

## **Working Professionals Respond Enthusiastically to Fortis Hospital, Vashi's Call to Quit Smoking**

*~ Fortis Hospital, Vashi, reaches out to over 15,000 corporate employees from across 40 companies encouraging them to quit smoking ~*

**Navi Mumbai, 31<sup>st</sup> May 2016:** Fortis Hospital, Vashi, celebrated the **World No Tobacco Day** by encouraging corporate employees to kick the butt and live a smoke free life. Hosted in association with **a Corporate Park at Airoli**, Fortis Hospital, Vashi, reached out to over 15,000 employees by conducting a number of interactive activities that focused on the benefits of quitting smoking.

The Corporate Park, home to a number of IT / ITES / BPO companies at Airoli in Navi Mumbai, helped the team at Fortis Hospital, Vashi to engage with the employees through week-long activities that included – slogan writing competition, pledge wall signing, walkathon and skits. Participants responded with interesting slogans, focusing on innovative ways that may help people to quit smoking. The 'Quit Smoking Pledge Wall' was placed at the venue, on which a number of smokers pledged to quit their habit of smoking. A number of people, who have quit smoking, shared ideas that may help others, kick the butt. A walkathon was also organized inside the Corporate Park to spread the message about healthy living by quitting smoking.

**Dr Shirshir Shetty, Onco Surgeon, Fortis Hospital Vashi**, who oversaw the World No-Tobacco Day activities, said, *"Smoking is an easy habit to form, but difficult to quit. Young people typically start smoking to satisfy their curiosity, but soon end up getting used to the experience. The menace of smoking is noticeable among the young corporate employees – especially in the IT / ITES and BPO sectors. Once addicted, it becomes an excuse for taking a break, and feel relaxed amid stress of workload. While warnings of the hazard of smoking are all over, smokers tend to ignore the fact that it can cause life-threatening illnesses – and in worst cases, even death. More and more young men and women professionals are getting addicted to smoking, risking not only their own health, but also of those who are in their company. Fortis Hospital, Vashi, is reaching out to the corporate employees with a simple and clear message – **Say No to Tobacco today for healthier tomorrow.**"*

Fortis Hospital, Vashi, gets approximately 10 cases every week, where patients are affected due to the habit of smoking.

The menace of smoking is a worldwide risk and the single most significant reason for preventable diseases and deaths. There are over 4,000 compounds in cigarette smoke, of which, most are found to be toxic and are known to damage human cells. Some of them are Carcinogenic – causing cancer. Tobacco smoke comprises mainly of Nicotine (not carcinogenic, but highly addictive), Carbon Monoxide (a poisonous gas) and Tar (contains several cancer-causing chemicals). When a smoker inhales cigarette smoke, 70% of the tar remains in the lungs. Over time, these chemicals cause enough damage to the body to cause multiple types of critical illnesses.



The number of smoking population across the globe is staggering. According to the data from the World Health Organisation, there are about 130Cr smokers worldwide and 20billion cigarettes are sold every day. There are approximately 12Cr smokers in India. According to 'The Economic Burden of Tobacco related diseases in India', released by the Public Health Foundation of India, with support from the Ministry of Health & Family Welfare and the WHO India, the total economic costs attributable to tobacco use from all diseases in India, in 2011, for persons aged 35-69 years amounted to Rs 1,04,500Cr.

Fortis Hospital, Vashi, has been and continues to explore ways to engage meaningfully with the residents of Navi Mumbai to spread awareness about healthy living.

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**About Fortis Healthcare Limited:**

*Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 54 healthcare facilities (including projects under development), approximately 10,000 potential beds and 306 diagnostic centres.*

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