



CASE STUDY



FROM KNOWLEDGE IMMUNE TO IMMUNITY



IMPACT

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.

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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.

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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.

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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

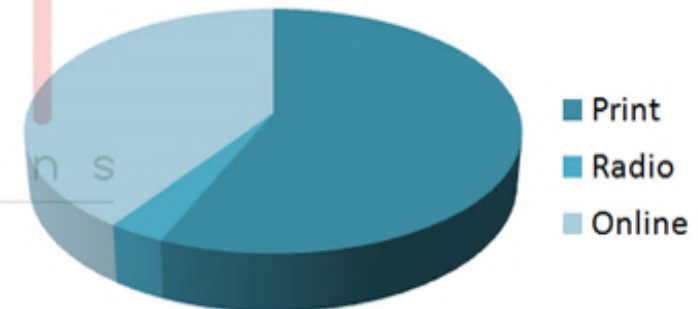
Extensive coverage in 4 cities in all Mainlines, Financials, Regional Dailes, and online portals. Another interesting aspect was to use Radio (FM) extensively to propagate the message.

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+

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OUTCOMES



QUALITATIVE

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

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COVERAGES



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Experts speak on children's issues

OUR BUREAU

Children's Hospital.

Thickening 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 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 function.

"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 Ranjalah, Managing Director of Neo BBC

According to studies conducted by the Central Pollution Control Board (CPCB), one in five adults and one in four children in the national capital suffered from upper respiratory diseases.

"Alarming increase in air pollution attacks the respiratory system. Moreover higher level of carbon monoxide directly hits the cardiovascular system, particularly among children. Immune health can help in tackling all these problems," informs Dr C Suresh Kumar, Superintendent for Niloufer Children Hospital.

The experts warn that cities and concerned authorities need to pay adequate attention and healthcare providers should take responsibilities to sensitise people about pollution and its harmful effects on kids' immunity, especially during Diwali.

"Parents and schools can play critical role to save kids from immune related health problems. Proper monitoring can be done at school level as well and medical facilities should be made available there. Medical unit at schools should be equipped with a Spiro meter and trained technicians," avers Dr Ranjalah.



 **the pioneer**

NEW DELHI | WEDNESDAY | OCTOBER 12, 2016

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 and often recur within one or



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 check this deadly disease, doc-

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

"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 rectified. 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

It is recurrence of infections that indicate an immune deficiency. The difference is that their infections occur more frequently, and are often more severe, and therefore have risks of severe complications," said Dr Kaur.



COVERAGES



Afternoon Despatch & Courier

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MUMBAI | TUESDAY, OCTOBER 25, 2016

MUMBAI **Afternoon** | 09
REKABAU P. DABDIE

Indian children's prime problem: malnutrition



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 waistlines. Moreover, the modern diet also damages the immune system. Modern lifestyle is also typified by reduced exposure to microor-

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

In India, malnutrition is the root cause of the deaths of nearly 3 million children every year. Studies indicate that millions of children succumbed



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

to lack of proper diet and their bodies and brains fail to develop properly. Experts call for immediate comprehensive action.

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 stunted (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 makes the child's body prone to more illnesses than his peers. About 19.8 per cent of children younger than five years in the country are vic-

tims of acute malnourishment. Over 43 per cent of children 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 of proper diet makes children vulnerable to diseases. We need to accelerate efforts to improve nutrition,

which holds the key to further progress," says Dr. Mukesh Sanklecha, Consultant Pediatrician and Neonatologist, Bombay Hospital.

India's major concern is malnutrition. The UN World Food Programme has predicted meanwhile that 24 million more children, globally, will be malnourished by 2050 as a result of climate change.

According to experts, stunting is not necessarily the result of not having enough to eat. It occurs because families cannot grow or afford nutritious food such as vegetables, milk or meat. Children from poor and lower income group only eat staples like rice and wheat that have no or low nutritional value. Nutritious food items are beyond their reach.

According to experts, the impact of lack of proper diet can be devastating. If malnourished children do survive they grow up physically short,

usually with lower IQs, and are much more likely to drop out of school and fail to get a job. Success depends on ensuring local markets are accessible and functioning, on improving education about nutrition and on investing in better research.

To begin with, for healthy childhood, experts say nutrition needs to be right for the first 1,000 days as you can't make up for it later. After that, physical growth and cognitive development will be affected and the child will be disadvantaged for the rest of its life.

So, it is high time to pay proper attention to immunity-related issues. We need to act responsibly and educate families and children about the harmful effects of unhealthy diet. They should be aware about benefits of proper intake 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 awareness campaigns.



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.

DR. MUKESH SANKLECHA, BOMBAY HOSPITAL

COVERAGES

Alarming Immunodeficiency in Kids: Experts

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



BS BANGAL
@bangalnews.com

A 10-year-old, Nitin Sehrawat, was born in Delhi with immunodeficiency. This is a disease that leaves the immune system compromised due to which response to everyday germs and bacteria is increased exponentially and can be fatal.

Since the age of five, Nitin was prone to severe infections and was often down with fever, cough, cold and other diseases. It was only when he was brought to a Delhi-based super speciality hospital that doctors detected the rare reason which was immunodeficiency.

Nitin is not alone. In India, due to air pollution, unhygienic conditions, sedentary lifestyle and genetic disorders, immunodeficiency is spreading its

Health Ministry, four out of 10 Indian children don't receive M.E. immunisation during infancy, that making them vulnerable to immunodeficiency.

"Patients who have immunodeficiency have infections that usually do not go away without using antibiotics and chronic renal colic due to two weeks after antibiotic treatment is completed. These patients frequently used many courses of antibiotics each year to stay healthy."

There are several forms of immunodeficiency. While some are very severe and life-threatening, many are mild but still important enough to cause recurrent or severe infections," said Dr Vivek Jain, Additional Director and Head of Department of Neonatology, Apollo Cradle Hospital, Delhi.

"Immunodeficiency can be managed with proper dose of low nutrients, healthy food habits and safe drinking water help to a large extent," says Dr Vivek Jain. Even PISA has concluded that 60-90% of the milk consumed in be-

lie could be adulterated, as we tend to be over-cautious on intake of key nutrients, he added.

"There have been dramatic medical advances in the last 40 years. With timely and adequate attention, proper treatment and following closely monitored therapy, absence of key nutrients, the disease can be rectified. With these interventions, a kid like Nitin can have a good shot at living a long, healthy, normal life," said Dr Arvind Kaur, Sr. Consultant, Neonatology Dept, Apollo Cradle Hospital.

Dr Arvind Kaur said, "It is recurrence of infections that indicate an immune deficiency. The difference is that their infections occur more frequently and are often more severe, and therefore, have risks of severe complications."

"Good low is not enough and high as refined carbohydrates & sugars, start out their leading to type 2 diabetes, obesity and poor immune function," said Nitin Khosla, Clinical Nutritionist, Apollo Cradle Hospital, Delhi.

the political business daily 5

pbd Delhi

www.pbdodisha.in

Cuttack, Friday, October 21, 2016

Immunodeficiency has touched alarming levels in India: Experts

PBD BUREAU
NEW DELHI, 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 Delhi-based 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 children.

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 (M&FW), four out of 10 Indian children don't receive full immunisation during infancy leaving them vulnerable to 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 immunodeficiency, according to the American Academy of Allergy, Asthma and Immunology (AAAAI).

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