ensure inclusivity, the survey form distributed to participants featured questions in both Hindi and Marathi.

The questions were designed to gauge the audience's awareness of the concept of stem cells. The collected responses were subsequently transformed into a well-crafted skit. This creative approach addressed the survey questions in a dynamic and engaging manner. By translating the survey outcomes into a skit, volunteers not only reinforced key educational points but also demonstrated a unique and effective method of communication.

To cater to those seeking more detailed information, an information pamphlet was thoughtfully designed. This tangible material was used during the pre-campaign survey, providing a comprehensive overview for those interested in knowing about the upcoming event. It included information on stem cells and the details of the upcoming skit.

To leverage the power of social media, particularly Instagram, a well-crafted **informative post** was created focusing on the importance of stem cell preservation. Additionally, a **captivating reel** was produced by two volunteers and released on social media, providing a visually engaging overview of the preservation process.

The physical presence of the campaign was reinforced through the strategic placement of **two distinct signboards**. One prominently featured the evocative campaign title, "**cell-eborate life: safar stem cell suraksha ka.**" The title itself carried a profound meaning, conveying the idea that the celebration of life is intricately linked to the preservation, protection, and storage of stem cells. The second signboard detailed steps on how to preserve stem cells, serving as a practical guide to imprint the importance of stem cell preservation in the minds of passersby.

To make our message go beyond physical boundaries, we **live-streamed** the event on Instagram during the first location. This helped us connect with over 70+ people, ensuring a broader impact.

In essence, the campaign's promotional strategy was a well-rounded blend of online and offline efforts, utilizing surveys, social media, physical signage, reels, and informative pamphlets to create a cohesive and impactful awareness drive.

Result of your activity:

Following the stem cell preservation skit, our primary focus was to assess its impact on public awareness and understanding. To capture the nuanced perspectives of our diverse audience, we distributed feedback forms featuring questions in **Hindi and Marathi**, ensuring accessibility and ease of comprehension. These questions

were thoughtfully crafted to draw meaningful interpretations about the audience's reception of the campaign and to welcome constructive suggestions.

In parallel, we recognized the power of visual testimonials and engaged in capturing feedback through video recordings. These video testimonials, recorded at both campaign locations, provided a rich tapestry of responses. The overwhelming sentiment echoed in these videos was one of encouragement, with participants expressing appreciation for the campaign's efficacy and fervently urging us to undertake more initiatives of a similar nature. This holistic approach allowed to not only collect written feedback for detailed analysis but also to capture the authentic and immediate responses of the audience.

The feedback, both **written and visual**, served as a profound validation of our campaign's success. The attainment of a substantial **viewership, particularly 70+**, on Instagram, marked a significant success in promoting the campaign online across various social media. This achievement serves as a confirmation of the effectiveness of the campaign's promotional strategies.

The overall success of the campaign is undoubtedly commendable, as it was able to make a meaningful contribution to society and instigate **positive outcomes** in the community. The campaign's impact goes beyond mere promotional achievements, reflecting **a genuine and impactful engagement** with its target audience. By successfully addressing awareness and education, the campaign has demonstrated its effectiveness in bringing about tangible outcomes.

Community Outreach Campaign

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	<u>Kishori Parab</u>
2	Yash Bagwe	<u>Yash Bagwe</u>
3	Alisha Hussain	<u>Alisha Hussain</u>
4	Altamash Khan	<u>Altamash Khan</u>
5	Aaryan Pathare	<u>Aaryan Pathare</u>
6	Simran Nagdev	<u>Simran Nagdev</u>
7	Srushti Velaskar	<u>Srushti Velaskar</u>
8	Nidhi Nadgoud	<u>Nidhi Nadgoud</u>
9	Ekta Sharma	<u>Ekta Sharma</u>
10	Jyoti Gupta	<u>Jyoti Gupta</u>
11	Aakansha Shinde	<u>Aakansha Shinde</u>



**The Indian Pharmaceutical Association
Maharashtra State Branch
Students' Forum**

PUBLIC HEALTH OFFICE 2023-24

Activity Report - "Innovative Campaign: Dil Chahta Hai"

Type of the campaign: Innovative Campaign: Heart Health (Heart Attack).

Organizing Institute: Code No. 12.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve

Phone No.: +91 96195 15815

Email: pratik.barve@Code No. 12.ac.in

In Collaboration with:

1. Health Cell of Code No. 12

Name: Mrs. Pradnya Shinde Korlekar (Health cell In-charge)

Phone No.: +91 89769 74298

Email: pradnya.korlekar@Code No. 12.ac.in

2. Rochiram Thadani High School for Hearing Handicapped

Phone No.: +91 98214 34468

Email: rtthischool@gmail.com

3. **Name:** Amarpal Kohli

Phone No.: +91 98230 99049

Locations where the event was conducted:

Sr. No.	Location	Date	Timing	Activity conducted
1.	Code No. 12's College of Pharmacy.	February 2nd, 2024	11.30 AM to 12.50 PM.	<ul style="list-style-type: none">• Interactive session - The GYM Equation• Sticky Note Board• Handmade positive notes
2.	Rochiram Thadhani High School for Hearing handicapped, Chembur	February 2nd, 2024	1.00 PM to 2.00 PM	<ul style="list-style-type: none">• Skit MIME• Exercise game• Nutrition guide• My healthy plate• Stress management• Buddy training• Handmade positive notes
3.	Code No. 12's Trust Employees	February 2nd, 2024	2.30 PM to 4 PM	<ul style="list-style-type: none">• Interactive session - JEE LO JARA

				<ul style="list-style-type: none"> • Buddy training • Debate • Sticky Note Board • Handmade positive notes
4.	Ramkrushnahari Old Age Home, Badlapur	February 3rd, 2023	11.40 AM to 2.00 PM	<ul style="list-style-type: none"> • Stand up comedy • Dance • Buddy training • Musical chair • Song marathon
5.	Marine Drives	February 3rd, 2023	5.15 PM to 7.00 PM	<ul style="list-style-type: none"> • Interactive one-to-one • Buddy training • Sticky note board • Handmade positive notes

Number of target audience: Varied depending on the locations.

List of volunteers and their contact numbers:

Name	Contact No.	Name	Contact No.
Kishori Parab	86572 94927	Mitali Kamtekar	93241 31892
Yash Bagwe	87674 24083	Vignesh Naik	88500 92803
Altamash Khan	96533 53850	Kanishka Parkar	93727 86578
Alisha Hussain	88280 78039	Gayatri Devadiga	86929 34298
Tanushree Deodhar	97693 04627	Divya Titame	93725 26889

Short description of the activity:

Innovation: We opted for engaging and enjoyable approaches to tackle the crucial topic of heart health. These included using a sticky note board, performing Skit MIME, delivering lighthearted stand-up comedy, organizing a song marathon, offering meditation sessions for stress relief, providing guidance on nutrition, exercise, and mindfulness through interactive activities like THE GYM EQUATION and JEE LO JARA, conducting buddy training for support, facilitating one-on-one discussions for sharing thoughts, and distributing handmade positive notes to uplift spirits. Our aim was to tailor these activities to diverse populations and locations, ensuring broader outreach and heightened public awareness.

A heart attack, medically termed a myocardial infarction (MI), is a critical event characterized by the abrupt obstruction of blood flow to a segment of the heart muscle, depriving it of oxygen. This interruption typically occurs due to the formation of a blood clot, often within a coronary artery, the vessels responsible for supplying oxygen-rich blood to the heart muscle. Without adequate oxygen delivery, the affected region of the heart becomes deprived, leading to cellular damage and, if left untreated, irreversible tissue death.

India has experienced a notable surge in heart attack-related fatalities over the past three years, with healthcare professionals linking this concerning trend to the lingering effects of the Covid-19 pandemic. According to data from the National Crime Records Bureau (NCRB), there has been a staggering **12.5%**

increase in reported cases of heart attacks in 2022 alone. This alarming statistic underscores the critical importance of comprehending and addressing the underlying factors contributing to this rise.

While the COVID-19 pandemic has undoubtedly had a significant impact on overall health, including cardiovascular health, experts stress the necessity of heightened awareness, proactive preventive measures, and regular health screenings. Recognizing the need for urgent action, healthcare professionals emphasize the importance of adopting heart-healthy habits to mitigate the risk of sudden cardiac events.

To combat the escalating incidence of heart attack-related deaths, it is imperative to prioritize fundamental lifestyle choices. This includes engaging in regular physical activity, particularly aerobic exercises supplemented with weight training, as well as reducing alcohol consumption and eliminating tobacco use. Additionally, maintaining a balanced and nutritious diet plays a pivotal role in promoting heart health and reducing the risk of cardiovascular diseases.

As India confronts this pressing health crisis, concerted efforts are required at both individual and societal levels to promote and facilitate heart-healthy lifestyles. This involves raising awareness about the importance of promoting heart health.

The **Public Health Office Committee** of the **Code No. 12** organized an Innovative campaign on Heart Health Awareness titled "**Dil Chahta Hai**", on February 2nd and 3rd, 2024, at 5 distinct locations, targeting a variety of populations and schools, in an attempt to combat this escalating incidence and address the said concern. The primary objective of the camp was **to empower individuals to take control of their heart health and reduce their risk of developing cardiovascular diseases.**

Methods used for conducting the campaign:

The Code No. 12's Public Health Office Committee organized an Innovative campaign on Heart Health awareness titled Dil Chahta Hai, on February 2nd, 2024, and extended the campaign on February 3rd as well.

Recognizing the diverse needs and perspectives within different communities, we implemented a tailored approach to address the topic of heart-health awareness. By reaching out to multiple communities, each with its unique preferences, and healthcare challenges, we ensured that our messaging resonated effectively with the target audience.

Overall, our flexible and adaptive approach allowed us to effectively communicate the importance of adopting heart-health awareness across diverse communities. By acknowledging and respecting the unique perspectives and preferences of each group, we maximized our impact and empowered individuals to make positive changes in their lives for better cardiovascular health.

DAY 1: February 2nd, 2024

- **Location:** Code No. 12's College of Pharmacy.
- Time:** 11.30 AM to 12.50 PM.

A one-hour interactive seminar was held focusing on the **impact of gym training on heart health**, specifically tailored for students at the Code No. 12's College of Pharmacy from 11.30 AM to 12.50 PM.

Recognizing the students' keen interest in gym culture and fitness, the seminar aimed to address the importance of maintaining a balanced approach to physical activity to safeguard cardiovascular well-being. By proactively addressing the intersection of gym culture and heart health, the seminar will serve as a valuable platform for the students to enhance their understanding of the importance of responsible exercise habits.

1. The GYM Equation:

Addressing medication adherence which is commonly seen at this age, the volunteer provided five effective methods to overcome this common challenge, emphasizing the importance of following prescribed treatments to manage heart conditions effectively.

Finally, the volunteer broke down the readings of blood pressure, empowering the audience to recognize the onset of hypertension and take proactive measures to maintain healthy blood pressure levels. By understanding the significance of blood pressure readings and adopting lifestyle changes to manage hypertension, the audience gained valuable insights into protecting their heart health.

Continuing the informative session, another volunteer stepped forward to highlight the signs and symptoms of a heart attack and the necessary steps to take in an emergency situation. With a focus on empowering the audience with life-saving knowledge, the volunteer meticulously outlined the warning signs, such as chest pain or discomfort, shortness of breath, and nausea, while emphasizing the importance of acting swiftly to seek help.

As the volunteer spoke, the old woman, her eyes intent and focused, actively penned down the steps on a piece of paper, determined not to forget the crucial information. Her commitment to learning and retaining the information served as a powerful reminder of the importance of being prepared for emergencies.

Witnessing the old woman's diligence, the other volunteers felt encouraged and uplifted, realizing the impact of their message on the audience. Their efforts to convey vital information about recognizing and responding to a heart attack were validated by the old woman's proactive approach to taking notes, reinforcing the effectiveness of their message.

4. Musical Chair:

Unlike a normal musical chair, the volunteer took a modified approach and introduced a twist in the game. By adapting the rules to accommodate the mobility limitations of some participants, the volunteers ensured that everyone could actively participate and enjoy the activity.

With one volunteer designated to represent the older participants, the game took on a new dynamic as he sprinted around the table when the music played. The element of suspense added to the excitement as everyone eagerly awaited the moment when the music would stop.

As the music halted, the volunteer paused, and the person next to them was tasked with answering a question posed by the volunteers. These questions were carefully crafted to assess the participants' knowledge and understanding of important health-related topics, providing an opportunity for both education and entertainment.

The atmosphere buzzed with enthusiasm as participants eagerly shared their responses, showcasing their knowledge and engaging in friendly competition. Correct answers were met with cheers and applause, fostering a sense of encouragement among the group.

Through this innovative activity, the volunteers successfully delivered important health awareness messages in a fun and interactive way. By combining elements of physical activity, mental stimulation, and social interaction, they created a memorable experience that left a lasting impact on the participants.

5. Song marathon:

The introduction of the "Song Marathon" game added another layer of excitement and engagement to the session. Combining elements of passing the parcel with the creativity of dubbing out solutions to health-related problems, the game promised both entertainment and educational value.

As the music began to play, the audience eagerly passed the pillow around, keeping pace with the lively beats and enjoying the spirited atmosphere. Laughter and smiles filled the room as participants eagerly awaited their turn to showcase their dubbing skills.

When the music abruptly stopped, the participant holding the pillow was tasked with dubbing out a solution to a health-related problem posed by the volunteer. With quick thinking and creativity, participants animatedly gestured their responses, demonstrating their understanding of key health concepts in a playful and engaging manner.

For example, when asked how to reduce stress to maintain a healthy heart, a participant mimicked the actions of meditation, deep breathing. Their expressive gestures effectively conveyed their proposed solution, earning them applause and recognition from their peers.

Through the "Song Marathon" game, the volunteers successfully combined entertainment with education, providing a fun and interactive platform for participants to learn about important health topics while enjoying themselves. By the end of the game, participants had not only enjoyed themselves but had also gained valuable insights into maintaining a healthy heart through stress management and other strategies.

→ **Location:** Marine Drive
Time: 5.30 PM to 7.00 PM

Heading to Marine Drive between 5:30 and 7 o'clock in the evening was a strategic move by the volunteers to reach diverse communities and engage with people from various backgrounds. Marine Drive, known for its scenic beauty and bustling atmosphere, provided the perfect setting for the volunteers to connect with individuals facing different challenges within the same location.

The volunteers set up their outreach activities, eager to hear people's thoughts and concerns. They positioned themselves strategically along Marine Drive, welcoming passersby to engage in conversations and share their perspectives.

1. Interactive one-to-one:

The heart-to-heart discussion about heart health at Marine Drive proved to be a transformative and enlightening experience for all involved. As the volunteers facilitated the conversation, individuals from diverse backgrounds shared their perspectives on heart health and the factors influencing it.

The discussion centered around the crucial link between screen time, mental stress and heart health, with participants expressing their concerns and sharing personal experiences. Recognizing the significance of addressing stress as a key determinant of heart health, the volunteers guided the group through strategies to manage stress effectively and adopt a more positive mindset.

Through open dialogue and collaborative problem-solving, participants gained valuable insights into practical approaches to enhance their heart health. The volunteers emphasized the importance of maintaining a healthy diet, managing stress through relaxation techniques and mindfulness practices, engaging in regular physical activity, and seeking timely medical attention for any concerning symptoms.

As part of their commitment to empowering the community, the volunteers offered buddy training on heart health awareness and the alarming signs and symptoms of a heart attack. By equipping individuals with the knowledge and skills to recognize and respond to potential cardiac emergencies, they sought to enhance community resilience and promote proactive health management.

The participants expressed appreciation for the volunteers' willingness to listen to their opinions and facilitate meaningful discussions on heart health. Through their collective efforts, a significant overall impact was achieved, fostering greater awareness and understanding of heart health issues within the community.

The thoughtful gestures continued as the participants were provided with handmade paper notes containing positive messages upon opening them. These small tokens of appreciation brought smiles to their faces and served as a reminder of the valuable insights gained during the discussion.

Additionally, each participant was given sticky notes to write down a resolution or action they planned to take in order to maintain heart health. This activity encouraged personal reflection and commitment to positive lifestyle changes, empowering participants to take ownership of their health and well-being.

As a lasting memory of the experience, the volunteers suggested taking a group photo together. With the volunteers forming a heart shape with their hands signifying the campaign's theme, the photo captured the spirit of unity and shared purpose that characterized the discussion on heart health.

The photo served as a tangible reminder of the connections formed and the collective commitment to promoting heart health within the community. It was a symbol of solidarity and determination to work together towards a common goal of improving heart health and overall well-being for all.

Advertisement of the activity:

Prior to the conduction of the innovative campaign, the members of the public health office diligently engaged in a series of pre-campaign promotional activities over the course of two consecutive days.

Day one: On the first day of the pre-campaign promotional activities, the public health office initiated their efforts with an **informative post** shared across various digital platforms. This post delved into the intricate anatomy of a heart attack, providing valuable insights into how this life-threatening condition occurs. Through clear and concise explanations, the post aimed to educate the audience about the underlying mechanisms of heart attacks.

Building upon this foundational understanding, the promotional activities continued with the release of an **informative reel**, which served as an engaging visual resource on the basics of CPR (Cardiopulmonary Resuscitation). In this reel, a dedicated volunteer demonstrated basic CPR techniques. The promotional efforts culminated in a captivating storytelling voiceover delivered by another volunteer. Through the lyrics of storytelling, the volunteer effectively underscored the importance of prompt action and preparedness in mitigating the impact of heart-related emergencies.

Day two: On the second day of the pre-campaign promotional activities, the public health office continued to engage the audience with a **creative and informative article titled "Heart-Healthy Bliss."** This article, published on the Code No. 12 PHO's blogspot website, aimed to educate and inspire readers about the importance of maintaining a healthy heart through simple yet effective dietary choices along with its health benefits.

Centered around the concept of DIY (Do-It-Yourself) smoothies, the article introduced readers to a variety of heart-healthy recipes designed to support cardiovascular wellness. With a focus on accessible ingredients and easy-to-follow instructions, the article empowered readers to take proactive steps towards improving their heart health from the comfort of their own homes.

Later on the same day, the public health office released a **comprehensive weekly guide PDF** on their website, aimed at providing readers with practical insights and tips for maintaining overall health through balanced workouts, nutrition, and lifestyle habits. This resource, meticulously curated with the assistance of a **professional fitness trainer, Amarpal Kohli**, served as a valuable tool for individuals looking to optimize their health and well-being.

Prior to the release of the weekly guide, a dedicated volunteer engaged in insightful discussion with Amarpal Kohli, leveraging his expertise and experience in the fitness industry to gather valuable insights and recommendations. These discussions enabled the team to tailor the content of the guide to address the specific needs and interests of the target audience, ensuring its relevance and effectiveness.

By leveraging diverse multimedia formats and volunteer-driven content, the public health office successfully imparted valuable knowledge and inspired action among the community, setting the stage for continued engagement and participation in the forthcoming campaign.

Result of your activity:

The primary objective of our innovative campaign centered around **raising awareness about heart health and empowering individuals to take proactive steps in managing their cardiovascular well-being to minimize the risk of developing related diseases**. With this goal in mind, every member of our team dedicated themselves to making a positive impact. The responses we received, both online through our active social media presence and offline during the events, were overwhelmingly positive, serving as tangible evidence of our campaign's success.

The true measure of achievement came when we witnessed genuine smiles lighting up people's faces as they discovered the paper notes, symbolizing a moment of joy and connection. This heartening reaction validated our efforts and reinforced our belief in the effectiveness of our approach.

Following the conclusion of the campaign, we were inundated with heartfelt responses and feedback, expressing gratitude to every volunteer for their role in boosting confidence and providing practical strategies for navigating health challenges. The buddy training sessions, designed to convey the message in a clear and understandable manner, proved to be particularly effective in ensuring widespread understanding and engagement.

Initiatives like "Jee Lo Jara" and "Gym Equation" have truly made a significant impact on every heart, resonating with individuals and encouraging them to prioritize and maintain heart health. The essence of "Dil Chahta Hai" (what the heart desires) is embodied in these initiatives, as they inspire people to take proactive steps towards nurturing their hearts and ensuring their well-being.

"Jee Lo Jara" has become more than just a slogan—it's a philosophy that encourages individuals to live life to the fullest, embracing joy, happiness, and wellness. Similarly, "The Gym Equation" promotes the integration of physical activity into daily routines, emphasizing the equation between exercise and heart health.

Together, these initiatives have touched the hearts of many, fostering a sense of empowerment, motivation, and community around the shared goal of maintaining a healthy heart. By resonating with individuals on a personal level and inspiring them to take positive action, "Jee Lo Jara" and "Gym Equation" are making a tangible difference in promoting heart health and keeping hearts smiling—all because ***it's what our hearts truly desire***.

Innovative Campaign

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	Kishori
2	Yash Bagwe	Yash
3	Alisha Hussain	Alisha Hussain
4	Altamash Khan	Altamash Khan
5	Tanushree Deodhar	Tanushree
6	Kanishka Parkar	Kanishka
7	Mitali Kamtekar	Mitali
8	Gayatri Devadiga	Gayatri
9	Vignesh Naik	Vignesh
10	Divya Titame	Divya



**The Indian Pharmaceutical Association
Maharashtra State Branch
Students' Forum**

PUBLIC HEALTH OFFICE 2023-24

Activity Report - "Wellness Begins Within: Sexual and Reproductive Health Awareness Campaign"

Type of the campaign: World Health Day.

Organizing Institute: Code No. 12.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve

Phone No.: +91 96195 15815

Email: pratik.barve@Code No. 12.ac.in

Locations where the event was conducted:

Sr. No.	Location	Date	Timing	Activity conducted
1.	Degree College Road, Chembur, Mumbai, 400074, Maharashtra, India	February 14th, 2024	12 PM to 1.30 PM	<ul style="list-style-type: none">• Walkathon• Fact or Fiction• Impact notes• WordSlam• Sanitary Pads Distribution
2.	Ganesh Nagar, Postal Colony, Chembur, Mumbai, Maharashtra 400071.	February 14th, 2024	3.30 PM to 4.40 PM	
3.	KN Gaiwad Marg, Siddharth Colony, Postal Colony, Chembur, Mumbai, Maharashtra 400071.	February 14th, 2024	4.45 PM to 5.30 PM	

Number of target audience: 80+

List of volunteers and their contact numbers:

Name	Contact No.	Name	Contact No.
Kishori Parab	86572 94927	Sahil Sarvaiya	82910 51593
Myron D'Souza	77389 83126	Anupama Gupta	97023 50163
Pranav Saharsabudhe	82919 72829	Nidhi Nadgoud	98922 24093
Jyoti Gupta	97028 91128	Vimala Choudhary	70212 66165

Divya Titame	93725 26889		
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Short description of the activity:

World Health Day: Sexual & Reproductive Health Awareness Day

Good sexual and reproductive health encompasses more than just the absence of disease; it represents a holistic state of well-being, encompassing physical, mental, and social aspects related to the reproductive system. At its core, it ensures that individuals can enjoy a fulfilling and safe sex life while having the autonomy to make decisions about their reproductive choices. Central to this concept is ***access to accurate information, which empowers individuals to protect themselves from sexually transmitted infections (STIs) and make informed decisions regarding their sexual and reproductive health.***

According to the World Health Organisation (WHO), the ability of men and women to achieve sexual health and well-being depends on their ***access to comprehensive, good-quality information*** about sex and sexuality; ***knowledge about the risks*** they may face, and their vulnerability to adverse consequences of unprotected sexual activity

Access to sexual health services is crucial for maintaining sexual health and addressing any concerns or issues that may arise. This includes access to menstrual hygiene, STI testing and treatment, and reproductive health care. Creating an environment that affirms and promotes sexual health is essential. This includes reducing stigma and discrimination related to sexuality, promoting healthy attitudes and behaviors, and ensuring that individuals feel safe and respected in their sexual relationships.

Sexual and reproductive health is essential throughout all stages of life, from infancy to old age, for both men and women. Research indicates that the state of reproductive health during any life stage significantly influences overall health in later years. When individuals do not have their sexual and reproductive health needs addressed, they are denied the autonomy to make important decisions about their bodies and futures. This lack of access to care not only affects the individual but also has far-reaching consequences for their families and future generations.

Keeping this in mind, The Public Health Office Committee of the **Code No. 12** organized the **World Health Day campaign on Sexual and Reproductive Health Awareness** titled ***“Wellness Begins Within”*** on **February 14, 2024**, at three distinct locations, targeting underprivileged segments of communities, in an attempt to educate and address the said concern. The primary objective of the camp was ***to equip individuals with the tools to prioritize their well-being and make choices that support their long-term health outcomes*** by providing accurate information about menstrual hygiene, STI prevention, maternal health, and many more.

Furthermore, the campaign aimed ***to destigmatize conversations*** around sexual and reproductive health, ***creating a supportive environment*** where individuals felt comfortable seeking out necessary care and support. By fostering open dialogue, the campaign ***sought to break down barriers to accessing essential services and support individuals.***

Methods used for conducting the campaign:

In various countries worldwide, including India, Sexual and Reproductive Health (SRH) Awareness Day is observed on February 12th. This annual event is dedicated to informing the public about sexual and reproductive health concerns, such as sexually transmitted infections (STIs), and advocating for individuals' right to access sexual health care services. On this note, the Public Health Office Committee of the Code No. 12 organized a health awareness campaign based on the theme *Wellness Begins Within* on February 14, 2024.

The efforts aimed to ensure that individuals in underprivileged communities have access to essential information, resources, and services to make informed decisions about their sexual and reproductive health.

To assist with this, we chose to reach out to them and offer them a much-needed interactive session on dealing with the said concern. At the start of the campaign, all volunteers were separated into groups of two - males and females in order to target the audience respectively.

1. Walkathon:

The sexual and reproductive health campaign was meticulously planned to ensure thorough **coverage of topics and target populations**. Before its commencement, a comprehensive plan was crafted, delineating the campaign's objectives, target demographic, and diverse strategies for effective implementation. Team members engaged in the campaign underwent thorough sensitization to the intricacies of the campaign's focus areas, particularly sexual and reproductive health. They were equipped with the necessary knowledge and skills to effectively communicate with the target audience and address their concerns.

The campaign spanned three carefully selected locations, chosen strategically based on the residence patterns of the target demographic. This decision ensured maximum accessibility and outreach to the intended population. The campaign kicked off with a dynamic '*walkathon*' initiative, wherein teams embarked on a journey to visit households door-to-door within the designated locations.

During these visits, team members engaged residents in discussions pertaining to sexual and reproductive health awareness. Topics covered a wide spectrum, encompassing various categories such as sexually transmitted infections (STIs), menstrual hygiene, and cervical cancer awareness. Through these discussions, the campaign aimed to impart crucial knowledge, dispel myths and misconceptions and foster a culture of open dialogue surrounding sexual and reproductive health issues.

A. Sexually transmitted infections (STIs): As part of the sexual and reproductive health campaign, residents were sensitized to the critical aspects of sexually transmitted infections (STIs). Team members engaged in comprehensive discussions to educate community members on the nature of STIs, highlighting their various types and modes of transmission. Residents were informed about the wide-ranging consequences of STIs, both in terms of physical health and social well-being, emphasizing the importance of early detection and treatment.

Throughout the discussions, the team elucidated on the common types of STIs prevalent within the community, including but not limited to chlamydia, gonorrhea, syphilis, herpes, and human immunodeficiency virus (HIV). By providing information on the symptoms, methods of transmission, and potential complications associated with each-STI, residents were empowered to recognize the signs and seek appropriate medical care when necessary. Moreover, the campaign emphasized the significance of prevention strategies in mitigating the spread of STIs. Residents were educated on practical tips to reduce their risk of contracting STIs, such as practicing safe sex through consistent and correct condom use, and communicating openly with partners about sexual health.

Furthermore, the discussion on STIs encompassed information about the human papillomavirus (HPV) vaccine. Residents were educated on the significance of HPV vaccination in preventing certain types of HPV infections, which can lead to cervical cancer and other related health issues. By raising awareness about the availability and efficacy of the HPV vaccine, the campaign aimed to promote uptake among eligible individuals, ultimately contributing to the prevention of HPV-related diseases within the community.

B. Maternal Health: As the campaign progressed, volunteers expanded their focus to include crucial aspects of maternal health. Recognizing the significant impact of maternal well-being on overall sexual and reproductive health (SRH), volunteers undertook efforts to educate women in the communities about the factors influencing maternal health and the broader implications for SRH.

Volunteers engaged community members in discussions about maternal health, highlighting the multifaceted

factors that contribute to a mother's well-being during pregnancy and childbirth. Emphasizing the importance of proper nutrition, volunteers provided guidance on adopting a balanced diet rich in essential nutrients, including folic acid and other supplements vital for maternal health. Volunteers addressed common misconceptions and provided practical tips for maintaining optimal maternal health, thereby contributing to improved outcomes for both mothers and their infants.

C. Cervical Cancer: In the subsequent phase of the campaign, volunteers directed their attention towards raising awareness about cervical cancer, recognizing its significance within the realm of sexual and reproductive health.

Volunteers initiated discussions to elucidate the nature of cervical cancer, emphasizing its prevalence and the potential consequences if left untreated. They reassured community members that cervical cancer is a highly treatable condition when diagnosed and managed promptly with appropriate medical intervention.

In their efforts to promote early detection and treatment, volunteers provided valuable information about the signs and symptoms of cervical cancer, empowering individuals to recognize potential warning signs and seek medical attention promptly. Additionally, volunteers highlighted the importance of regular screenings in detecting cervical abnormalities at early stages when treatment outcomes are most favorable.

Furthermore, volunteers elaborated on the various treatment options available for cervical cancer, including surgical interventions, chemotherapy, and radiation therapy. By disseminating information about treatment modalities, volunteers aimed to alleviate concerns and empower individuals with the knowledge needed to make informed decisions about their healthcare.

D. Menstrual Health: In a dedicated effort to address menstrual hygiene management, the campaign prioritized the education and empowerment of young girls and women within the community. Young girls were sensitized to the physiological changes associated with menstruation and the importance of maintaining proper menstrual hygiene. Volunteers highlighted the potential health implications of inadequate menstrual hygiene practices and underscored the significance of adopting appropriate hygiene measures to safeguard health and well-being during menstruation.

Central to the campaign's efforts was the ***provision of free sanitary pads to every woman in the community***. By distributing these essential hygiene products, volunteers aimed to alleviate financial barriers and ensure access to safe and hygienic menstrual hygiene management for all women. This initiative not only promoted dignity and comfort during menstruation but also contributed to the overall health and well-being of women within the community. Moreover, recognizing the environmental impact of improper disposal of sanitary pads, a few volunteers took additional steps to advise women on the correct disposal methods.

E. Infertility Awareness: In an inclusive approach to sexual and reproductive health awareness, male volunteers within the campaign took proactive steps to address the issue of infertility and its implications. Understanding the significance of male involvement in SRH, volunteers endeavored to educate community members, men particularly, about the causes, impact, and preventive measures related to infertility.

Volunteers initiated discussions to raise awareness about the various factors contributing to infertility. By highlighting common causes such as sexually transmitted infections, hormonal imbalances, and lifestyle factors, volunteers aimed to dispel misconceptions and promote a deeper understanding of infertility within the community.

Furthermore, volunteers provided guidance on steps individuals and couples can take to overcome infertility challenges and improve their reproductive health outcomes. This guidance included recommendations for seeking timely medical evaluation and treatment, adopting healthy lifestyle practices, and accessing supportive resources and services, such as fertility clinics and counseling. Through their efforts, male volunteers sought to promote open dialogue and awareness surrounding infertility, challenging societal stigmas, and fostering a supportive environment for individuals and couples facing reproductive challenges.

F. Mental Health: In a concerted effort to promote holistic well-being, male volunteers within the campaign recognized the interconnectedness between mental health and sexual and reproductive health (SRH). Understanding the profound impact of mental well-being on SRH outcomes, volunteers embarked on initiatives to bridge the gap between these two critical aspects of health through awareness-raising activities and educational outreach.

Volunteers initiated discussions to raise awareness about the intricate relationship between mental health and SRH, highlighting how psychological factors can influence sexual behaviors, reproductive decision-making, and overall health outcomes.

Through their efforts to bridge the gap between mental health and SRH, male volunteers sought to foster a more comprehensive understanding of health and well-being within the community. By promoting open dialogue, reducing stigma, and facilitating access to support services, volunteers contributed to creating a more supportive and inclusive environment where individuals could address their mental health needs alongside their SRH concerns.

G. Substance Abuse: In their commitment to promoting comprehensive sexual and reproductive health (SRH) awareness, male volunteers within the campaign recognized the critical link between substance abuse and SRH outcomes. Understanding the detrimental effects of substance abuse on individual health and well-being, volunteers undertake initiatives to bridge this connection and raise awareness within the community.

Volunteers initiated discussions to highlight the harmful impact of substance abuse, including alcohol, tobacco, and illicit drugs, on sexual and reproductive health. They provided information about the various ways in which substance abuse can negatively affect SRH outcomes, such as increased risk of sexually transmitted infections (STIs), unintended pregnancies, sexual dysfunction, and infertility.

Furthermore, volunteers emphasized the importance of informed decision-making and risk-reduction strategies in mitigating the adverse effects of substance abuse on SRH. They provided practical guidance on harm reduction techniques, such as accessing contraception and STI testing, and seeking help for substance abuse issues.

By employing a proactive approach of direct engagement with community members in their own neighborhoods, the campaign endeavored **to break down barriers to access information and services** related to sexual and reproductive health. Through tailored discussions and outreach efforts, the campaign sought to empower individuals with the necessary information and resources to make informed decisions about their sexual and reproductive well-being.

Overall, the campaign's holistic approach, and targeted outreach efforts underscored its commitment to promoting sexual and reproductive health awareness within the community, ultimately striving towards improving health outcomes and fostering a culture of informed decision-making and empowerment.

2. Fact or Fiction:

Following the discussions led by the volunteers, an interactive set of questionnaires was conducted to assess the residents' comprehension and retention of the newly acquired knowledge. Through a series of questions and scenarios, residents were given the opportunity to apply their understanding of sexual and reproductive health (SRH) concepts.

The volunteers engaged participants by posing questions related to the topics discussed, such as methods of contraception, signs of sexually transmitted infections (STIs), or the importance of maternal health. Residents were encouraged to actively participate by providing answers based on the information shared during the educational sessions.

While many residents demonstrated a strong grasp of the material and were able to respond confidently to the questions, others required assistance or clarification from the volunteers. In such cases, volunteers provided

additional explanations and guidance to ensure that all participants had a clear understanding of the key SRH concepts and practices.

The overall response from the residents indicated a positive outcome, with many actively engaging in the discussion and demonstrating their comprehension of the information presented. By actively involving residents in the learning process, the volunteers reinforced the importance of SRH awareness and empowered individuals to make informed decisions about their health and well-being.

3. Impact Notes:

After the interactive session, the volunteers took an innovative approach to reinforce the newly acquired knowledge among the residents. Each participant was provided with a sticky note and a pen, with encouragement to jot down the key information and insights they had gained from the discussion.

Residents engaged thoughtfully, reflecting on the various elements covered during the session. The act of writing down the information not only helped reinforce the concepts discussed but also provided residents with a tangible reminder of the key takeaways from the session. It allowed them to internalize the information in a personalized manner, making it more likely to be retained over time.

The participation and engagement of residents in this activity served as a clear confirmation of the success of the primary objective of the campaign – to disseminate crucial information and promote awareness about sexual and reproductive health within the community.

4. WordSlam:

In a bid to further engage the residents and gather their feedback in a creative manner, the campaign introduced a dynamic initiative called "WordSlam." This innovative approach encouraged participants to express their thoughts, insights, and feedback by writing down keywords, phrases, or concepts they understood or found particularly impactful from the discussion.

Residents embraced this opportunity to share their perspectives, utilizing the platform to showcase their newfound knowledge and understanding of sexual and reproductive health (SRH) topics. From key terms discussed during the session to personal reflections on the importance of SRH awareness, residents eagerly penned down their thoughts, contributing to a vibrant tapestry of shared understanding and learning.

In summary, "WordSlam" emerged as a powerful tool for engagement and feedback, embodying the spirit of the campaign's motto and exemplifying the collective effort towards achieving greater awareness, empowerment, and health outcomes in matters of sexual and reproductive health.

5. Feedback:

Following the session, a feedback form was proposed among the residents to gather their views and insights. The feedback form utilized a numeric ranking system, with 1 representing the highest rating.

Residents were encouraged to provide their feedback by assigning a numeric rating to the session based on their overall experience and satisfaction. Many residents enthusiastically voted for a rating of 1, indicating that they found the session to be highly informative, engaging, and valuable.

The overwhelming number of residents ranking the session as 1 reflects the success of the campaign in meeting its objectives and effectively delivering key messages about sexual and reproductive health. The positive feedback received from the residents further validates the effectiveness of the campaign's approach and underscores its significance in promoting awareness and fostering positive behavioral change within the community.

Advertisement of the activity:

Before the campaign, the team diligently promoted it across various social media platforms, employing a variety of strategies to maximize its reach and impact. This included utilizing different promotional tactics and leveraging the strengths of each platform to generate interest and excitement about the upcoming initiative.

1. Ink & Insight:

"Ink & Insight" made a captivating debut on Instagram stories as a unique medium for engaging and educating the audience. Through a series of five trivia questions, participants were challenged to test their knowledge on various aspects of the topic based on sexual and reproductive health, with four options provided for each question.

With each subsequent slide, the correct answer was revealed along with a brief explanation, offering insightful knowledge and fostering necessary awareness among the audience. This innovative approach not only encouraged active participation but also provided an opportunity for individuals to learn and expand their understanding of the subject matter.

The range of questions covered crucial topics such as *sexually transmitted infections (STIs), cervical cancer, and the tests involved in screening for these conditions*. This selection of topics was intentionally curated to address pressing health concerns and provide valuable information to the audience.

This dynamic engagement strategy not only kept participants hooked but also ensured that they walked away with a deeper appreciation for the topics discussed. In a world inundated with information, initiatives like "Ink & Insight" stand out as refreshing and effective tools for fostering continuous learning and awareness.

2. Other:

In a proactive effort to educate the public about sexually transmitted infections (STIs), an **informative post** was shared across various social media platforms. This post served as a comprehensive guide, aiming to increase awareness and understanding of the diverse range of STIs prevalent in today's society.

Accompanying this initiative, two dedicated volunteers collaborated to produce an innovative and enlightening **reel focused on Pre-Exposure Prophylaxis (PrEP)**. PrEP stands as a highly effective HIV prevention tool, offering a proactive approach to reducing the risk of HIV transmission among high-risk individuals. Through accessible explanation, the reel effectively communicated the significance of PrEP in HIV prevention efforts, highlighting its role in safeguarding individuals from contracting the virus.

Result of your activity:

The sexual and reproductive health campaign proved to be a resounding success, with a far-reaching and positive impact on the community. Through meticulous planning, targeted outreach, and innovative engagement strategies, the campaign effectively disseminated crucial information and fostered awareness about various aspects of sexual and reproductive health (SRH).

One of the most notable outcomes of the campaign was the heightened awareness and understanding among community members regarding SRH topics. From discussions on maternal health to menstrual hygiene, residents gained valuable insights and knowledge that empowered them to make informed decisions about their health and well-being.

Moreover, the campaign succeeded in **bridging important gaps in knowledge and addressing stigmas** surrounding sensitive topics such as infertility, mental health, and substance abuse.





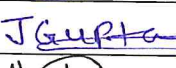

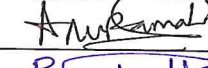
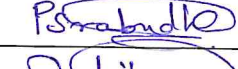

The **distribution of free sanitary pads** and the **emphasis on proper disposal methods** not only promoted menstrual hygiene but also underscored the campaign's commitment to addressing practical needs within the

community. Similarly, initiatives to raise awareness about cervical cancer and provide guidance on early detection and treatment options contributed to improved health outcomes and prevention efforts.

The overwhelmingly positive feedback from residents, as reflected in the high ratings assigned to the session, serves as a testament to the effectiveness and impact of the campaign.

Overall, the sexual and reproductive health campaign achieved its primary objective of promoting awareness, education, and empowerment within the community. Through collaborative efforts and a commitment to holistic well-being, the campaign has laid a strong foundation for continued progress and improvement in sexual and reproductive health outcomes for all residents.

Sexual and Reproductive Health Awareness Campaign.

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	
2	Divya Titame	
3	Nidhi Nadgoud	
4	Myron D'Souza	
5	Jyoti Gupta	
6	Vimala Choudhary	
7	Anupama Gupta	
8	Pranav Saharsabudhe	
9	Sahil Sarvaiya	



**The Indian Pharmaceutical Association
Maharashtra State Branch Students'
Forum**

PUBLIC HEALTH OFFICE 2023-2024

Activity Report: Blood Donation Camp

- **Type of the campaign:** Blood Donation Camp
- **Organizing Institute:** Vivekanand Education Society's College of Pharmacy, Chembur
-
- **Co-Ordinator of Activity and her/his e-mail address and contact number:**
Name: Mr. Pratik Barve
Phone No.: +91 9619515815
Email: pratik.barve@ves.ac
- **Location :** Vivekanand Education Society's College of Pharmacy, Chembur (E).

● **Digital platform/s where the event was conducted:**

<u>Sr. no</u>	<u>Location</u>	<u>Social media links (promotional posts/ videos)</u>	<u>Date</u>	<u>Timing</u>	<u>Activity</u>
1.	Instagram	https://www.instagram.com/p/C2rYf4bLf7N/?igsh=MXdqY2ltZDhpZnQyOQ==	29/01/2024	3p.m.	Uploading of post

- **Number of target audience:** 100+

● **List of volunteers and their contact numbers-**

<u>Name</u>	<u>Contact no.</u>	<u>Name</u>	<u>Contact no.</u>
Kishori Parab	8657294927	Mitali Kamtekar	9324131892
Gaurav Pandey	8454979200	Archie Jaiswal	8693842237

Akansha Shinde	9594572240	Sarvesh Parab	8369739769
Altamash Khan	9653353850	Bilal Khan	8828616671
Tanushree Deodhar	9769304627	Shreya Balgaokar	9833181863
Kanishka Parkar	9372786578	Manasvi Tople	987510182
Jyoti Tanwar	7972570113	Priyanshi Pattanaik	7447300511
Vedangi Sawant	9892732689		

● **Short description of the activity-**

Happiest people are not those getting more, but those giving more. While overall well-being encompasses various aspects, the availability of sufficient blood supply plays a crucial role in maintaining a high quality of life. Blood donation goes beyond the act of giving; it directly impacts the ability of healthcare systems to save lives, perform surgeries, and treat patients with severe medical conditions.

Moreover, organizing blood donation camps contributes to community health, as it raises awareness about the importance of blood donation and encourages a culture of giving. Blood donation is linked to improved health outcomes, as regular donors are more likely to receive health check-ups and monitoring. A successful blood donation camp reflects a healthy and caring community, underscoring the significance of prioritizing blood donation as an integral part of our overall well-being.

On this note, 'VESCOP PHO' in collaboration with 'Rotaract Club of VES College of Pharmacy' & 'Pallavi Blood bank' organized a Blood Donation Camp.

● **Methods used for conducting the campaign-**

The blood donation camp happened in VES College of Pharmacy in Chembur from 10:00 A.M. to 5:00 P.M. . A total number of 100+ people including college students, staff, and outsiders generously donated blood in the campaign. All RCVESCOP and PHO Volunteers were assigned specific time slots for managing the event, and were allocated duties accordingly, such as maintaining a record of the contributors and ensuring that they were there for the donation at the allotted time, etc. on a form. It was ensured that the individuals donating blood were in good health and were in a proper condition to donate blood. They were asked to rest for some time after donating blood.

Firstly, the students and staff from the college were lined up for the donation followed by the outsiders. They were first handed over the form and made to proceed to the doctors for the checkup, followed by sending in the eligible candidates for donating the blood. A set of doctors were stationed across multiple checkup booths which ensured that the camp happened in an efficient and organized manner. The doctors, who were from Pallavi blood bank, Mumbai, enquired them about their various health parameters and guided them further along. The event progressed smoothly, with the Pallavi Blood Bank maintaining excellent healthcare standards with proper hygiene and efficient blood collection apparatus. The donors were provided with a bottle of water and a pack of biscuits after the donation.

Subsequently the camp turned out to be a huge success.

● **Advertisement of the activity :-**

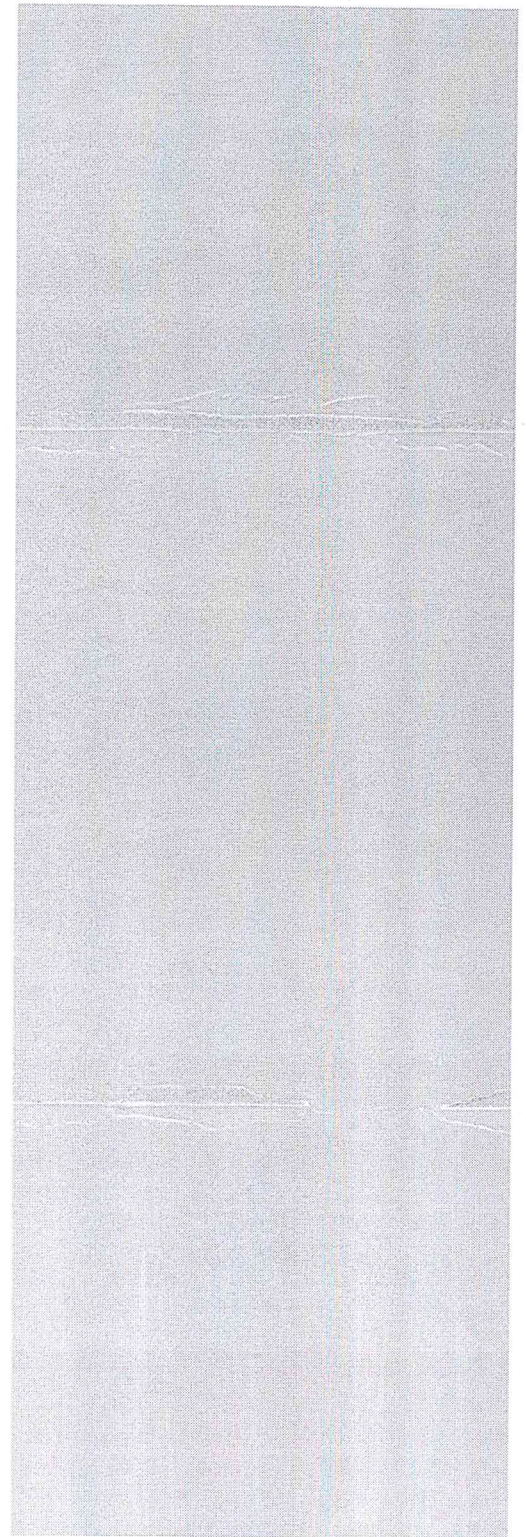
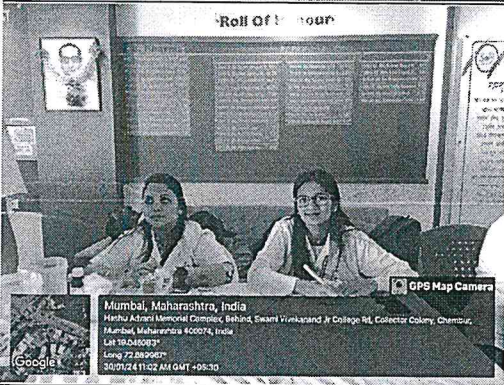
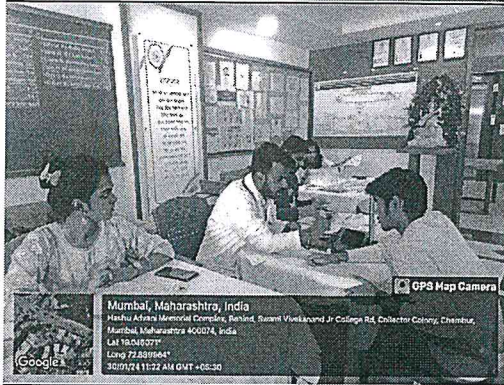
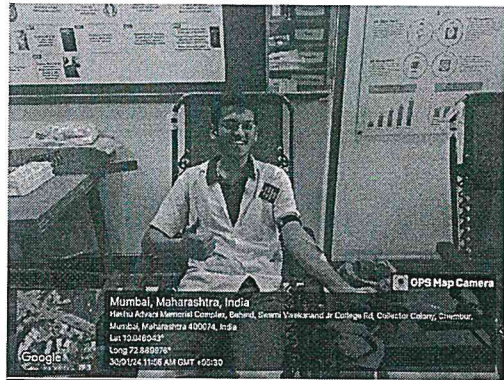
Pre - Advertisement activity via posts, flyers and PR messages were circulated on various social media platforms encouraging the audience for the blood donation.

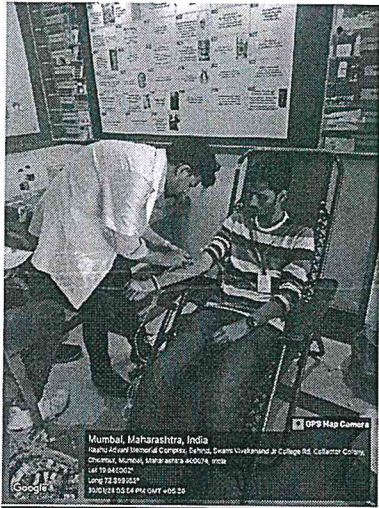
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● **Result of the activity-**

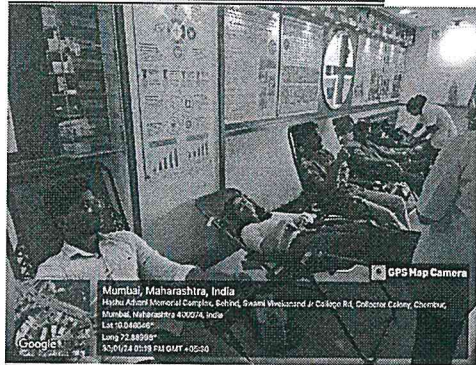
By the end of the blood donation camp, more than 100+ people had donated blood fostering community engagement, promoting a sense of unity and social responsibility. The camp was conducted in a very fluent manner. Everything went smoothly and according to plan. Many individuals in poorer strata of society are not privileged enough to participate in or benefit from regular blood donation drives. Therefore, organizing blood donation camps is a vital initiative to bridge this gap, ensuring that even the most vulnerable have access to lifesaving blood when they need it most.

The members of the Blood bank acknowledged and thanked us for our efforts, indicating that the camp was a gigantic success. And with the number of people that donated voluntarily (100+), we realized that we indeed made a difference.

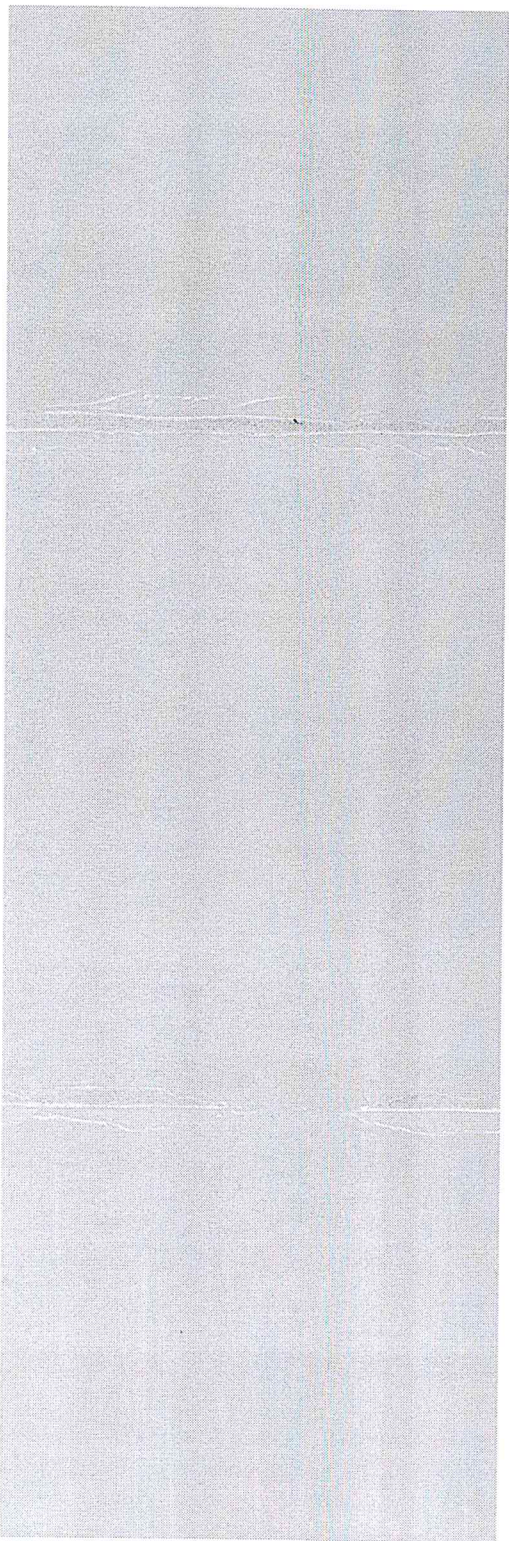





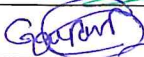
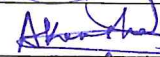




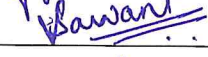





Mumbai, Maharashtra, India
Haji Adnan Memorial Complex, Sahakar, Swami Vivekanand Ji College Rd, Colaba-City,
Chembur, Mumbai, Maharashtra 400074, India
Lat 19.042002°
Long 72.839202°
3/10/24 05:54 PM GMT +05:30



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Haji Adnan Memorial Complex, Sahakar, Swami Vivekanand Ji College Rd, Colaba-City,
Chembur, Mumbai, Maharashtra 400074, India
Lat 19.042002°
Long 72.839202°
3/10/24 05:54 PM GMT +05:30



Blood Donation Campaign.

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	
2	Gaurav Pandey	
3	Akansha Shinde	
4	Altamash Khan	
5	Tanushree Deodhar	
6	Kanishka Parkar	
7	Jyoti Tanwar	
8	Vedangi Sawant	
9	Mitali Kamtekar	
10	Archie Jaiswal	
11	Sarvesh Parab	
12	Bilal Khan	
13	Shreya Balgaonkar	
14	Manasvi Tople	
15	Priyanshi Pattanaik	

PUBLIC HEALTH OFFICE 2023-24

Activity Report – Stem Cell Donor Registration Drive.

Organizing Institute: Vivekanand Education Society's College of Pharmacy.

Coordinator of Activity and her/his email address and contact number:

Name: Mr. Pratik Barve
Phone No.: +91 96195 15815
Email: pratik.barve@ves.ac.in

In collaboration with:

Marrow Donor Registry India
Coordinator: Dr. Praveen Clement
Phone No.: +91 9820295649

Digital platform/s where the event was conducted:

Sr. No.	Name of the digital platform along with the social media handle	Social media links of the given event.	Date	Timing	Activity
1.	Instagram	https://www.instagram.com/p/C5BRxvctQZ8/?igsh=YWh5azRtNDR6dXY=	March 27th, 2024.	1:40 PM	Uploading of the post.

Location where the event was conducted:

Location	Date	Timing	Target audience
Vivekanand Education Society's College of Pharmacy, Campus two, Chembur,	March 26th, 2024.	10 AM to 3 PM.	120+

Mumbai,400074, Maharashtra, India			
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List of volunteers and their contact no:

<u>Name</u>	<u>Contact No.</u>
Yash Bagwe	8767424083
Myron D'Souza	7738983126
Kishori Parab	86572 94927
Divya Titame	9372526889
Ekta Sharma	9665549568
Altamash Khan	9653353850

Short description of the activity:

Stem cells are unique cells with the ability to develop into various types of cells in the body. They have the capacity to self-renew, which means they can produce more stem cells, and they can also differentiate into specialized cells, like muscle or nerve cells. This makes them valuable for medical research and potential treatments, as they might help repair or replace damaged tissues.

There are different types of stem cells, including embryonic stem cells, which can become any cell type, adult stem cells, which are more limited in their differentiation, and induced pluripotent stem cells, which are adult cells reprogrammed to act like embryonic stem cells. They act as a repair system, helping to regenerate damaged tissues and organs. This remarkable ability makes them invaluable in treating a wide range of diseases and conditions, such as leukemia, lymphoma, and other blood disorders.

One of the simplest ways to become a potential stem cell donor is by donating a saliva sample. It's a quick, painless process where you provide a small saliva sample, which is then used to analyze your DNA and determine your compatibility with patients in need of a stem cell transplant. If you're a match, you could save someone's life. The donation process is safe and straightforward, and the impact you can make is profound. Every new donor adds hope for those waiting for a match.

Understanding the critical need for more stem cell donors, The Public Health Office Committee of the **Vivekanand Education Society's College of Pharmacy**, in collaboration with the **Marrow Donor Registry India**, spearheaded a pioneering initiative – “**Stem Cell Donor Registration Drive.**” This campaign, held on **March 26, 2024**, served as a pivotal platform to raise awareness about stem cell preservation. The event emphasized the synergy between health and knowledge, encapsulating the essence of a healthier future.

Methods used for conducting the campaign:

Our stem cell donation campaign was conducted with a well-rounded approach to engage participants and manage the registration and sample collection processes efficiently.

We began with personalized, **one-on-one interactions** where team members discussed the importance of stem cell donation and its potential impact on medical treatments. These direct conversations allowed us to address individual questions and provide tailored information, enhancing the effectiveness of our outreach.

Informational pamphlets and guidebooks were distributed to complement these discussions. The pamphlets offered quick, accessible information, while the guidebooks provided a more detailed explanation of stem cell concepts, the donation process, and its benefits, helping individuals make informed decisions.

Dr. Praveen Clement, a key member of the transplant team at MDRI, contributed significantly to our campaign by presenting crucial information during our sessions. His insights and expertise added depth to our educational efforts, addressing technical and medical queries from participants and reinforcing the importance of stem cell donation.

For registration, we offered both online and offline options. Participants could register via an online portal, which streamlined the data collection process and was convenient for those comfortable with digital platforms. Additionally, we provided paper registration forms during our events to accommodate those who preferred a traditional approach.

Samples were collected under the supervision of medical professionals, including Dr. Clement, who ensured that the collection process was conducted smoothly and professionally.

In total, we successfully registered approximately **126 individuals** and collected their samples. This comprehensive approach—combining personal engagement, expert insights, informative materials, and efficient registration and collection processes—enabled us to advance our stem cell donation initiative effectively.

Advertisement of the activity:

Our PR message was designed to effectively promote the stem cell donation campaign by emphasizing its significance and encouraging participation. We started with a compelling introduction that highlighted the urgent need for stem cell donations and the critical impact they can have on treating serious medical conditions.

We also featured Dr. Praveen Clement from the MDRI transplant team, whose expertise lent authority and reassured potential donors about the professionalism and reliability of the campaign. A strong call to action was included to motivate individuals to register and participate, along with clear contact information for those seeking more details.

Result of your activity:

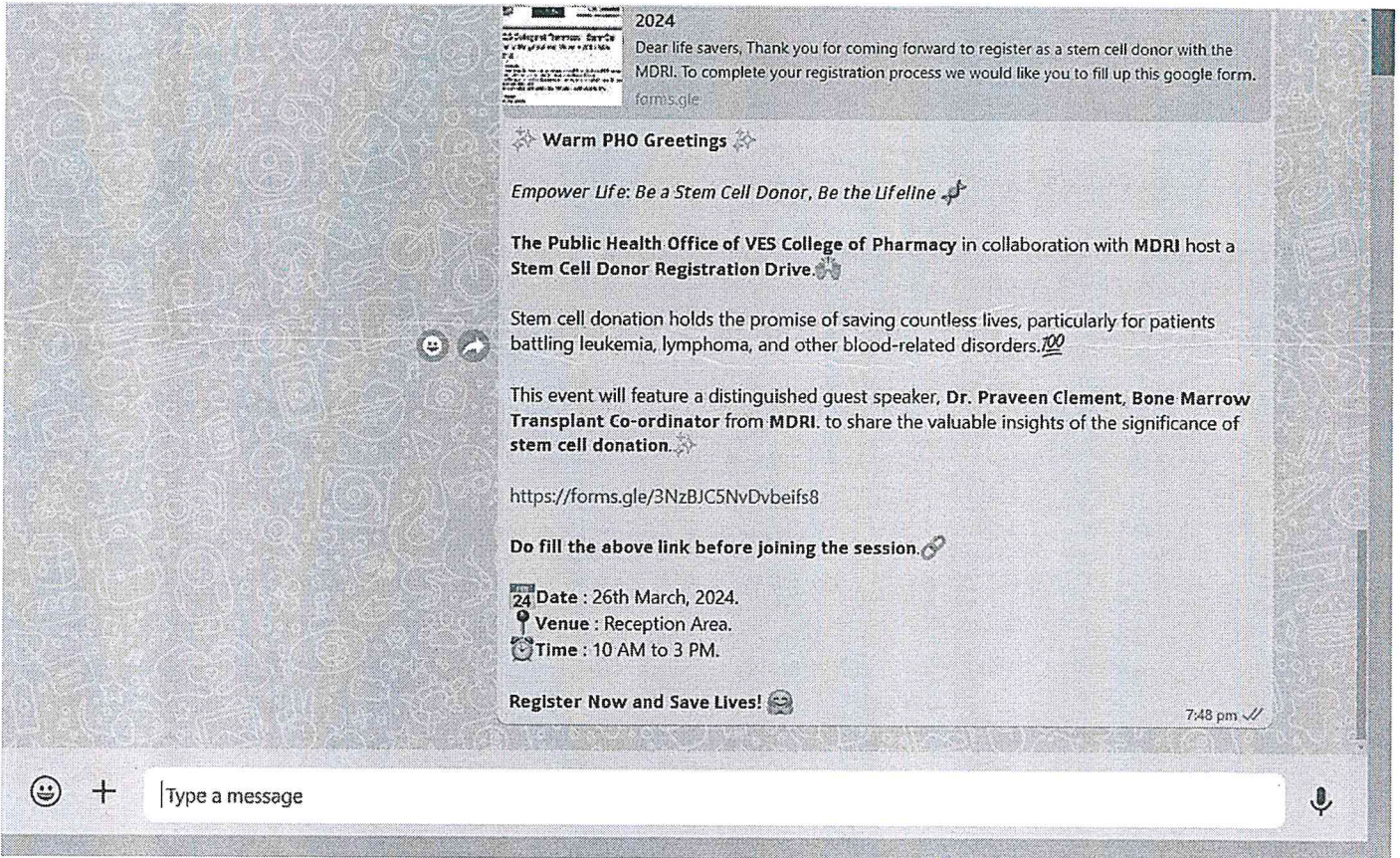
The stem cell donation campaign was highly successful and achieved its objectives effectively. The combination of personalized interactions, informative materials, and expert involvement resonated well with the community.

The direct, one-on-one engagements provided a platform to educate participants about the importance of stem cell donations and address their specific concerns, leading to a high level of understanding and interest. Informational pamphlets and guidebooks further reinforced the message, making complex information accessible and clear.

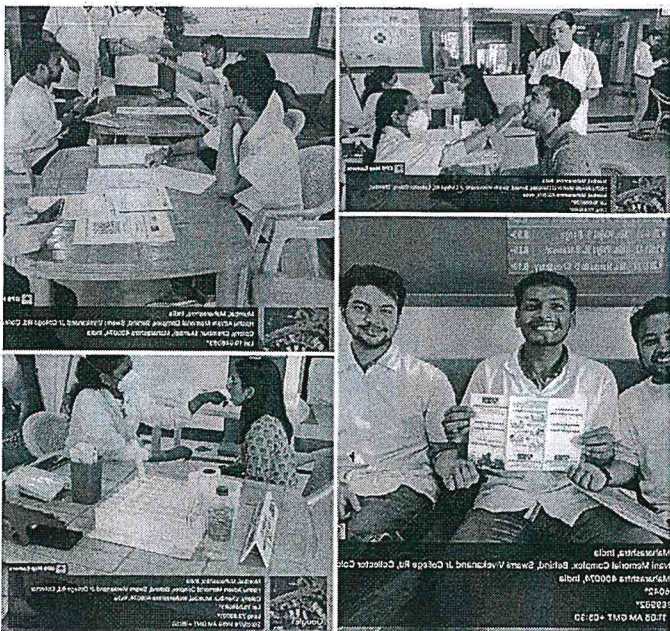
Dr. Praveen Clement's contribution added significant value, as his expert insights helped clarify technical aspects and underscored the importance of the campaign. His involvement lent credibility and reassured participants about the professionalism of the process. The registration process was smooth, with a total of approximately 126 individuals successfully registered and their samples collected. This outcome reflects a strong community response and commitment to the cause.

Overall, the campaign was both informative and effective. It not only increased awareness about stem cell donation but also mobilized a substantial number of people to contribute, demonstrating the campaign's success in achieving its goals and positively impacting the community.

Online promotion:



Camp pictures :



Stem Cell Donor Registration Drive.

Sr.no	Name of the volunteer	Signature
1	Kishori Parab	<u>Kishori</u>
2	Divya Titame	<u>Divya</u>
3	Yash Bagwe	<u>Yash</u>
4	Altamash Khan	<u>Altamash</u>
5	Myron D'Souza	<u>MD</u>
6	Ekta Sharma	<u>Ekta</u>