



# Health Awareness Campaign Report

**9<sup>th</sup> March 2013**

**United Association for Public Health & Education**

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## **Health Awareness Campaign Report**

### **Project Summary:**

The mandate of this awareness program is to give information and raise awareness among the construction workers on Tobacco and Oral Health, and Health and Hygiene. These sessions will emphasize on various issues related to Tobacco and its Harmful Effects, about various Tobacco Products, Its impact on individual and families, how can you quit Tobacco, and Practices of Health and Hygiene etc.

### **Goal:**

To curtail the habit of Tobacco Consumption and help those in quitting Tobacco and knowledge related to Health and Hygiene.

**Minimum Number of Employees:** 800-1000

### **Project Aim:**

- a) To educate about the ill effects of tobacco and alcohol
- b) To educate about the ill effects of tobacco and alcohol

### **Camp Details:**

Place of Camp	Bharuch (Gujarat)
Company	Abbott Health Care
Date	9 <sup>th</sup> March 2013
Time	11am to 4pm
Services Covered	Tobacco Control Awareness and Hygiene Control
Total Participation	800 Construction Workers and 20 Managers

### **Camp Activities:**

The awareness camp was divided into two slots, morning from 11am to -1 pm session for construction workers and 2-4 pm for Managers. The aim of the activity was to reach to the blue collar workers and make them understand their awareness, knowledge and perception in relation to Tobacco Control, Health and Hygiene. Following session wise activities were conducted.

### **Session wise Activities:**

#### **1) Session on Tobacco and Health**

- ✚ Various Types of Tobacco
- ✚ Harmful Impact of Tobacco on Health
- ✚ Tobacco and Cancer
- ✚ Social and Economical Impact of Tobacco
- ✚ Quitting Tobacco

#### **2) Session on Health & Hygiene will include:**

- ✚ Importance of Health and Hygiene
- ✚ About Sanitation and Hygiene techniques

The most common complaint presented by the patients was dental decay, bleeding gums, foul odor and toothache. Few patients presented with some red and white patches highlighting their tobacco habits. All the patients were examined under day light using diagnostic instrument such as mouth mirror, straight probe and explorer. Patients requiring medication were given at the camp site. Few of the patients were given toothbrush and dentifrice, desensitivity dentifrices, mouthwash. Mainly it was given to the patients who weren't able to afford the cost of the medication.

After examining the patient were explained the possible reason for their present condition .They were educated and motivated for carrying out basic plaque control measure such as brushing and flossing. Those with the habit of tobacco were advised to quit the habit and were given the required counseling. The entire patients screened were advised to visit the nearby dentist for treatment which is provided either free or at minimal cost.

A lot of patients were also screened for ENT problems. The main problems were upper respiratory tract infection, tonsillitis, sinusitis, ear ache. Most of the patients were given medications and ointments and also complex cases were referred to the nearby tertiary care hospital.

Patients having problems with addiction were sensitized by having posters and charts on display. Also with the help of projector, a video clip was shown to the audience. Most of the users were motivated and gave their consent to quit. Overall more than 250 patients attended the camp and it was a huge success. The organizing body appreciated our efforts and plan to conduct similar programme in future.

**Conclusion:** - Such health programmes needs to be upscale with inclusion of entire medical field. The programme received a good participation and was highly appreciated by the organizing body and local NGO. The need of the hour is to make it sustainable and deliver it more frequently to the need section of the society, so that everyone enjoy the basic right of good health and longetivity.