

SOUVENIR

THE 3rd NATIONAL
HEALTH WRITERS &
EDITORS CONVENTION

30th August – 1st September 2013
Aamby Valley City,
Lonavala, Maharashtra, India

KNOWLEDGE PARTNER



VIA MEDIA
Health

A glimpse into HEAL...

Born with the objective of facilitating meaningful communication between journalists, health communicators, research scientists, doctors and policy makers to raise public awareness on health issues and effect desirable changes, Health Education and Awareness League (HEAL) has evolved to conceptualize and implement comprehensive education and intervention-based health awareness campaigns in India.

HEAL Foundation has sought and availed support of health journalists and writers from across the country to achieve its mission of a healthier and aware India. Health writers and editors conventions and health writers workshops are some of our initiatives to empower health journalists. The Foundation works ceaselessly to create various knowledge-disseminating opportunities and platforms for the media fraternity on a host of health issues impacting the Indian society. HEAL is committed to the cause of improving, innovating and implementing healthcare delivery in the country to help realize the goal of achieving a high standard of health awareness in the society.

HEAL Foundation established the National Health Writers & Editors Convention as a platform with the objective of spreading awareness around pressing health issues of the country. The conventions have provided the ideal opportunity for health writers to comprehend and understand new developments in the field of healthcare.



HEALTH * HOPE * HAPPINESS





The three-day 3rd National Health Writers & Editors Convention held at the picturesque Aamby Valley, Lonavala from August 30, 2013, was unique in many ways. Firstly, the convention saw the largest gathering of health writers from across India; a galaxy of doctors and health experts delivered insightful talks on topics ranging from heart to diabetes, nutrition to wonders of milk and from how to glean data from medical journals to the digital media; and the talks were interspersed with spicy debates, fun and some games on health-related issues.

The first day began with the typical and unpredictable Aamby Valley, Lonavala rain even as participants soaked in the spirit of the convention by sitting through the sessions non-stop till Aamby Valley, Lonavala went eerily silent amidst cloud and mist at night. And the convention ended on the third day on another unpredictable Aamby Valley bright and sunny day with participants basking in the warmth of the knowledge that the convention thoughtfully served in full measure.

The underlying message of the convention was that journalists covering health and related issues should update themselves periodically with the latest happenings and convey the findings of research, nutrition, lifestyle diseases in a language that can be assimilated by the readers – in urban conglomerates or in rural landscape. Due emphasis was given to vernacular reporting where the dynamics of reporting can be different, but the needs of the target audience would more or less be the same.

It is customary to end such notes saying that the convention was a big success. Yes, it was a success, but a small yet substantive one. More has to be done if one looks through the prism of the needs of aspiring and avid readers of newspapers and magazines. From Heal-India, you can look forward to more such conventions even as we endeavour to spread the horizons of reportage on health, well-being and medicine.

My special thanks to all the doctors and health experts who took time off to share their domain knowledge. My thanks also to health journalists from across India who participated with enthusiasm, spoke in multiple tongues but had the same language at the end – to report accurately and with a perspective that would make readers richer on health issues.



Mr. R Shankar
President, HEAL Foundation

Taking our module of Health Writers Conventions forward, HEAL Foundation organized the 3rd National Health Writers & Editors Convention at Aamby Valley, Lonavala, Pune, Maharashtra, India, from 30th August to 1st September, 2013.

PROGRAMME SCHEDULE



DAY 1

Session: Setting the Context	<p>Welcome & Inaugural Address: Current Healthcare Scenario & Role of Media</p> <p>Healthcare & Journalism (video message)</p> <p>The Diabetes Tsunami: Stemming the Tide</p> <p>Role of Food Safety & Standards Authority of India (FSSAI)</p> <p>Guest of Honor (video message)</p> <p>Issues in Heartcare in India</p>	<p>Mr. R Shankar, President, HEAL Foundation</p> <p>Prof. K Srinath Reddy, President, World Heart Federation (WHF) & President, Public Health Foundation of India (PHFI)</p> <p>Dr. S M Sadikot, President elect, International Diabetes Federation</p> <p>Mr. Pradip Chakraborty, Director; Information, Education & Communication (IEC); FSSAI; Ministry of Health & Family Welfare (MoHFW); Government of India (GoI)</p> <p>Dr. V M Katoch, Secretary, Department of Health Research & Director, Indian Council of Medical Research (ICMR)</p> <p>Dr. Ashok Seth, Chairman, Fortis Escorts Heart Institute</p>
TEA BREAK		
Session: Make Healthy Choice Your Preferred Choice	<p>Health Trends – Where are we Treading</p> <p>Sustainable Living Plan</p> <p>Call for Action – Salt Reduction</p>	<p>Ms. Sheela Krishnaswamy, Diet, Nutrition & Wellness Consultant</p> <p>Mr. Abhiroop C., General Manager, Packaged Foods, Hindustan Unilever Limited (HUL)</p> <p>Ms. Devishree M., Nutrition & Health Leader, South Asia, Hindustan Unilever Limited (HUL)</p>
QUIZ CONTEST		
DINNER		

DAY 2

Session: Leveraging International Studies: How to do it Right	<p>Food Safety & Management of street foods in India</p> <p>British Medical Journal (BMJ)</p> <p>Times of India (ToI)</p> <p>HEAL Foundation</p>	<p>Mr. Pradip Chakraborty, Director, IEC, MoHFW, GoI</p> <p>Dr. Anita Jain, India Editor, BMJ.</p> <p>Malathy Iyer, Senior Assistant Editor, ToI</p> <p>Dr. Preetaish Kaul, Medical editor, HEAL Foundation</p>
TEA BREAK		
Session: Antioxidants in Cooking Oil: New-Age Heartcare	<p>Antioxidants – Importance in Heartcare</p> <p>Importance of Antioxidants in your Diet</p> <p>Antioxidants in Cooking Oil: New-age Heartcare</p>	<p>Dr. Brian Pinto, Cardiologist, Holy Family Hospital, Mumbai</p> <p>Ms. Niti Desai, Consultant Nutritionist, Cumballa Hills Hospital, Mumbai</p> <p>Prof. Shashank Joshi, Endocrinologist, Joshi Clinic, Lilavati & Bhatia Hospital, Mumbai</p>
LUNCH		
Session: Milk in the new Millennium – Innovative Dairy Technology & Child Health	<p>Promising Better Nutrition: Good Milk comes in Tetra Pak</p> <p>Importance of Nutrition in Early Childhood & Role of Milk & Dairy</p> <p>Quality of Milk – What exactly are mothers worried about?</p> <p>Demystifying Aseptic Technology</p>	<p>Mr. Jaydeep Gokhale, Environment & Communications Director, South Asia Markets, Cluster Leader Environment, Cluster South & South East Asia, Tetra Pak</p> <p>Dr. Kalpesh Date, Paediatrician & Neonatologist, S L Raheja Hospital, Mahim & Chrysalizz Speciality Hospital, Khar, Mumbai</p> <p>Ms. Salome Benjamin, Medical nutritionist, Nair Hospital, Mumbai</p> <p>Dr. B L Satyanarayana, Dairy Technology Specialist, Tetra Pak, India</p>
TEA BREAK		
Session: Digital Media & it's Impact on Health Reporting		<p>Mr. R Shankar, President, HEAL Foundation</p> <p>Dr. Jaya Bajaj, Founder – healthradii.com, Family Physician, Blogger, Digital Health Content</p>
QUIZ CONTEST & SCAVENGER HUNT		
Closing Remarks		Mr. Swadeep Srivastava , Principal Consultant, HEAL Foundation
STAND-UP COMEDY ACT		
DINNER		

DAY 3

**NETWORKING
SIGHT-SEEING
DEPARTURE**



Speakers



Mr. Pradip Chakraborty
Director, IEC, Food Safety & Standards authority of India (FSSAI)

Though this is the 3rd conference of HEAL Foundation, I am attending it for the first time. I am really impressed that so many health journalists have come from all over India and they will definitely contribute a lot to this convention. I want to especially mention the role of FSSAI as we are talking about health-related issues and good food forms an integral part of this topic.



Dr. Ashok Seth
Chairman, Fortis Escorts Heart Institute

I think this is a tremendous conference – health journalism is true empowerment of people. I am very passionate about it because journalists are the real change-agents of the society. They make people understand disease processes, tell them how to prevent diseases & are partners in health delivery in the real sense of the word. So for me their role is far more important than mine because I can touch only a few hearts, but they can touch millions of hearts around the country. I am glad such summits are being held.



Dr. Shaukat Sadikot,
Endocrinologist, Jaslok Hospital & Research Centre, Mumbai

This whole initiative is very essential for one very simple reason – to get the message across to the people. Here you have a platform from where the message, if properly delivered, can reach people in a way they understand, and I think this is absolutely essential. The idea is to empower people to make the right decisions. I think this is a great initiative & it must continue.

Attendees



Ms. Kavita Devgan
Freelance Journalist

This convention has been quite an eye-opener because it has covered a lot of topics and broadened the horizon. When you work in a particular field for a long time, you need to keep abreast of the latest developments. This convention has presented us with an excellent opportunity to do just that. Interacting with a lot of leaders in the field of health helps us, as journalists, to understand the direction health-writing needs to take.



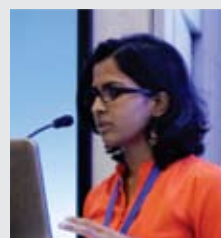
Mr. Kounteya Sinha
The Times of India, UK

I found this conference extremely informative – the best part about it is that there is representation not only from metro cities, but from all over the country. Everybody is important when it comes to health-writing. Education of health-writers hasn't happened till now, and it is happening here big-time! I wish the organisers all the very best. They must continue with the good work.



Ms. Luna Dewan
Deccan Chronicle, Bangalore

This was a very interesting and informative convention. It gave me a platform to interact with other health journalists and writers, who play an important role in spreading awareness about health-related issues. I look forward to attending more conventions like this one.



Ms. Swagata Yadavar
The Week, Mumbai

I feel there is a need for similar programmes to be organized across the country. The idea should be to enable health reporters to understand diseases, their underlying processes, current treatment options available and future trends. This knowledge is extremely important for health writers.



Publications in attendance

S. No.	Publication	City
1	The Times of India	London
2	Child Magazine	Delhi
3	Hindustan	Delhi
4	Freelance Journalist	(Mint)Delhi
5	The Tribune	Delhi
6	Good Health Magazine	Delhi
7	Amar Ujala	Delhi
8	Rashtriya Sahara	Delhi
9	The Times of India	Delhi
10	Dainik Jagran	Kanpur
11	Aaj	Varanasi
12	Sanmarg	Patna
13	Punjab Kesari	Jalandhar
14	Rajasthan Patrika	Jaipur
15	Dainik Bhaskar	Jaipur
16	The Times of India	Jaipur
17	Sangbad Pratidin	Kolkatta
18	Bartaman	Kolkatta
19	Anandabazaar Patrika	Kolkatta
20	The Times of India	Kolkatta
21	The Times of India	Hyderabad
22	The Times of India	Bhubneshwar
23	The Times of India	Chennai
24	Sakshi	Chennai
25	Bangalore Mirror	Bangalore
26	Kannada Prabha	Bangalore

S. No.	Publication	City
27	Prajavani	Bangalore
28	Vijayavani	Bangalore
29	Sudha Magazine (DH)	Bangalore
30	Samyukta Karnataka	Bangalore
31	Deccan Chronicle	Bangalore
32	Deccan Herald	Bangalore
33	Sanjeevani	Bangalore
34	Mathrunhumi	Cochin
35	Mangalam	Cochin
36	Deepika	Cochin
37	Deshabhimani	Cochin
38	Divya Bhaskar	Ahmedabad
39	Jai Hind	Ahmedabad
40	Meri Saheli	Mumbai
41	Sakhi	Mumbai
42	Express Pharma	Mumbai
43	Pharmabiz	Mumbai
44	DNA	Mumbai
45	Grihalakshmi	Mumbai
46	TOI	Mumbai
47	The Week	Mumbai
48	Mother And Baby	Mumbai
49	Chitrlekha	Mumbai
50	Nabharat Times	Mumbai
51	Asian Age	Mumbai
52	Loksatta	Pune
53	The Hitvada	Nagpur



Setting the Context



Mr. R Shankar

President, HEAL Foundation

Brief Profile: Mr. Shankar has over 28 years of experience in the field of journalism, and is the former editor of the New Indian Express. He was professionally associated with New Indian Express as Resident Editor (South), and was instrumental in launching its Health Supplement. He then became Editor for www.msn.com. Along with being the President of HEAL Foundation, he is also the consulting editor for some media groups.



Synopsis: Mr. Shankar got the convention going by describing in brief, HEAL Foundation's journey over the years. He outlined the essentials of the day's programme. He also spoke briefly about issues plaguing healthcare delivery and how these should be reported.

Key Points:

- ❖ Need for better understanding & reporting of healthcare issues
- ❖ Credibility in reporting – one cannot afford to go wrong in covering healthcare-related issues
- ❖ Fight between sense & sensationalism – need to strike a balance
- ❖ Use of authentic and credible sources
- ❖ Publication of indigenous research articles in Indian media

Mr. Pradip Chakraborty

Director, IEC, Food Safety & Standards authority of India (FSSAI)

Brief Profile: Mr. Chakraborty is currently working with Food Safety and Standards Authority of India (FSSAI) as the Director (Zone/Administration/IEC). He is a Food Technologist and a Biochemical Engineer from Jadavpur University, West Bengal. He has worked in the field of processing, quality control and export of fish and fishery products. He was responsible for setting up the first 100% export-oriented fish processing unit in Port Blair, Andaman. He was also responsible for setting up a food park at Nalban, Kolkata. He has been working for more than 30 years in various State/Central Government organizations.



Synopsis: Mr. Chakraborty spoke at length about the Food safety and Standards Regulation Act. He touched upon the need for ensuring provision of safe, hygienic food and shared with the audience the various aspects covered by the act. He also laid emphasis on the critical role that can be played by the general public as food safety officers.

Key Points:

- ❖ Need for Food Safety & Standards Regulation Act: In order to decrease incidence of food-borne diseases, thereby reducing cost of health care
- ❖ Businesses and establishments covered by the act
- ❖ Role of the Food Safety Authority
- ❖ Role of consumers as food safety officers

Dr. Shaukat M. Sadikot

Consultant; Endocrinology, Diabetes & Metabolic Disorders; Jaslok Hospital & Research Centre, Mumbai

President Elect, International Diabetes Federation



Brief Profile: Dr. Sadikot is the President Elect of the International Diabetes Federation (IDF) (2013-15). He is also the past Vice-President, IDF, and President, Diabetes India. He is a core group member of the Metabolic Syndrome Institute, and Vice President, international Atherosclerosis Society. He is also the Executive Board Member of the Residual Risk Initiative, Editor-In-Chief of Diabetes and Metabolic Syndrome: Clinical Research and Reviews.

He is presently Consultant, Endocrinology, Diabetes and Metabolic Disorders at Jaslok Hospital and Research Centre, Mumbai, India.

Synopsis: Dr. Sadikot explained in great detail the danger Diabetes poses to a country like India, and why this is just the tip of the iceberg. He enthralled the audience with his excellent oratory skills, busting myths along the way and providing valuable tips in diabetes care. He also went on to briefly define the role of a journalist in spreading information and awareness among the general public.

Key Points:

- ❖ Need to control the Diabetes tsunami that India is facing.
- ❖ Microvascular & macrovascular complications of Diabetes: The clock is ticking!
- ❖ Role of the Journalist: to highlight the importance of diet and care to be taken, to facilitate the spread of knowledge, and to do away with myths.
- ❖ Don't play the blame-game: Stand up and take responsibility!

Dr. Ashok Seth

Chairman, Fortis Escorts Heart Institute



Brief Profile: Immediate Past President – Cardiological Society of India, Vice President – Asian Pacific Society of Cardiology, Dr. Seth has been awarded the Padma Shri by the President of India. He has extensively contributed to the growth, development and scientific progress of Cardiology, especially Interventional Cardiology, in India and across the world.

Over the past 20 years he has pioneered numerous angioplasty techniques for India and the Asia-Pacific region. His expertise, skills and his pioneering efforts in teaching and training in angioplasty have won him respect and accolades all across the world.

Synopsis: Dr. Seth pointed out that in recent times there is an increased demand for knowledge which has led to increased competition between journalists. He stressed that the role of the journalist as an information-giver is to ensure that the knowledge provided is accurate, scientific, credible, logical and righteous. He also asked the media to raise issues regarding availability of technologies that can save lives – 'what you say makes a difference!' He succinctly described the various risk factors predisposing to CAD, the signs/symptoms of heart attack and its management.

Key Points:

- ❖ Don't sensationalize medical research: establish a cause-effect relationship through thorough analysis of data
- ❖ A brief description of the predisposing factors, signs/symptoms and management of Coronary Artery Disease (CAD)
- ❖ Salient features of angiography, angioplasty and cardiac bypass graft surgery
- ❖ A journey through the evolution of stents, from the initial stainless steel, non-medicated ones to the current bio-absorbable stents



Make healthy choice your preferred choice

Ms. Sheela Krishnaswamy Diet, Nutrition & Wellness Consultant



Ms. Krishnaswamy, a registered dietitian, is a diet, nutrition and wellness consultant in Bangalore. She has 30 years of professional experience and has been trained, both in India and the West. After working in the clinical setting for 17 years, she turned entrepreneur and started a nutrition consulting firm in the year 2000, which provides consultancy for the corporate sector in India, with a focus on Prevention. She has been writing for the media for several years and continues to give them inputs. She was the Vice-President of Indian Dietetic Association for 4 years and also a Director on the Board of International Confederation of Dietetic Associations (ICDA) for 4 years, the first Indian dietitian to have that privilege. She has been the editor of ICDA's newsletter for the last 5 years.

Synopsis: Ms. Krishnaswamy focused on preventive and nutritional care. She stressed that 'the most cost-effective option for India today would be to invest in health promotion through healthy lifestyles, and, nutrition and good eating habits form a vital part of a healthy lifestyle.' She also stressed on the importance of a balanced diet, shared valuable tips for eating healthy and shattered some diet-related myths.

Key Points:

- ❖ Brief overview of health trends in India, including CAD and child nutrition
- ❖ Insights into the current lifestyle of corporate India and its resulting health problems
- ❖ Normal Indian diet and the changing urban nutrition scene – fad diets, irregular meal timings, skipped meals
- ❖ Holistic approach to health & importance of a balanced diet

Mr. Abhiroop C General Manager, Packaged foods, Hindustan Unilever Limited (HUL)



Brief Profile: Mr. Abhiroop C has been with HUL for almost a decade now during which he has donned a variety of roles in Sales and Marketing across the width of the portfolio. A post-graduate from the Xavier Institute of Management, Bhubaneswar, his last role was that of Media Director for South Asia, before taking over as General Manager Packaged Foods for India.

He was born and brought up in Kolkata – a city known for its love for the finer things in life, especially good food and even better street food!

“The only way to achieve sustainable growth over a long term is if we get conscious of our responsibility towards the consumer and society at large, and really give back.”

Synopsis: Mr. Abhiroop underscored the need of understanding the consumer. He provided valuable insights into the type of consumer research undertaken by his company, the needs of the consumer and the strategies undertaken to tackle those needs. He shared his findings with the audience - 'the Indian consumer's first preference is taste, and they will not compromise'. He also shared with the audience the various measures undertaken by HUL to improve nutritional standards of their food products and efforts made to decrease levels of trans-fats, salt and calories.

Key Points:

- ❖ Brief insight into the history of HUL
- ❖ Irony of modern India – increased health awareness, yet increase in lifestyle diseases
- ❖ Small innovations/changes can go a long way in promoting

Ms. Devishree M. Nutrition and Health Leader, South Asia, Hindustan Unilever Limited (HUL)



Brief Profile: Ms. Devishree is a Food Technologist from Central Food Technological Research Institute, Mysore. She has 18 years experience in the Food Industry and has held positions in product and process development across all food and beverage categories.

As a team member and leader of many technologically challenging development projects, she has worked with various partners globally and has many innovative food products to her credit. She is also very passionate about sustainability and has been a member of the Do-Gooder campaign at HUL, and leads a sustainability team at the research centre based in Bangalore.

Synopsis: Ms. Devishree pointed out that in the nutritional health space, behaviour change is the most difficult – 'it takes a lot of time for a person to change from one behaviour to another'. The lay person does not consider salt as a threat to health and well-being. Successful change comes from a real understanding of people, their habits and their motivations. Processed food is only a small part of the problem, the problem lies at home!

Key Points:

- ❖ Ways to make a difference!
- ❖ Make it understood
- ❖ Make it easy
- ❖ Make it desirable
- ❖ Make it rewarding
- ❖ Make it a habit

Leveraging International Studies



Ms. Malathy Iyer

Sr. Assistant Editor,
Times of India

Brief Profile: Ms. Iyer is a Senior Assistant Editor at The Times of India, Mumbai. She writes mainly on health-related subjects and has been associated with the Times of India, Mumbai for more than eight years.



Synopsis: Ms. Iyer expertly provided an insight into the day of a health writer. She went on to describe the various problems faced by journalists involved in reporting of health-related issues and provided some practical solutions for the same.

Key Points:

- ❖ Main issue in health writing is lack of time
- ❖ There is a need to stay sharp
- ❖ Global studies, though largely an unknown territory, help us make a big splash

Dr. Anita Jain

India Editor, British Medical
Journal (BMJ)

Brief Profile: Dr. Jain is India Editor with the BMJ. As part of her editorial role, Dr. Jain has been conducting workshops for researchers and doctors on medical writing and effective publication practices. She writes on the current healthcare practice scenario and policy issues in India.



Synopsis: Dr. Jain started her talk by acknowledging the role played by health writers in bridging the gap between researchers and the general public. She went on to impart important tips to the audience on reporting of medical research. She stated that it is important to ask questions of experts, doctors, researchers and scientists to clarify the picture, and get the real story. Otherwise, the whole exercise is just not worth the effort.

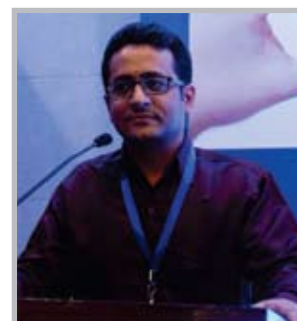
Key Points:

- ❖ Public relies on reporters for information
- ❖ Researchers and editors of studies also at fault
- ❖ Headlines should be more responsible
- ❖ Downsides of an intervention or limitations of the study are equally important, and should be included in the article
- ❖ Critique and analyse research – don't become a mouthpiece for the researcher

Dr. Preetish Kaul

Medical Editor, Via Media
Health

Brief Profile: Dr. Kaul has an MBBS degree from the Jammu University. He took to full time medical writing 5 years back. Before the plunge, he practiced clinical medicine with cardio-departments of emergency and thoracic surgery at Acharya Sri Chander College of Medical Sciences, Jammu. Currently he is the chief medical writer at Via Media Health.



Synopsis: Dr. Kaul with the help of anecdotes which entertained the audience pointed out the finer points in medical writing, and the need to avoid small errors that have a tendency to creep in.

Antioxidants in Cooking Oil: New-Age Heartcare

Dr. Brian Pinto

Interventional cardiologist,
Chief cardiologist, Holy
Family Hospital, Mumbai



Brief Profile: Dr. Pinto is an Interventional Cardiologist attached to Breach Candy Hospital, Nanavati Hospital and Holy Spirit Hospital, Mumbai. He is a member of the Cardiology Society of India and the Association of Physicians of India. Over the years, he has specialized in performing Coronary Angiography and Angioplasty via the Radial Approach. He has also specialized in Series of Rotational Atherectomy cases and Series of Direct Stenting Cases along with Series FoxHollow (SilverHawk) Atherectomy Device for Peripheral Intervention.

“Any process of free radical scavenging will only help to benefit you by decreasing the damage caused to your cells, & the best way to move forward is to include antioxidants in diet so as to decrease the damage on a day-to-day basis.”

Synopsis: The role of oxidative stress in the development of atherosclerosis and CAD along with the increasing incidence of heart attacks in India formed the leitmotif of Dr. Pinto's speech. He also emphasized upon the need to include antioxidants in diet. Since atherosclerotic lesions start developing early on in life, there is a great need to adopt a healthy lifestyle by reducing the intake of saturated fats and trans-fats in diet.

Key Points:

- ❖ Best way to treat Coronary Artery Disease (CAD) is to prevent it!
- ❖ Role of cholesterol, oxidative stress and free radicals in development of cardiovascular heart disease
- ❖ Atherosclerosis—a womb to tomb problem!

Ms. Niti Desai

Consultant Nutritionist,
Cumballa Hills Hospital,
Mumbai



Brief Profile: Ms. Desai has a Masters degree in Nutrition and Dietetics from the University of Mumbai and a postgraduate diploma in Dietetics from the Leeds Metropolitan University. She has gathered useful overseas experience having worked as a senior dietitian in UK. She has been a visiting faculty member to the postgraduate department and contributed chapters on nutrition in various books. She was the official nutritionist for the Femina Miss India 2008, Scooty Teen Diva 2008 and Grazia Ford Supermodel India 2008.

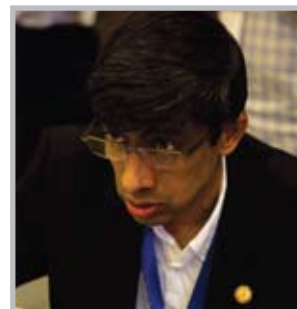
Synopsis: Ms. Desai began by talking about the importance of a balanced diet and the key role dietary fats play in maintenance of normal body homeostasis. She went on to describe in detail the different types of dietary fats in cooking oil and touched upon the need to blend different oils to attain a state of balance.

Key Points:

- ❖ Importance of a balanced diet – fats are important
- ❖ Good fat versus Bad fat
- ❖ Saturated fatty acids versus unsaturated fatty acids (MUFA, PUFA)
- ❖ Role of antioxidants
- ❖ Blending of oil helps!

Prof. Shashank Joshi

Endocrinologist, Joshi Clinic,
Lilavati & Bhatia Hospital



Brief Profile: Prof. Joshi is an Endocrinology faculty-member at Grant Medical College and Sir JJ Group of Hospitals. He is a practicing Endocrinologist and Diabetologist who topped all years of MBBS, MD and DM with gold medals. He is a Fellow of the American College of Endocrinology (USA), American College of Physicians (USA) and Fellow of Royal College of Physicians (Glasg and Edin). He has more than 600 research publications to his credit. He is the Hon. Emeritus Editor of Journal of Association of Physicians of India (JAPI), Ex-Editor of Indian Journal of Obesity, Indian Journal of Endocrinology & Metabolism, and Indian Journal of Clinical Pharmacology & Therapeutics, and several other leading medical journals.

Synopsis: Dr. Joshi pointed out that free radicals are not only generated within our body, but also during storage of oils and cooking processes. He lamented the lack of research on health outcomes of cooking oils used in India, including palm oil, coconut oil or any other oil. He went on to discuss the role of cooking practices in the generation of free radicals, thereby resulting in the development of CAD. Addition of antioxidants increases the shelf-life of cooking oils, decreases deterioration during frying and reduces the overall cardiovascular risk. He advised the audience to cut down their consumption of fried foods, but not to avoid them completely.

Key Points:

- ❖ Factors to be considered while selecting a cooking oil
- ❖ Role of antioxidants in cooking oils
- ❖ Healthy cooking practices
- ❖ Smoke point of cooking oils – what it means; and factors to decrease it



Milk in the New Millennium: Innovative Dairy Technology & Child Health

Mr. Jaydeep Gokhale

Environment & Communications Director, South Asia markets, Tetra Pak



Brief Profile: Mr. Jaideep wears two hats. In his communications role, he supports Tetra Pak's near-term business priorities and helps advance its long-term strategic ambition by leveraging communications to promote the company's products and by strengthening the bond between the company and its stakeholders.

He also heads Environment for region South and South-east Asia. One of his aspirations is to spread the message amongst consumers, especially the youth, to do their bit to protect the environment. By positioning aseptic paper-based cartons as protectors of food safety as well as the environment, he wishes to drive consumer & key stakeholder preference for cartons when it comes to their favourite milk and juice brands.

Synopsis: Mr. Gokhale, while giving a brief insight into the background of his company, expressed disappointment at the lack of awareness about aseptic technologies in food processing, not only amongst the common man, but also amongst policy-makers, healthcare workers and the media. He stressed that it was the responsibility of those in key positions to facilitate spread of knowledge amongst people.

Key Points:

- ❖ Poor awareness amongst general Indian public about aseptic technology in food processing

- ❖ Food safety & hygiene is a top priority, especially in a country like India
- ❖ Key lies in educating the layman

Dr. Kalpesh Date

Paediatrician & Neonatologist, S L Raheja Hospital, Mumbai



Brief Profile: Dr. Date is a consultant paediatrician at SL Raheja Hospital and Chrysalizz Hospital, Mumbai. His speciality is Neonatology. He won the All India Paediatric Quiz in the year 2009.

Synopsis: Dr. Date reflected upon the importance of a balanced, nutritious diet during the early formative years of life, and as a foundation of good health and well-being in adulthood. Compromise in nutrition results in growth deficiencies, poor immunity with an increased susceptibility to infections and nutritional deficiencies. Dr. Date also listed the virtues of breast-milk for the newborn infant, and discussed its advantages over cow's milk.

Key Points:

- ❖ Many habits that lead to diseases later on in life often have their origins in paediatric age-group
- ❖ Effects of boiling and over boiling of milk – loss of vital nutrients
- ❖ Anticipate the problem, diagnose it early, intervene at the right time and educate the people in ways to manage it





Milk in the New Millennium: Innovative Dairy Technology & Child Health

Dr. Salome Benjamin

Medical Nutritionist, Nair Hospital, Mumbai

Brief Profile: With extensive experience in Nutrition and Dietetics spanning over 20 years, Dr. Benjamin is presently the Chief Medical Nutritionist, T.N. Medical College & Nair Hospital. She is one of the few registered dietitians in the country. In addition to her work in therapeutic nutrition, she is actively involved in the communication of diet and nutrition-related scientific information. She was a member of the core committee that helped develop Food Based Dietary Guidelines for Cardiovascular Diseases. She authored a book “Dietitian for Tomorrow” targeted at nutrition management in GDM. She tries to reach out to school going children through various community outreach programmes.

Synopsis: Dr. Benjamin spoke at length about practices like contamination, adulteration, use of preservatives or chemicals, which decrease the nutritive value of milk. She pointed out that although milk is an essential part of daily diet, one should adopt healthy practices to preserve its nutrition.

Key Points:

- ❖ The milk we drink – Is it safe? Is it healthy? Is it nutritious?
- ❖ Adulteration of milk, addition of preservatives and other issues concerning quality of milk



Dr. B. L. Satyanarayana

Dairy Technology Specialist, Tetra Pak, India

Brief Profile: Dr. Satyanarayana completed his PhD. In Food Technology from UDCT, Bombay in 1983. Later he started working with Alfa Laval India from 1983 to 2000 as Manager – Food & beverages.

He then joined Tetra Pak, India and has been with the company since then. He is also the Vice-President of Association of Food Scientists & Technologists (Pune Chapter).

He has been the external examiner for thesis of M.Tech. & PhD. in Food Technology at Institute of Chemical Technology, Mumbai. He also serves as an external faculty member at various places like SNTD University (Pune) and Institute of Food Tech. & Management, Pune.

Synopsis: Dr. Satyanarayana described in detail the procedure (UHT) used to sterilize milk, while preserving its quality. He added that following this procedure, milk can be stored for three months provided it is packaged properly. He further shed light on how milk is packed in tetrapak cartons for distribution.

Key Points:

- ❖ UHT milk and its benefits
- ❖ Packaging of milk in Tetra Pak cartons



Food Safety & Management of Street Foods in India

Mr. Pradip Chakraborty

Director IEC; Food Safety & Standards Authority of India; Ministry of Health & Family Welfare; Govt. of India



“The role of all concerned stakeholders needs to be recognized by state governments & food safety officers, & all effort should be made to bring about a positive approach towards vending of safe street food.”

Synopsis: Due to the recent increase in consumable products in the market, FSSAI's role has become absolutely vital. Mr. Chakraborty underscored the need to monitor preparation and sale of non-branded, non-packaged food in a country like ours, to prevent food-borne epidemics. Various parameters, like nature of surroundings & garbage disposal, quality of ingredients used in preparation, nutritive value, physico-chemical characteristics and microbiological properties are assessed by a competent authority prior to issue of licence.

Key Points:

- ❖ Street-foods – increasing demands and falling quality
- ❖ Key shifts in FSSAI, including provisions to cover street foods
- ❖ Salient features of the 'Calcutta Food Safety Model'

Digital Media & it's impact on health reporting

Dr. Jaya Bajaj

Founder- healthradii.com, Family Physician, Blogger, Digital Health Content



Brief Profile: Dr. Bajaj completed her MBBS in India and MD in family training from the USA. With an experience of practicing medicine in the West and the East, she strongly believes that “Medicine is more of an art than a science.” She believes in empowering and educating physicians and patients alike and is deeply passionate about creating user-friendly health content and about the role of social media in healthcare. She also has a Masters degree in Public Health and a management degree from IIM-Bangalore. She is the founder of HealthRadii, which is an online

blogging platform for thought-leaders and thinkers in healthcare and represents an attempt to initiate dialogue on current issues in Indian healthcare.

Synopsis: Modern India has seen a revolution in information technology, resulting in a boom in the number of people relying on social networking sites for interactions and information. Dr. Bajaj highlighted the importance of these social networking sites as a means to obtain leads, verify information and create one's own personal brand.

Key Points:

- ❖ Internet statistics in India
- ❖ Social media & healthcare
- ❖ Social media monitoring – Just because you could, doesn't mean you should!
- ❖ Healthcare blogging

Mr. R. Shankar

President, HEAL Foundation



“Digital media is dominated by a generation that eats, sleeps, breathes & most importantly, thinks online; you must get their attention.”

Key Points:

- ❖ Recent times have seen a shift from print to digital media
- ❖ Digital media – packaging of content is the key, headlines cannot be jazzy, content needs to be updated on a minute-to-minute basis
- ❖ Every second is a deadline – speed is important
- ❖ Credibility

Synopsis: Mr. Shankar drew attention to the increasing importance of digital media in present times. He stressed on the importance of a step-by-step guide of the dos and don'ts before undertaking online writing. He pointed out that reporters working with the print media often find the transition to digital writing challenging due to a generation gap which exists between the two forms of expression. He also underlined the need for credibility while framing stories and reports.

THE EVENT

So far; yet so close.....



Dr. K. Srinath Reddy

President, World Heart Foundation; President, Public Health Foundation of India

“For too long we have been complacent about India's health status, thinking that economic development with automatically translate into improved health indicators; but this is not so.”

Synopsis: Dr. Reddy commenced his talk by pointing out the dismal state of healthcare system in India, which has resulted in poor health indicators as compared to our neighbouring countries. He stated that despite rapid improvements in the nation's economic status, key health indicators lag behind. This is mainly due to poor investments in social determinants of health (provision of safe water supply, etc.) and in part due to stagnant healthcare systems. He underscored the need to re-focus our attention on health as an integral component of national development. This can be achieved by the integration of multiple stake-holders at various levels through public and private sector partnership, in which the media can play a critical role.

Key Points:

- ❖ Quality healthcare facilities at an affordable cost
- ❖ Need to re-vitalise stagnant healthcare systems & policies
- ❖ Need to ensure adequate investment in health to ensure continued economic progress
- ❖ Provide people with the right kind of information
- ❖ Critical role of media as catalysts – help reach out to people



Dr. Devi Shetty

Chairman, Narayana Hrudayalaya

Synopsis: Dr. Devi Shetty began by reminding journalists of the importance of spreading health-related knowledge amongst the public. He revealed that progress in modern medicine has led to development of cures for a number of ailments which were previously thought to be incurable. He urged scribes to spend time with doctors and healthcare professionals to get as much information as possible. He also warned the media that the internet is a double-edged sword, which may cause as much harm, as it can do good.

Key Points:

- ❖ Important to educate patients about options available to them and their best possible treatment options
- ❖ Access to medical information is very important for healthcare delivery
- ❖ Do not exaggerate successes of treatment or be biased towards an organization or institution
- ❖ Always cross-check information to maintain authenticity

So far; yet so close.....



Dr. V.M. Katoch

Secretary, Department of Health Research; Director General, Indian Council of Medical Research

“We look forward to more interactions and conveying the right message to people, so that the atmosphere stays positive and we are able to achieve the best with our resources, so that the country becomes a happier and healthier place to live in.”

Synopsis: Dr Katoch pointed out that the health writers in our country have a good grasp of the healthcare needs of the nation, and objectively assess not only the needs but also efforts put in by different government agencies in providing the best possible healthcare facilities to the people. He outlined the efforts made by the government through various health schemes. He further added that there is a need for a paradigm shift towards empowering state healthcare systems and strengthening national health policies to provide a quality-driven approach.

Key Points:

- ❖ Health writers – important in reaching out to the masses!
- ❖ Need for a paradigm shift in healthcare



Dr. Saumitra Rawat

Chairman & Head, Department of Surgical Gastroenterology and Liver Transplant, Sir Ganga Ram Hospital, New Delhi

“People are more educated now, they are reading papers and magazines, they are going on the internet and searching websites, and they want to be fit – they want to know what is best for them or for their relatives. As a result, medical writing has got a special



Dr. Chandrakant S. Pandav

Professor & Head, Centre for Community Medicine, AIIMS; Immediate Past President, Indian Public Health Association

“Health journalism has changed significantly in the last 10 years in terms of coverage, space given to health news, as well as quality, to the extent that some papers, both English as well as regional, have started special supplements on health reporting!”



BRAIN TICKLERS



Quiz and Scavenger-Hunt



In order to make the sessions more interactive and create excitement of the audience, various quiz sessions were organized on both days of the event, as well as a scavenger hunt on Day 2. These were based on various ad-campaigns and national health programmes, through the use of audio-visual aids. The audience, in turn, responded passionately to the programme.

VOTE OF THANKS



When we started with the concept of empowering health journalists in 2005, I met with a lot of editors from various publications across India. One of them, the most proactive and supporting of the lot, was Mr. R Shankar, who was with the New Indian Express as Resident Editor (South). He had a passion for health writing and was instrumental in bring out Indian Express's health supplement, which was a popular supplement at that time.

We, at HEAL Foundation, have always been thinking about ways of improving health awareness, knowledge and healthcare delivery standards in our country. With that objective in view, we started HEAL, and it has been a memorable journey till now, encompassing over 60 workshops till date.

We would like to thank all the health writers and journalists who attended this programme, not only from all across the country, but also from abroad.

A lot of hard work has gone into organizing this programme and I would also like to thank the people involved for their time and effort.

I would also like to thank the staff at Aamby Valley for making the whole experience a memorable one.

This programme could not have been undertaken without the help and support of our sponsors, particularly Hindustan Unilever Limited and Tetra Pak.



Mr. Swadeep Srivastava
MD & CEO, VIA Media Health



CANDID MOMENTS





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KNOWLEDGE PARTNER

