

21-December-2007



BEWARE:BE AWARE begins with obesity...



Be Vigilant about Childhood Diabetes

Welcome to M.V. Hospital For Diabetes Emaier

PREVENTION OF CHILDHOOD OBESITY AND DIABETES

Facts: Worldwide Statistics

- **22 million children under five years old are obese or overweight .**
- **3% a year-rise of diabetes in children.**
- **Over 200 children a day get diabetes.**
- **70,000 children develop diabetes annually.**

Inside this issue:

Child hood Obesity & Diabetes

M.V. Hospital – WHO Collaboration center in India

M.V. Hospital to launch awareness campaign on childhood Diabetes in North East India

Open your window on a sunny afternoon, and you expect to hear the chirping birds & yelling of playing children. But odds are these days that you'll hear the birds but not the children. As kids spend more time in front of television, computer and video screens, their physical activity levels have decreased. And their body weights have increased.

What is Child Obesity?

Childhood obesity is a complex condition with serious social and psychological dimensions affecting virtually children of all ages and socio economic groups. As with adult-onset obesity, childhood obesity has multiple causes centering on imbalance between calories obtained and energy expended in the basal metabolic rate and physical activity.



Unfortunately it is a common myth that plump child is healthy, but it couldn't be farther from the truth. Normally, deposition of fat in the body causes obesity, but for children, the calculation is done by taking the ratio of height to weight. If the weight is in excess in comparison to the height the child is obese. The heavier they are as youngster particularly entering the teens, the greater risk of being afflicted with heart disease, high blood pressure and diabetes.

Child obesity -instigate Diabetes.

The link between obesity and diabetes is well-established. Around 90% of children with diabetes have type 2 diabetes and of these the vast majority are overweight or obese. Increased availability and promotion of foods high in fat and sugar mean that children no longer eat the way their parents did. Nor do they do the same amount of physical activity. In each country the situation is different, but the reasons why children are less active than a generation ago

include increased urbanization and mechanization, changes to transport systems and increased hours spent in front of TVs and computers

Diabetes Disrupts Children's Life.

Diabetes is one of the most common chronic diseases of childhood. It can strike children at any age, including pre-school children and even toddlers. Diabetes has unique impact on children and their families. It interferes with the normal developmental tasks of childhood and adolescence, which include succeeding in school and transition to adulthood and may lead to brain abnormalities and impaired cognitive functions.

The daily life of children is disrupted by the need to monitor blood glucose levels, take medication, and balance the effect of activity and food. Proper education to prevent diabetes is therefore the only solution to reducing complications and saving lives.

India-The Diabetic Capital of the World

India has the dubious distinction of being called **'The Diabetic Capital of the World'** and among the population of the afflicted, child diabetes or juvenile diabetes is growing from a 5-10% proportion at a very rapid pace. Which means several thousands of Indian children are bearing the brunt of an adult disease, known as the silent killer. Children who need all the help, support, coping mechanisms and knowledge about the condition that affects them.

MV Hospital collaborating with WHO

MV hospital for Diabetes has launched a manual on prevention of childhood obesity and diabetes, first of its kind to spread awareness in the country about these issues. In future also MV hospital will be driving several such big-canvas initiatives that impact children's lives powerfully and meaningfully.

“WHO:No Child Should Die of Diabetes”

With this aim in sight, the theme for this year diabetes day campaign has been –**Diabetes in Children and Adolescent.**

The campaign aims to raise awareness about the prevalence of both type 1 and type 2 diabetes in children and adolescents. Early diagnosis and early education are crucial to reducing complications and saving lives. The healthcare community, educators, parents and guardians must join forces to help children living with diabetes, prevent the condition in those at risk, and avoid unnecessary death and disability. WHO aims to stimulate and support the adoption of effective measures

for the surveillance, prevention and control of diabetes and its complications .To this end, WHO:

- Provides scientific guidelines for diabetes prevention;
- Develops norms and standards for diabetes care.
- Builds awareness on the global epidemic of diabetes;

including partnership with the International Diabetes Federation in the celebration of World Diabetes Day 14 November.

.”Tackling childhood obesity now is a highly effective way of preventing diabetes in the future,” .

Dr Catherine Le Galès-Camus, WHO Assistant Director-General for Noncommunicable Diseases and Mental

‘Every person having diabetes should be helped to live his normal span of life in Perfect Life.’

Prof. M. Viswanathan Founder Director of M.V. Hospital for Diabetes believed that

M.V. Hospital for Diabetes (P) LTD.

WHO Collaboration Center for Research, Education & Training in Diabetes

M.V. Hospital working in tandem with WHO, launched a campaign on November 11,2007,titled “ campaign on prevention of childhood obesity and diabetes”. On this occasion a manual on prevention of childhood diabetes was released by Mr. Thangam Thennarasu, Honorable Minister of Education, Tamil Nadu and the recipient of the first copy was Mr. D. Jagannathan ,Director of school Education, Tamil Nadu .Kicking off the campaign in a symbolic representation was a Children’s poster competition on obesity titled “ My understanding of obesity and diabetes.” for children from over 20 schools in the city.

In continuation to the launch of the campaign on prevention of childhood obesity and diabetes, M. V. Hospital also organized a diabetes walk with children in Chennai on November 14, 2007, the children's day and world diabetes day to highlight the issues about child obesity and diabetes. Various schools participated in the walk headed by Dr. Vijay Viswanathan , Managing Director , M.V Hospital for Diabetes and Diabetes Research Center (Chennai).

Both the campaigns has been highly appreciated and well received by all segments of the society and Government has also shown interest in working towards spreading awareness about childhood obesity and diabetes through out the state.

The government of Tamil Nadu is planning to introduce an awareness programme in

schools to prevent childhood obesity and diabetes with the aim to create a healthy environment for students and make their lives meaningful .

The State Government is also trying to address this problem by collaborating with institutions in the healthcare sector like M.V.Hospitals for Diabetes and have created separate funds to address diabetes related problems. Further to this the government is planning to introduce new courses in schools through out the state, which will help to increase physical activities through yoga and emphasize on healthy food habits .

A Brief on the Manual on Prevention of Childhood Obesity :

The Manual includes information relating to the prevalence of diabetes in India, Metabolic Syndrome, Obesity-causes and growth charts and deals with methods to diagnose overweight and obesity among children and the means of preventing them. It will be distributed to schools all over India. It will also be translated into Tamil and supplied to all government schools

MV Hospital for diabetes & research center is WHO collaboration centre for diabetes in India and over the years it has grown to be one of the largest referral centers for diabetes, with 200,000 patients registered to-date. It is recognized as an international known tertiary care center for referral of diabetic patients requiring super-specialist opinion and management.



M.V Hospital for Diabetes will Drive towards North East to lighten up life of Diabetic Children...

M.V. Hospital Launch Awareness Campaign on Childhood Diabetes in North East India.

MV Hospitals plans to take these campaigns nation wide and have initiated the crusade by knocking at doors in North East India. India has dubious distinction of being the 'Diabetic capital of the world' but the prevalence of diabetes varies from region to region within the country. The south India tops the chart with 14.5% diabetic patients closely followed by North East with 11.7% while in North 11.6% of population is afflicted with diabetes and in west 9.3% of people has the disease. The variation in the spread of disease is due to numerous reasons from food habits to the lifestyle.

M.V. Hospital is planning to launch a '**Prevention of Diabetes**' campaign in

North East states of the country .The M.V. hospital is planning to approach the governments of all the states in entire north east region and school education departments to hold campaigns regarding child obesity and diabetes. Initially a poster campaign about '**Ten Commandments for preventing childhood obesity and diabetes**' will be launched in all the schools across the region. This drive will be followed by various other campaigns based on the different aspects of childhood diabetes. About the further initiatives we will keep you updated as and when M.V. hospital unveils it's plans.

About M.V. Hospital for Diabetes (P) LTD, And Diabetes Research Center, Royapuram, Chennai, Tamil Nadu.

M.V. Hospital for Diabetes and Diabetes Research Centre, Royapuram, Chennai an ISO 9001-2000 certified organization and accredited by NABL was started in 1954. Founder of the M.V. Hospitals, Prof. M .Viswanathan was known as the "Father of Diabetology" and his vision towards M.V. hospital to become one of the largest diabetes referral centers in Asia.

Over the years M.V. Hospital has grown and registered over 2,00,000 patients to-date. The hospital along with diabetes research center also undertakes research and imparts Postgraduate training to doctors in diabetology.

M.V. Hospital for Diabetes is also recognized as an internationally known tertiary care center for referral of diabetic patients requiring super-specialist opinion and management. The entire set up is a purpose built organization to provide modern services to the patients and their families.

For more Information on M.V Hospital for diabetes care; please log on to

<http://www.mvdiabetes.com/>