

Press Release

For Immediate Publication

Students join Fortis Hospital's 'Say No to Tobacco' campaign

Students from Saupin's Mohali & The Learning Paths Mohali spread anti-tobacco message at 10 busy intersections in the tri-city during morning hours

Mohali/Chandigarh/Panchkula, May 26, 2016: Fortis Hospital, Mohali joined hands with students from Saupin School and The Learning Paths School launched 'Say No to Tobacco' campaign in three cities; viz. Mohali, Chandigarh and Panchkula today. More than 100 volunteers raised slogans like 'Each stick puts you at risk. Let Tobacco Go' and 'Tobacco in, Stamina out' to numerous office goers at 10 busy intersections in the three cities during morning rush hours today.

The campaign is organized in the run up to the 'World No Tobacco Day' observed on May 31 every year. The volunteers raised many other placards with powerful slogans like 'Your organs fail with what you inhale', 'Make the choice to keep your voice' and 'After a while, the body becomes fragile.' The slogans reflected the direct impact of tobacco consumption on the risk of cancer.

Exhorting smokers to quit tobacco, **Dr Rajeev Bedi, Director (Medical Oncology), Fortis Cancer Institute Mohali**, said, *"The most immediate benefit of not smoking is that within 20 minutes, your heart rate and blood pressure drop, and within 12 hours, the carbon monoxide levels in your blood drop to normal. As far as the long-term benefits are concerned, after 15 years, the risk of coronary artery disease is that of a non-smoker's. Within 10 years of quitting, your risk of lung cancer falls to about half that of a smoker and your risk of cancer of the mouth, throat, esophagus, bladder, cervix, and pancreas decreases."*

Stating that it was important to start health education among children, **Mr Abhijit Singh, Facility Director** of the hospital, said, *"Our School Buddies' Programme is centered on the philosophy of engraining the young with the right health values. We involve school and college students in our campaigns so that the future generations are healthier and happier."*

Ms Komal Singh, Principal of The Learning Paths School and **Ms Goldy Kapany, Principal of Saupin's School Mohali** lauded Fortis Cancer Institute for organizing the awareness drive. *"We are proud to be associated with this noble cause. Quitting smoking is not as easy as it sounds. As per Global Adult Tobacco Survey, in India about 26% of current adult smokers plan to or are thinking about quitting in the next 12 months. Ours is a small push in that direction,"* they said.

Traffic signal points where activity took place:

- 1. Phase VII Petrol Pump traffic light point, Mohali**
- 2. Phase 3B2-Phase 5 traffic light point, Mohali**

3. **JW Marriott Roundabout, Chandigarh**
4. **Aroma traffic lights, Chandigarh**
5. **Sector Bus Stand 17 traffic light point, Chandigarh**
6. **Matka Chowk, Chandigarh**
7. **Government Press traffic light point, Chandigarh**
8. **Kisan Bhavan, Sector 35, Chandigarh**
9. **Tribune Chowk, Chandigarh**
10. **Sector 7 traffic light point, Panchkula**

BOX

Benefit of saying no to tobacco: Benefits in comparison with those who continued:

- At about 30: gain almost 10 years of life expectancy.
- At about 40: gain 9 years of life expectancy.
- At about 50: gain 6 years of life expectancy.
- At about 60: gain 3 years of life expectancy.
- After the onset of life-threatening disease: rapid benefit, people who quit smoking after having a heart attack reduce their chances of having another heart attack by 50%.

About Fortis Hospital Mohali

Fortis Hospital Mohali is a 355 bed, JCI and NABH-certified, multispecialty care hospital. The hospital commenced operations in 2001, and is today considered one of the most recognized cardiac hospitals of India. Located in the heart of Punjab over 8.22 acres, the tertiary hospital has a comprehensive team of clinicians delivering world-class patient care, supported by advanced technology. In July 2014, Fortis Hospital Mohali added the 55-bed 'Fortis Cancer Institute' on its premises to offer the latest and most comprehensive Medical, Surgical and Radiation Therapy modalities.

For More Information

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