

### CASE STUDY



#### FROM KNOWLEDGE IMMUNE TO IMMUNITY

A case study for building awareness on detection and treatment of immunity related diseases



## BACKGROUND



Broadly speaking, body immunity provides defense against pathogens like virus, bacteria, fungi and parasites. The immune system is a highly organized and complex system of organs, tissues, highly specialized cells and cell products which work in tandem to provide immunity to the body.

A significant number of children in India are born without an immune system in India die every year before their disease is diagnosed or because their families can't afford the treatment that can reboot their bodies' defense mechanism.

Disorders of the immune system can result in autoimmune diseases, inflammatory diseases and cancer. Immunodeficiency occurs when the immune system is less active than normal, resulting in recurring and life-threatening infections. In humans, immunodeficiency can either be the result of a genetic disease such as severe combined immunodeficiency, acquired conditions such as HIV/AIDS, or the use of immunosuppressive medication. In contrast, autoimmunity results from a hyperactive immune system attacking normal tissues as if they were foreign organisms. Children are often the worst affected with immune related disorders.

# THE CHALLENGE

Primary immunodeficiency disorders - also called primary immune disorders - weakens the body's immune system, allowing infections and other health problems to occur more easily. Doctors say at least four out of 1,00,000 children are born without immune defences. Only 2% of the nearly one lakh children born with PID every year get the right treatment.

It is therefore important to increase awareness because in most cases treatment can boost the immune system and children can lead relatively normal productive lives.



# THE PR CAMPAIGN

With the objective to raise nationwide awareness about immunity disorders and available treatments, Impact Public Relations undertook a nation-wide campaign for a leading pharmaceutical brand.





### STRATEGY



Given the extremely low level of awareness amongst patients, Impact PR realised that the strategy should encompass a two-pronged approach. This entailed media outreach for creating awareness on prevention, detection and treatment of immunity related diseases. The second approach involved a strategically positioned influencer program with doctors being the fulcrum of storytelling and endorsements.

Public Relations

Enhancing Brand Value



## EXECUTION



During the campaign Impact Public Relations organized the following activities:-

- 1. Authored articles on topics such as Lack of proper diet, air pollution, building stamina in kids, compromised immunity for kids, immune-deficiency in kids, immunity and its impact, fast diet and other related topics. The teams ideated and proposed the above topics based on research and common themes.
- 2. Influencer program well-know medical practitioners helped propagate the message around immunity and available treatments with tier-1 and tier-2 media.



### OUTCOMES



#### **QUANTITATIVE**

Extensive coverage in 4 cities in all Mainlines, Financials, Regional Dailes, and online portals. Another interesting aspect was to use Radio (FM) extensively to propagate the message.

The outcome yielded PR results equivalent to INR 26,162,270 for a month.

A snapshot of the coverages:

Print - 35+

Radio - 2

Online - 25+





### OUTCOMES



#### **QUALITATIVE**

A follow-up research done by the client revealed a significant shift in terms of education and awareness.







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Page No: 8th

#### Experts speak on children's issues

According to studies conducted by the Central Pollution Conhickening smoke in air, loud noises polluted aftermath turns Diwali into a festival of darkness every year. With one more bout of fire crackers, the killer respiratory diseases.

pollution, engulfing life in its vice like grip, it is a no brainer that kids are in the forefront of bearing its brunt because pollution perked up is disrobing them of the shield of immunity and leaving them as sitting ducks for virus, bacteria and other disease agents prowling in the environment. Their immunity is imperilled, so is their life. Facing reality in plain terms, the figures are

harrowing. Alarming rise in air pollution in all major cities has caused havoc on health of people and children are main victims of this as hazardous chemicals affect their immune system badly. Doctors associate high levels of suspended particulate matter and sulphur dioxide with increased mortality, morbidity and impaired pulmonary

"As per International Journal of Basic and Applied Sciences, our daily intake of vegetables contains 21 times higher metal content. So apart from air and groundwater pollution, our eating patterns also impact immunity. Having been exposed to such conditions, a kid is prone to catch respiratory, liver and kidney problems," says Dr M Ranjajah, Managing Director of Neo BBC



nicians," avers Dr Ranjasah,



#### townhall 02

#### Timely interventions key to tackle increasing cases of immunodeficiency in kids: Experts

STAFF REPORTER - NEW DELHI

Timely medical interventions and key nutrients are the key to tackle rising cases of immunodeficiency in kids, said health experts. In India, due to air pollution, unhygienic conditions, sedentary life style and genetic disorders immunodeficiency has touched an alarming situation.

For the past 10 years, Nitin Sehrawat is prone to severe infections and was at times down with fever, cough-cold and other diseases, said a patient's relative.

Immunodeficiency is a disease that leaves the immune system compromised, exposing to everyday germs and bacteria is increased exponentially and can be fatal.

According to Union Ministry of Health and Family welfare (MoH&FW), four out of 10 Indian children don't receive full immunisation during infancy thus making them vulnerable to immunodeficiency. 'Patients who have immunodeficiency have infections that usually do not go away without using antibiotics



two weeks after antibiotic treatment is completed. These patients frequently need many courses of antibiotics each year to stay healthy. There are several forms of immunodeficiency and while some are very severe and life-threatening, many are milder but still important enough to cause recurrent or severe infections," said, Dr Vivek Jain, Additional Director and Head of

Neonatology, Apollo Hospital Children who get frequent infections, such as ear infections, sinusitis or pneumonia, may have a more severe condition called immunodeficiency, according to the American Academy of Allergy, Asthma and Immunology (AAAAI).To and often recur within one or check this deadly disease, doc-

tors have suggested that India needs to be careful and should also emphasise on newborn

There have been dramatic medical advances in the last 40 years. Timely and adequate attention with proper treatment and following RDA of key nutrients, the disease can be rectifed. With these interventions a kid like Nitin can have a good shot at living a long, healthy, normal life, said Dr Avneet Kaur, Consultant Neonatology at Apollo Cradle Hospital

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Afternoon Despatch & Courier

MUMBAI | TUESDAY, OCTOBER 25, 2016

#### MUMBAI Afternoon | 09

#### Indian children's prime problem: malnutrition



While today's modern diet may provide beneficial protection from micro and macro-nutrient deficiencies, our overabundance of calories and the macro-nutrients that compose our diet may all lead to increased inflammation and reduced control of infection, increased rates of cancer and increased risk for allergic and auto-inflammatory disease.

DR. SUSHANT MANE, J. J. HOSPITAL

By A Staff Reporter

India faces two major challenges on the diet and nutrition front especially among children, first being malnutrition among children because of poverty and the other being lack of proper diet among children from well-to-do families. Lack of proper diet and malnutrition have become main contributors to low immunity related diseases.

According to research. sugar, salt, fats etc, if not consumed in moderation, can damage the heart, kidneys and pital waistlines. Moreover, the immune system. Modern duced exposure to microor-

ganisms, increased exposure to pollution, heightened levels of stress, and a host of other exceptionally well-reviewed variables that likely contribute action. to immune dysfunction.

"Due to the lack of nutrition education, middle-class families prefer diets which are harmful for overall health. Over-indulgence in sugar, salt, and fat leads to many health complications among children especially affecting their immune health," says Dr. Sushant Mane, Associate Professor in Paediatrics, J. J. Hos-

modern diet also damages the root cause of the deaths of to more illnesses than his lifestyle is also typified by re- year. Studies indicate that mil- children younger than five

to lack of proper diet and their tims of acute malnourishimmediate comprehensive

As per National Family and Health Survey (NFHS-3), conducted by the International Institute for Population Sciences (IIPS), 48 per cent of children under five years are of proper diet makes children impact of lack of proper diet about benefits of proper instunted (too short for their age) which indicates that almost half the children born in our country are chronically malnourished. Acute malnutrition causes irreparable damage to the child and In India, malnutrition is the makes the child's body prone nearly 3 million children every peers. About 19.8 per cent of lions of children succumbed years in the country are vic-

bodies and brains fail to de-ment. Over 43 per cent of chilvelop properly. Experts call for dren under the age of five years are underweight for their age, revealed the NFHS-3.

'Malnutrition is a global problem, especially in underdeveloped and developing countries, however, in India not only malnutrition, but lack vulnerable to diseases. We can be devastating. If malneed to accelerate efforts to nourished children do survive

and lower income group only eat staples like rice and wheat that have no or low nutritional

are beyond their reach. According to experts, the improve nutrition, they grow up physically short,

> It is shocking to note that even if people are aware that lack of proper diet may lead to health hazards, they do not follow a disciplined diet pattern for their kids.



progress," says Dr. Mukesh much more likely to drop out Sanklecha, Consultant Pedia- of school and fail to get a job. trician and Neonatologist, Success depends on ensuring Bombay Hospital. local markets are accessible

India's major concern is and functioning, on improvmalnutrition. The UN World ing education about nutrition Food Programme has predicted meanwhile that 24 million more children, globally, will be malnourished by 2050 as a result of climate change.

To begin with, for healthy childhood, experts say nutrition needs to be right for the According to experts, stuntfirst 1,000 days as you can't ing is not necessarily the result make up for it later. After that, of not having enough to eat. It physical growth and cognitive occurs because families candevelopment will be affected not grow or afford nutritious and the child will be disadvanfood such as vegetables, milk taged for the rest of its life. or meat. Children from poor

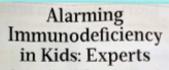
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and on investing in better re-

So, it is high time to pay proper attention to immunityrelated issues. We need to act responsibly and educate famvalue. Nutritious food items ilies and children about the harmful effects of unhealthy diet. They should be aware take of key nutrients to take on immunity-related complications and lead a healthy life. The problem of nutrition also calls for more food and nutrition supplements, improved hygiene and increased awareness of the benefits of proper diet. It also demands more and better trained health workers, diet education and







Proper nutrition, right dietary habits, improved lifestyle, clean drinking water etc. can counter odeficiency and its impact.



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www.pbdodisha.in Cuttack, Friday, October 21, 2016

#### Immunodeficiency has touched alarming levels in India: Experts

PBD BUREAU

NEW DELHIL OCT 20

TEN-YEAR-OLD Nitin Sehrawat has since the age of five been prone to severe infections catching fever, cough and cold and other diseases floating around with unfailing regularity with every change of season.

To the relief of his harried parents, his condition of autodeficiency could be finally diagnosed when he was brought to a Delhibased super speciality hospital for check-up.

Born in Delhi with a disease that leaves the immune system compromised due to which exposure to everyday germs and bacteria increases exponentially, the condition can prove fatal for

But Nitin is not the lone case. In fact in India, due to air pollution, unhygienic conditions, a sedentary lifestyle and genetic disorders immunodeficiency has touched alarming levels.

According to experts, while there is lack of authentic data to shed light, the severity of the problem can be judged from the fact that an urban kid falls sick every month on average. Part of the blame lies at the doorsteps of parents.

According to the Union Ministry of Health and Family welfare (MoH&FW), four out of 10 Indian children don't receive full immunisation during infancy leaving vulnerable to them immunodeficiency.There are several forms of immunodeficiency and

while some are very severe and life-threatening, many are milder but still important enough to cause recurrent or severe infections," said, Vivek Jain, Additional Director and Head of Neonatology, Apollo Hospital

Experts warn that

asthma-like symptoms in children should not be ignored. They suggest going in for immediate tests for immunodeficiency. Children who get frequent infections, such as ear infections, sinusitis or pneumonia, may have a more severe condition called immunodeficienaccording American Academy of Allergy, Asthma and Immunology (AAAAI).

medical dramatic advances in the last 40 years. Timely and adequate attention with proper treatment and following RDA of key nutrients, the disease can be rectifed. With these interventions a kid like Nitin can have a good shot at living a long, healthy, normal life, said Avneet Kaur, Consultant Neonatology at Apollo Cradle Hospital

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### दिल्ली

#### संक्षेप

#### कम प्रतिरोधक क्षमता खतरनाक

नई दिल्ली। बच्चों में रोग प्रतिरोधी क्षमता कम होना खतरे की घंटी है। गुरुवार को एक सेमिनार में अपोलो अस्पताल के अतिरिक्त डायरेक्टर व नियोनोटोलॉजी हैड विवेक जैन ने कहा कि ऐसे रोगी जिनकी प्रतिरोधी क्षमता कम है, उनमें संक्रमण का खतरा अधिक है।







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#### Lack of proper diet and nutrition in children

Dr Mukesh Sanklecha

with many changes in human life, how-majority living in low- and mid-limmune-system weakness goes term is underdeveloped which, accelerate efforts to improve V ever, in case of diet de-income exentries. Low much further than simply make make then more prone to inforthat has been under acorner income countries like India has ing as more succeptible to colds. Scortbanadults Many Societies. Author progress. now. The diet has become a had high state of child under and florand other visions links. In fish, fresh fault and consisten potential contributor to the nutrition and stanting, but now a poor immune system can put us bely to account for this by giving. It till on The UN World Food Pro increase in immune-mediated the nam of childhood obesity are at higher risk for serious non-the immune system abount. diseases. India needs to tackle also rising rapidly. As per Nation—communicable diseases, includ—lis the Indian context, things are double burden perados as al Family and Health Survey Inglicant-discone, cancer, extrino not as easy as it weem. Malmetri deen will be malmourished by both obesity and malnutrition. (NRB-3), 4% of dilatin under mane, Alderman's, and others, trests among dullange here Serv. 200 as a new bridge department. have been a major concern for age five years are stanted (too. Due to lack of nutrition robuse-end-surveys and studen highlights health of children.

posed to be a concern. But, reality to silent will-destruction.

slady alarming because the obedren in urban areas.

According to a study published ple worldwide in 2003, while ple, respectively.

The interior arount of WHO manufaction brightens brightened less medication. According to them, reduced and developing course weight or obose by 2025, the year . Immune disclusivities.

country where nearly 40 per cent are charactedy multivariated. all health. Over-indialgence in densire the country

alogeterdifference Lacked health complications and it is immonehealth. and strokes.

Organization, the trend in portion larger or died and matrices from a increased inflamentation and Health Survey (ATHYS), con- attention to increasity related that have been achieved so other being lack of proper diet auto-inflammatory disease. immunity related diseases.

accounted for 15 per cent of the damages the immune system, given preference, world's obese population, with its. The modern Ideotyle is also typi-

olivies and macromatrions that professive action. According to the World Health . India. faces, two major chall-compose our diet may all lead to

Osina and India together Monover, the modern diet also inflamenation and they should be Over O's of children under ag-

Experts are not only warning their age, reveals NEHS-3. million and Mimillion obesegges - field by induced exposure to parents and kids but they also - Today malnutrition is a global microorganism, increased export offer simple solutions beyond problem, especially in underde-

Commission save, if current else of strong and a heat of other assumens in the last for healthy. Wen, however, India not only tresh continue, over 70 million exceptionally well-on-level diet for dildom. First of all me malnutrition but lack of prope committee in facing infants and children will be over variable that Bady contribute to medit condensand in a very door that that make all children and

shortler beinggrudishindicates. Son, middle dass families poster. the implications and impact of impact of lack of proper dist can It is a containty a period or that a that, half of the country's children distributed harmhalf or even malicratistics, especially in chil-

nutrition, obesity was not sup-ing in children because it is ano-health-complications among children because if the death-of nearly. Lower KDs, and are much more ciated with a wide range of door especially affecting their 3 million children every year. Studies indicate that millions of fail to get a job. Success depends proper diet, perk lond and redon- considered the core of many dis- While today's modern distinsay - dildnen recounted to lack of - on ensuring local markets are tary lifestyle are leading-children eases. Increased weight carries provide beneficial protection proper diet and their bodies and accessible and functioning, on from both accommodify significant health risks for some from micro- and macromotions. Brains fall to develop properly, improving education about well of and lower income groups concern, diabetes, beart diseases deficiencies, overshandance of Experts call for immediate con-

As per National Family and especially among children, first reduced control of infection, ducted by the International Insti-five years are stanted (too short for India, which is already, in the serving children from well to do. According to a study, simple. See Butterage's which indicates that, ling double. Funders, personal, in bird most obose country after families. Lack of proper diet and sugars also reduce white blood half of the country's children are US China's showing increasing malmatition has become main ordi phagasytesis and possibly chemically malmatished. Acute siting approach to address both incidence of ever-neight chil- contribute which increases less increase inflammatory cytokine multiwittion causes impunible markers in the blood. It may be damage to body and it makes. Oxideen should made aware According to research, sugar, noted that the complex carbolists them prove to more through them, about her of proper intellect. in Lancy, the US tapped the list - salt, lets-etc, if not consumed in - drate liber (but not standard). This poors, 19.9% of children lever - key matricets to take on immuni with 12 per central the observation, can dismost the mark as that found in finite and them become the previous to related complications and lead heart, kidneys, and wainlines. regetable, appear to reduce time of acute maleounidenest, ahealthy life. five years are underweight for

matrition, which holds the lars to

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be devastating. If multivariabed châdem de servire they gam dildren are victim of acute mal. Objectly in particularly worsy-magat, salt, and let leads to many. In India, malmatrition in the upphysically short, usually with likely to-drop out of school and nutrition and on investing in bettermonth.

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#### townhall 02

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