

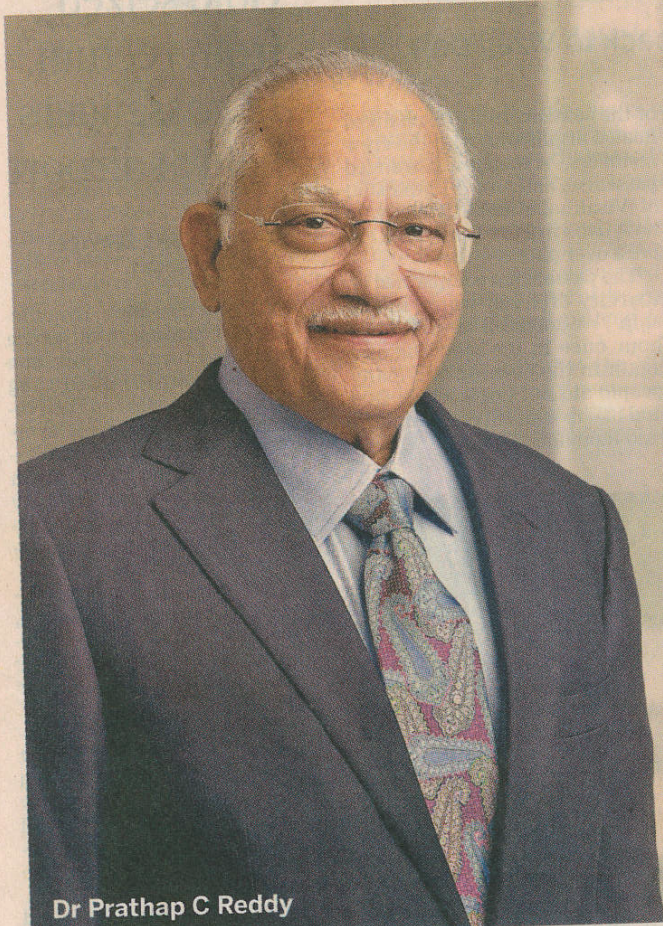


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World Heart



Dr Prathap C Reddy

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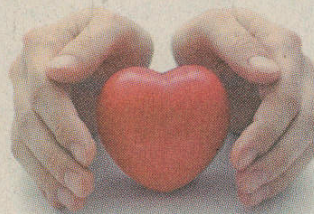
EMBRACE CHANGE FOR A HEALTHIER INDIA

IF CHANGE is the only thing that is constant, then it is time for young Indians to embrace it. This World Heart Day, youth should come together and proactively make the decision – to take care, to take action for better health and quality of life, which begins by maintaining better heart health.

Over the last few years, heart diseases have gradually changed its course and is no longer the disease of just the elderly. Young Indians in their early 30s, accustomed to sedentary lifestyle and unhealthy dietary habits, are succumbing to cardiovascular diseases (CVDs). What is unsettling is despite the fact that the occurrence of the CVDs can be prevented and even reversed, there is a lack of awareness and understanding on the subject. This World Heart Day let us all commit to be more active, disciplined in our diet and inculcate healthy habits for our own physical and mental well-being. Not only will this make an impact in our lives, but will also enable the country to be a healthier nation.

Affecting almost 17 million lives each year, the CVDs are the world's leading killer with over 29.8 per cent

cardiovascular disease related deaths can be prevented by controlling four main risk factors, which are unhealthy diet, use of tobacco, lack of physical activity and excessive consumption of alcohol. The most productive way to tackle CVDs is an amalgamation of activities that include a healthy balanced diet, at



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least 30 minutes of vigorous exercise, moderate alcohol consumption and complete abstinence from smoking.

These changes are simple and all one needs is the will to put these changes to action and see their lives

together and collectively pursue this path of healthy living and accelerate positive change.

Over six years ago, in April 2010, Apollo Hospitals launched The Billion Hearts Beating (BHB) Foundation, which works towards increasing awareness on and prevention of heart diseases. The problem of heart disease in India is a national concern and the BHB's plan is to raise the level of heart health awareness in the country and reverse the burden of heart disease. Over the years, the BHB has touched the lives of over a million people through its various programmes that educate and encourage heart health behaviours in local communities and corporates.

On a similar note, Apollo Life recently partnered with globally renowned advocate of integrative medicine in health Dr Deepak Chopra to introduce 'JIYO', the personal well-being companion. A comprehensive digital platform, it lets one learn a diverse range of information that helps you be your best self.

On this World Heart Day, we request everyone to take responsibility of their health and also spread awareness on the simple and easy ways that