

PRASHANTH HOSPITALS LAUNCHES CARDIAC AWARENESS CAMPAIGN

With growing cardiac concerns among youngsters in the country, Prashanth Hospitals, one of the leading super specialty hospitals in Chennai, and Department of Visual Communication, Loyola College, have jointly announced a month-long cardiac awareness campaign — Save Young Hearts. The campaign was launched by Siva V Meyyanathan, Minister for Environment-Climat Change and Youth Welfare and Sports development, Government of Tamil Nadu. Working up to World Heart Day on September 28, the campaign has a series of activities like flash mobs, public health check-ups and street theatre act. An intriguing short film competition titled — Heart Film Festival is also set to be organised to further spread awareness about various heart ailments among youngsters and preventive measures.

The shot film competition kickstarted on September 10 and the last date for receiving entries is on September 24. Students, aspiring film mak-



Siva V Meyyanathan felicitated by Dr Prashanth Krishna, in the presence of Rev Fr A Thomas SJ, principal, Loyola College & Dr Bhaskar, CEO, Prashanth Hospitals

ers and young talents across the country can participate in this contest by registering and submitting their video content with a duration of not more than five minutes. A distinguished panel of jury members including notable and well-acclaimed media professionals like director Balasekaran, cinematographer Om Prakash and editor RK Selva will decide the best three films and the winners will be rewarded with a cash prize of ₹1 lakh, ₹50,000 and ₹25,000 re-

spectively. Interested candidates can submit their entries to: <https://www.saveyounghearts.com/short-film-festival/>

On the occasion, Meyyanathan unveiled the campaign and said, "Save Young Hearts initiative is an ideal opportunity to bring people together to tackle the world's biggest killer and encourage them to improve their heart health. Cardiovascular disease is preventable, we encourage people to take action to learn



more about their heart health. This campaign should help people make better choices and develop healthier habits for life. I am delighted to be a part of this initiative along with Prashanth Hospitals and Department of Visual Communication, Loyola College, and would like to wish them all the best in their pursuit of spreading this extremely important message on cardiac health."

Adding to this, Dr Prashanth Krishna, director of

Prashanth Hospitals, Chennai said, "We have observed a rise in cases of cardiac arrests in the past few years among youngsters which is a major concern for healthcare practitioners. The exponential proportion of the increase in under-40 adults having heart attacks has been rising by 2 per cent every year in the last decade. Globally speaking, around 17 million people succumb to cardiovascular diseases, accounting for nearly 30 per cent of total mortality. Our

initiative will be a clarion call to promote awareness and proper expert-based information on how young people can take simple efforts in ensuring proper and timely care for their hearts. We are happy to partner with the Department of Visual Communication, Loyola College, in this noble cause for raising an alarm on this recent silent killer. We are looking forward to seeing the best work by young minds on this extremely significant topic."

Dr B Nidhya, spokesperson from Department of Visual Communication, Loyola College, said, "We are extremely honoured to partner with Prashanth Hospitals in promoting cardiac wellness among youngsters. We are confident that this initiative will create an impact among youngsters through a series of powerful events. Our goal is to work together towards providing sustainable solutions to prevent early cardiac deaths."



Campaign on cardiac awareness held in city

Chennai, Sept 11:

With growing cardiac concerns among youngsters in the country, Prashanth Hospitals, one of the leading super specialty hospitals in Chennai and Department of Visual Communication, Loyola College have jointly announced a month-long cardiac awareness campaign - Save Young Hearts.

The campaign was launched in the city today by Honorable Thiru Siva. V. Meyyanathan, Minister

for Environment-Climate Change and Youth Welfare and Sports development, Government of Tamil Nadu.

Working up to World Heart Day on 29th September 2022, the campaign has a series of activities like flash mobs, public health checkups and Street theatre act. In addition to this, an intriguing short film competition titled - Heart FilmFestival is also set to be organized to further spread awareness about various heart ailments

among youngsters and preventive measures.

Siva. V. Meyyanathan, Minister for Environment, Climate Change and Youth Welfare and Sports Development, launched the campaign, according to a press release.

Since World Heart Day is coming up on September 29, there will be a series of activities.

As part of this, 'Heart Film Festival', a short film contest for aspiring filmmakers, young talent and students

will be organised to create awareness about the different types of heart ailments and the measures to be taken to prevent them.

"The Heart Film Festival will start from September 10, and the last date for entries is September 24," the release said. The duration of entries should not exceed five minutes.

The three winning entries will receive cash prizes of Rs. 1 lakh, Rs. 50,000 and Rs. 25,000 respectively.

Simbu fans to raise cardiac ailments awareness

Chennai, Sept 16:

In line with raising social consciousness for increasing cardiac ailments, Prashanth Hospitals, a leading multispecialty hospital in Chennai brought forth a one-of-a-kind flashmob for the fans of Actor Silambarasan. Presented in association with Loyola College, the grand programme was initiated with the launch of the anticipated film Vendhu Thanindhathu Kaadu at Kamala Theatre, Vadapalani, today, amongst



**PRASHANTH
HOSPITALS**

a throng of 1000 people. The activity falls in line with the recently introduced month long cardiac awareness campaign- Save Young Hearts, by the institutions to necessitate cardiac care and prevention for youngsters from the inception. The lively programme beheld happy cheers and whistles from the audiences enjoying the act.

Campaign for cardiac awareness launched

Events will be part of World Heart Day

STAFF REPORTER

CHENNAI

Prashanth Hospitals and Loyola College have launched a campaign to create cardiac awareness among the youth in Chennai.

Siva. V. Meyyanathan, Minister for Environment, Climate Change and Youth Welfare and Sports Development, launched the campaign, according to a press release. Since World Heart Day is coming up on September 29, there will be a series of activities.

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இளம் இதயங்களை காப்போம் பரப்புரை: அமைச்சர் சி.வி. மெய்யநாதன் துவக்கி வைத்தார்



சென்னை செப் 11-

இந்நாட்டில் இளவயது நபர்கள் மத்தியில் இதயப் பிரச்சனைகள் அதிகம் இருப்பது குறித்து வளர்ந்து வரும் கவலைகளுக்கு மத்தியில் சென்னை மாநகரின் முன்னணி சூப்பர் ஸ்பெஷாலிட்டி மருத்துவமனைகளுள் ஒன்றான பிரசாந்த் ஹாஸ்பிட்டல்ஸ், தமிழகத்தில் பிரபலமான லயோலா கல்லூரியின் காட்சித் தொடர்பியல் துறை ஆகியவை ஒருங்கிணைந்து "இளம் இதயங்களை காப்போம்" என்ற பெயரில் இதயம் சார்ந்த விழிப்புணர்வு பரப்புரை திட்டத்தை ஒரு மாத காலம் நடத்தவிருப்பதை இணைந்து அறிவித்திருக்கின்றன. தமிழக கற்றுச்சூழல் - காலநிலை மாற்றம் மற்றும் இளைஞர் நலன் மற்றும் விளையாட்டு மேம்பாடு

துறையின் அமைச்சர் சி.வி. வி.மெய்யநாதன் இப்பரப்புரை திட்டம் நேற்று தொடங்கி வைத்தார்.

இதய நோய்

அமைச்சர் சி.வி.வி. மெய்யநாதன் இப்பரப்புரை திட்டத்தை தொடங்கி வைத்து பேசுகையில் கூறியதாவது: "உலகளவில் உயிரிழப்பிற்கு மிகப்பெரிய காரணியாக இருக்கின்ற இதயநோய் பிரச்சனைகளை சமாளிப்பதற்கு மக்களை ஒருங்கிணைப்பதற்கும் மற்றும் அவர்களது இதய ஆரோக்கியத்தை மேம்படுத்துமாறு அவர்களை ஊக்குவிப்பதற்கும் ஒரு சிறந்த வாய்ப்பாக, இளம் இதயங்களை காப்போம் என்ற இந்த முனைப்புத்திட்டம் இருக்கும். இதய இரத்தநாள நோய் என்பது, வராமல் முன்தடுக்கக்கூடியது. எனவே, தங்களது

இதய ஆரோக்கியம் பற்றி அதிகமாக அறிந்துகொள்வதற்கு உரிய நடவடிக்கைகளை எடுப்பதற்கு இத்திட்டத்தின் மூலம் மக்களை நாம் ஊக்குவிப்பது அவசியம். வாழ்க்கை முறையில் சிறப்பான விருப்பத்தேர்வுகளை எடுக்க மக்களுக்கு உதவவும் மற்றும் ஆரோக்கியமான வாழ்க்கைப் பழக்கவழக்கங்களை உருவாக்கிக்கொள்ள தூண்டவும் இப்பரப்புரை செயல்திட்டம் உதவும் என்று நான் நம்புகிறேன் என்றார். இந்த நிகழ்ச்சியில் சென்னை பிரசாந்த் மருத்துவமனை இயக்குனர் டாக்டர். பிரசாந்த் கிருஷ்ணா, மாநகராட்சி நிலைகுழு தலைவர் சிற்றரசு, லயோலா கல்லூரியின் காட்சி தொடர்பியல் துறையின் செய்தி தொடர்பாளர் டாக்டர்.பி. நித்யா மற்றும் பலர் கலந்து கொண்டனர்.

హాత్య చేసుకుందన్నారు. ఒక విధంగా మంత్రులు చేస్తున్న వాఖ్యల వల్ల వద్య
ర్థులు బలవన్మరణాలకు పాల్పడుతున్నారని అన్నామలై ఆరోపించారు.

యువకుల్లో 'గుండె'పై అవగాహన ప్రచారం

ప్రారంభించిన ప్రశాంత్ హాస్పిటల్

అడయార్, సెప్టెంబరు 10:
ఈ నెల 29వ తేదీన వరల్డ్
హార్ట్ డే జరుగనుంది. దీన్ని
పురస్కరించుకుని నగరంలోని
ప్రముఖ విద్యా సంస్థల్లో ఒక
టైన లయోలా కాలేజీ భాగ
స్వామ్యంతో ప్రశాంత్ హాస్పి
టల్ యువకుల్లో గుండె (కార్డి
యాక్)పై అవగాహన ప్రచా



అవగాహనా ప్రచారాన్ని ప్రారంభిస్తున్న మంత్రి మెయ్యనాథన్

రాన్ని శనివారం ప్రారంభించింది. దీన్ని రాష్ట్ర పర్యావరణ, యువజన సంక్షేమ,
క్రీడల శాఖామంత్రి వి.మెయ్యనాథన్ ప్రారంభించారు. ఇందులో భాగంగా దేశం
నలుమూలలకు చెందిన ప్రతిభావంతులైన విద్యార్థులతో 'హార్ట్ ఫిల్మ్ ఫెస్టివల్'
అనే అంశంపై లఘు చిత్ర పోటీలను కూడా నిర్వహించనున్నారు. ఆసక్తికలిగిన
విద్యార్థులు 10వ తేదీ నుంచి 24వ తేదీ వరకు తమ ఎంట్రీలను పంపుకోవచ్చు.
ఇందులో వివిధ రంగాలకు చెందిన నిష్ణాతులతో కూడిన జ్యూరీ సభ్యులు ది
బెస్ట్ గా ఎంపిక చేసే మూడు లఘు చిత్రాల రూపకర్తలకు వరుసగా రూ.లక్ష
రూ.50 వేలు, రూ.25 వేలు చొప్పున నగదు పురస్కారం అందజేస్తారు. తమ
ఎంట్రీలను "<http-s://www.saveyounghearts.com/shortfilmfestival/>
అనే వెబ్సైట్లో పంపచుకోవచ్చు.

ప్రదేశ
రవాణ
చేస్తున
తుండ
గురైం
ప్రమా
బియా
రైల
అడ
పడి
నేతల
తిరిగి
ప్రెస్
ప్రయ
ఆయ
కేసు
బైక్
అడ
యువ
నుంచి
పాల్సొ
వైరల్