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Market Press Release – May 29, 2014 12:56 pm

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Nicotine present in tobacco has adverse effects on bone and it has been observed that 25 % of female who smokes develops osteoporosis between the age group of late 30's.

Chronic Obstructive Pulmonary Diseases (COPD) is also increasing in the age group of 40's. Smoking and tobacco consumption is one of the major factors of COPD among Pune-kars. Experts believe that in a month there are 100 cases of COPD out of which 30 are new patient cases. Chronic bronchitis is common among male post 35 years as compared to females however in future women will be at equal risk because of high intake of smoking. Women who smoke can have early menopause due to low estrogen resulting from heavy smoking.

There is high prevalence of tobacco consumption among youngster, both male and female. College going students in the age group of early 20's are habitual to cigarette smoking. 25% of working professionals especially those from IT and BPO industry are prone to smoking because of work stress.

Mr. Amol Naikawadi, Preventive Healthcare Specialist, Indus Health Plus says "The tobacco epidemic needs immediate attention. Passive smoking equally increases the risk of cancer, COPD and sudden cardiac arrest. Tobacco induced deaths and illnesses can be prevented, if one quits at the earliest. Today young boys and girls are indulging in this detrimental habit mostly as a fashion statement and falling to peer pressure. Educate and encourage younger generation towards its ill effects"

"To encourage people to quit smoking, other than increasing the prices of tobacco, the rule of no public smoking should be strengthened and people should follow the same stringently. Tobacco increases the risk of multiple cancers, COPD and other chronic diseases. Therefore it is imperative to spread awareness amongst masses about the consequences of tobacco consumption. Self-realization would drive an individual from quitting tobacco and leading a healthy life" added Mr. Naikawadi.

The best way to control the risk of these diseases is by saying no to tobacco consumption in any form and being physically active. Experts are in opinion that if one realizes the after effects of tobacco consumption, a strong will power is all that one would need to scumb the problem of tobacco driven diseases.

For more information, visit: <http://www.indushealthplus.com/>

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Risk of cancer and COPD increasing among tobacco consumers as compared to non-smokers in Pune, reveals Indus Health Plus Abnormality Report

Indus Health Plus - Thursday, May 29, 2014.
Submitted by **Avian Media**.

prsync

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About Indus Health Plus

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FOR IMMEDIATE RELEASE

PRLog (Press Release) - May 29, 2014 - PUNE, India – Pune, 29th May 2014: Globally, 31st May is observed as World No Tobacco Day. Tobacco consumption has become a major public health issue and a social problem worldwide. World Health Organization(WHO) estimates that in India, the deaths attributed to tobacco, are expected to rise from 1.4% of all deaths in 1990 to 13.3% by 2020. This year's theme is to highlight the health risks associated with tobacco use and advocating for effective policies to reduce tobacco consumption.

PRLOG

Press Release Distribution

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Source : Indus Health Plus

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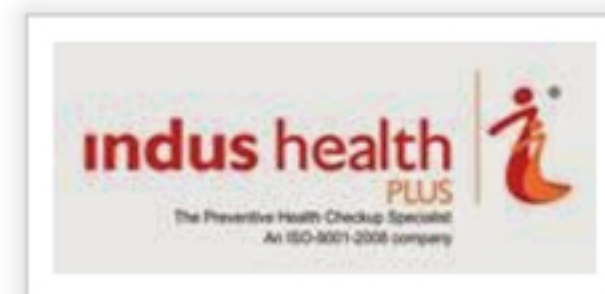
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Indus Abnormality Report	Pune	
Jan 2013 - Dec 2014	Male	Female
Total number of people undergone for diagnosis	13917	9228
Hypertension	28.06	22.99
Heart Problem	45.81	43.01
sonomammography		39.21
usg abdomen	24.22	22.4
Chest Xray	25.46	26.14
CT Brain/Neck Vessels	26.77	26.17
PFT	27.41	27.6

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Posted 4 days ago by Sailesh Gandhi

Labels: Abnormality Report, COPD, Indus Health Plus, non-smoker, Pune, Risk of cancer, Tobacco

It's time to kick the butt

As the world celebrates No Tobacco Day on May 31, the guide rakes up issues related to tobacco consumption



TOBACCO addiction is a burning issue in India today. It has been reported that 75% of the male population in India consumes tobacco frequently in some form or the other, and experts reveal that the situation is no different in the city.

"In Pune, there has been an increase in the number of youngsters who smoke. The number has doubled in the last 10 years," says Dr. Nitin Abhyankar, Senior Pulmonologist, Jehangir Hospital, which will hold a cycle rally to observe the World No Tobacco Day.

Dr. Rahul Patil, Interventional Cardiologist, Ruby Hall Clinic, echoes a similar stance and informs, "Five years back, heart attack cases amongst youngsters were unheard of. But increasingly, we have young people coming to us with cardiac problems. It's a serious issue and smoking is a major factor."

It is known that many young women smoke because they feel it will help them reduce weight. The idea is that nicotine affects the appetite, you eat less and thus lose weight. This is an extremely unhealthy way to reduce weight.

— Dr. Rahul Patil, Interventional Cardiologist, Ruby Hall Clinic

He adds that health problems that one would have normally seen in people in their 60s — like the ones related to the heart or lungs — are now witnessed in youngsters in the age group of 30 to 35 years. "It's an unhealthy trend, to say the least," he warns.

According to Dr. Patil, in the last few years, there has been a 30-40% rise in heart-related ailments amongst those below the age of 40. Amongst his patients, 30-40% are chain smokers. "A number of young patients are those in high stress and sedentary lifestyle jobs, such as the ones in BPOs and the IT sector," he shares.

Risks attached to smoking

In Asia, India and China are major markets for tobacco companies, reveals Dr. Abhyankar. He adds that cancer is the highest risk of tobacco consumption followed by other disorders like heart attacks or a stroke, often causing premature deaths. "Every cigarette reduces life by seven minutes or so. Daily consumers have a 25 times higher risk to contract most diseases," he details.

Studies show that there are more than 4,000 identified poisonous substances and 43 known cancer-producing agents that range from tar, arsenic and benzene, in cigarettes. But, the most deadly part is nicotine, which addicts the human brain and turns him or her into a hapless slave to the habit.

The question of quitting

After a certain stage, quitting becomes difficult and requires quality measures such as medicines like Bupropion or Varenicline. Varenicline is an effective medication with success rates close to 50%. Smokers often boast that they can quit anytime but on the basis of sheer willpower the success rates are at a dismal 1%. Treatments like motivational sessions push the success rate to 10%. There are also nicotine replacement therapies like nicotine chewing gums, nicotine patches, etc., which are quite useful in reducing the damage.

thepunelife@msl-day.com

Facts and figures

According to a study released by Indus Health Plus, almost 20% males and 14% females in Pune who smoke are at a higher risk of cardiac arrest. 5% males and 3% females are suffering from head and neck cancer. 27% of the population is at a threat of oral cancer. 15-20% men and 8-10% women are at a higher risk of decreasing their lung age by 10 years because of smoke and smokeless tobacco consumption.

Awareness event

Muktangan Rehabilitation Center will be holding events to create awareness about the problems caused by smoking. Indrajeet Deshmukh one of the counselors in the NGO says, "We have seen a rise in smoking in the city. We wish to break this trend by informing people about the drawbacks of this habit."

AT Off Alandi Road, Mohamwadi, Yerawada. CALL 64014598/26697505

Youngsters are increasingly getting addicted to tobacco consumption, especially smoking

३५ टक्के पुणेकरांना हार्ट अ‍ॅटॅकचा धोका

'इंडस हेल्थ प्लस'च्या तपासणीतील निष्कर्ष: तोंडाच्या कॅन्सरची भीती

प. टा. प्रतिनिधी, पुणे

तंबाखू: तसेच धूम्रपानाची सवय पुणेकरांना भूतपूर्व दारात नेत असल्याचे स्पष्ट झाले आहे. तंबाखूमुळे ३५ टक्के स्त्री-पुरुषांना हार्ट अ‍ॅटॅकचा धोका उद्भवण्याची भीती व्यक्त करण्यात आले असून, तंबाखूमुळे २७ टक्के पुणेकरांना तोंडाचा कॅन्सर होण्याचा धोका असल्याचेही स्पष्ट झाले आहे.

'इंडस हेल्थ प्लस' या संस्थेने तंबाखूजन्य पदार्थ; तसेच धूम्रपान करीत असल्याबाबत केलेल्या तपासणीचा अहवाल प्रकाशित केला आहे. त्यात तंबाखू आणि निकोटिनचा एक 'कॅन्सर' घेण्यासाठी धूम्रपान करणाऱ्या पुणेकरांच्या अरोग्याला धोका पोहोचत असल्याचा इशारा देण्यात आला आहे.

तंबाखूचे सेवन केल्याने विविध आजार होत असल्याचा निष्कर्ष पुण्यातील २३ हजार १४५ स्त्री-पुरुषांच्या केलेल्या तपासणीतून काढण्यात आला आहे. तंबाखू खाण्याच्या अथवा धूम्रपानाच्या सवयीमुळे पुण्यातील वीस टक्के पुरुषांसह १४ टक्के महिलांना हृदयविकाराचा धोका अधिक असल्याचा इशारा देण्यात आला आहे, तर पाच टक्के पुरुष आणि तीन टक्के महिला डोम्यासह

आजाराची नावे	पुरुष	स्त्री
रक्तदाब	२८.०६	२२.९९
हृदयविकार	४५.८९	४३.०९
सोनो मॅमोग्राफी	-	३९.२१
यूएसजी अ‍ॅब्डोमेन	२४.२२	२२.४
छातीचे एक्सरे	२५.४६	२६.१४

तंबाखूमुळे कॅन्सर, श्वसनार्थ विकार; तसेच अनेक आजारांचा धोका वाढतो. त्यामुळे तंबाखू सेवनाच्या परिणामी विषयी जनेतत जागृती वाढविण्याची गरज आहे.

अमोल नायकवडी, प्रतिबंधात्मक हेल्थकेअर तज्ज्ञ

जागतिक तंबाखूविरोधी दिन

मानेच्या कॅन्सरने ग्रस्त आहेत. २७ टक्के नागरिकांना तोंडाच्या कॅन्सरचा धोका अधिक आहे. १५ ते २७ टक्के पुरुषांना आणि आठ ते दहा टक्के स्त्रियांना त्यांच्या कुपकुसाची आनुमर्षा दहा वर्षांनी कमी होण्याचा धोका अधिक आहे. धूम्रपान आणि धूम्रपानरहित तंबाखूसेवनामुळे कमी वयात कुपकुसात कॅन्सर बळावू शकतो, अशी शक्यताही या अहवालात व्यक्त करण्यात आली आहे.

शहरात जानेवारी महिन्यात १३ हजार ९१७ पुरुषांसह नऊ हजार २२८ महिलांच्या केलेल्या तपासणीतून ४५.८९ टक्के पुरुषांना तर ४३.०९ टक्के महिलांना हृदयविकाराचा त्रास संघटितरीत्या

असल्याचे निष्पन्न झाले आहे. त्यापैकी ३५ टक्केना तंबाखूमुळे हृदयविकाराचा धोका असल्याचे स्पष्ट झाले आहे. धूम्रपान करणाऱ्या २५ टक्के स्त्रियांना ३० वर्षे वयोगटादरम्यान हाडांचा आजार बळावतो. ४० वर्षे वयोगटातील नागरिकांमध्ये श्वसनविकाराचे गंभीर (सीओपीडी) आजार बळावत चालले आहेत. पुण्यात श्वसनार्थ आजार वाढण्यामागे धूम्रपान आणि तंबाखू हे एक कारण आहे. वीस वर्षे वयोगटादरम्यानच्या कॉलेजच्या विद्यार्थ्यांना सिगारेट ओढण्याची सवय आहे. त्यामुळे आयटी, बीपीओमध्ये काम करणाऱ्या २५ टक्के नोकरदारांना कामाच्या अहवालात स्पष्ट केले आहे.

Experts sound another warning ahead of 'No tobacco day' tomorrow

EXPRESS NEWS SERVICE

PUNE, MAY 29

THE RISKS of chronic diseases and other complications cigarette may cause need to be conveyed to people and awareness spread about carcinogens a puff of smoke is laden with, experts said ahead of the World No Tobacco Day (May 31). Noting that the carcinogens have been highlighted decades ago, they stressed comprehensive tobacco control to curb smoking. The silver lining in the cloud for smokers was, cessation may gradually lead to repair of the damage that may have been caused, according to Dr Minish Jain, oncologist at Ruby Hall Clinic.

Dr Jain said long-term smoking can cause pulmonary damage leading to chronic obstructive pulmonary disease, besides cancer. Cigarette smoke is believed to contain around 45 carcinogens.

Smoking increases risk of heart disease and peripheral vascular disease and increases cholesterol in the blood that could lead to atherosclerosis. Smokers are at an increased risk of chronic kidney disease, influenza, periodontitis, gingival recession and

DOCTORS SAY
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white mucosal lesions, said the experts.

Listing the other implications, they said, tobacco has been linked to susceptibility of infectious diseases like tuberculosis, and impotence is 85 per cent higher in smokers than non-smokers. Smoking is harmful to ovaries causing female infertility and tobacco use is a significant factor for miscarriages. Smoking also causes psychological issues such as mood disorder and even cognitive dysfunction.

Tobacco has been confirmed as a cancer causing substance by WHO decades back and no safe form or safe dosage has been recommended. Comprehensive Tobacco Control is the most cost-effective, economically viable and

practical approach to prevent diseases caused by tobacco use, Dr Jain said.

Dr Rahul Patil (Interventional Cardiologist, Ruby Hall Clinic) says there is a rise in young people getting coronary heart disease, diabetes and high blood pressure. Hookah joints mushrooming in metros, are adding to the problem, Patil said.

According to WHO, tobacco kills five million people every year. He added, "based on research, it has been confirmed that nicotine is as addictive as heroin and cocaine. It is advisable that one should not start it. Alcohol and other substances worsen the harmful effects of tobacco".

The Indus Health Plus Healthcare Abnormality Report also noted disease risk due to tobacco intake in the city. Almost 20 per cent of male and 14 per cent of female smokers are at higher risk of cardiac arrest. It has been observed that 25 per cent of women smokers develop osteoporosis in their late 30s. Chronic Obstructive Pulmonary Diseases is increasing in the 40s age group, said Amol Naikawadi, Preventive Healthcare Specialist, Indus Health Plus.

कॅन्सर आणि सीओपीडी आजारांत होत आहे वाढ

। पुणे : प्रतिनिधी

जागतिक स्तरावर तंबाखू सेवन ही प्रमुख सार्वजनिक आरोग्य आणि सामाजिक समस्या बनली आहे. जागतिक आरोग्य संघटनेच्या अंदाजानुसार भारतामध्ये तंबाखूमुळे २०२० पर्यंत सर्व मृत्यूंमध्ये १३.३ टक्के मृत्यू होणार असा अंदाज वर्तवला आहे. १९९० मध्ये केलेल्या सर्वेक्षणानुसार १.४ टक्के

मृत्यू तंबाखूमुळे झाले आहेत. पुण्यामध्ये कॅन्सर आणि हृदयविकाराच्या आजारांमध्ये वाढ होत असल्याचे इंडस हेल्थ प्लसने अहवालानुसार स्पष्ट केले आहे.

जागतिक स्तरावर ३१ मे तंबाखूविरोधी दिन म्हणून साजरा केला जातो. त्या अनुषंगाने इंडस हेल्थ प्लसने हेल्थकेअर अर्बनॉर्मॅलिटी रिपोर्ट प्रकाशित केला आहे. या अहवालानुसार पुणे शहरात तंबाखूचे सेवन केल्यामुळे जे आजार होतात, त्यांचा धोका वाढला आहे. शहरात तंबाखूचे सेवन करणारे २० टक्के पुरुष, तर १४ टक्के महिलांना आकस्मिक हृदयविकाराचा धोका जास्त आहे. ५ टक्के पुरुष आणि ३ टक्के महिला डोके आणि मानेच्या कॅन्सरने ग्रस्त आहेत.

२७ टक्के लोकांना तोंडाचा कॅन्सर होण्याचा धोका आहे. १५ ते २० टक्के पुरुष आणि ८ ते १० टक्के महिलांना फुफ्फुसाची आयुर्मर्यादा १० वर्षांनी कमी होण्याचा धोका जास्त आहे. ४० वर्षे वयोगटातील लोकांमध्ये क्रोमिक ऑक्सिडेटिव्ह पल्मोनरी डिसीजेज

तंबाखूमुळे २०२० पर्यंत मृत्यूचे प्रमाण १३.३



जागतिक
तंबाखूविरोधी
दिन

(सीओपीडी) बळावत आहे. धूम्रपान आणि तंबाखूचे सेवन हे शहरातील नागरिकांना सीओपीडी होण्यामागच्या घटकांपैकी प्रमुख घटक आहे. तज्ज्ञांच्या मते सीओपीडीच्या केसमध्ये ३० टक्के नवीन रुग्णांच्या केसेस असतात. धूम्रपान करणाऱ्या स्त्रियांना इस्ट्रोजेनमुळे लवकर रजोनिवृत्ती होण्याची शक्यता जास्त आहे. इंडस हेल्थ प्लसचे प्रतिबंधात्मक हेल्थकेअर स्पेशलिस्ट अमोल नायकवडी यांच्या मतानुसार, तंबाखूसंबंधित आजारांकडे तातडीने लक्ष देणे आवश्यक आहे.

पॅसिव्ह धूम्रपानामुळेदेखील कॅन्सर, सीओपीडी आणि अकस्मात हृदयविकाराचा धोका संभावतो. तंबाखू सेवनाच्या परिणामाविषयी जनजागृती करणे आवश्यक आहे. त्यावर नियंत्रण म्हणून तंबाखूच्या किंमतीमध्ये वाढ करून सार्वजनिक ठिकाणी केले जाणारे धूम्रपान रोखण्यासाठी कडक नियम व कायदा करण्याची गरज आहे. यासाठी संपूर्ण वर्षभरात तंबाखूच्या सेवनापासून प्रवृत्त करण्याचे विविध प्रयत्न इंडस हेल्थतर्फे केले जाणार आहेत.

तंबाखूचे सेवन करणाऱ्यांना हृदयविकाराचा धोका खासगी कंपनीचे सर्वेक्षण

प्रतिनिधी, पुणे

तंबाखूचे सेवन करणाऱ्या पुणेकरांना हृदयविकाराचा झटका येण्याचा धोका इतरांपेक्षा अधिक असल्याचे एका खासगी कंपनीने केलेल्या सर्वेक्षणात समोर आले आहे. तंबाखूचे सेवन करणाऱ्या २० टक्के पुरुषांना तर १४ टक्के स्त्रियांना हृदयविकाराचा झटका येण्याचा धोका असल्याचे, या सर्वेक्षणाच्या निष्कर्षांमध्ये नमूद करण्यात आले आहे.

इंडस हेल्थ प्लस या कंपनीने केलेल्या या सर्वेक्षणात तंबाखूचे सेवन करणाऱ्यांपैकी २० टक्के पुरुषांना आणि १४ टक्के स्त्रियांना आकस्मिक हृदयविकाराच्या झटक्याचा धोका असल्याचा निष्कर्ष कंपनीने काढला.

आहे. तसेच तंबाखूचे सेवन करणारे ५ टक्के पुरुष आणि ३ टक्के स्त्रिया डोके आणि मानेच्या कर्करोगाने ग्रस्त आहेत, असेही या अहवालात म्हटले आहे. २७ टक्के जणांना तोंडाच्या कर्करोगाचा धोका आहे. तसेच, १५ ते २० टक्के पुरुषांना व ८ ते १० टक्के स्त्रियांना फुफ्फुसांचे आयुष्य दहा वर्षांनी कमी होण्याचा धोका अधिक आहे, असेही कंपनीने म्हटले आहे. कंपनीने २०१३-१४ मध्ये पुण्यातील एकूण २३,१४५ नागरिकांची आरोग्य तपासणी करण्यात आली. यात १३,९१७ पुरुष तर ९,२२८ स्त्रिया होत्या. तपासणी झालेल्यांपैकी ७५ टक्के जण तंबाखूचे सेवन करणारे होते.