Matrushri P. Shetty

Director – Programs & Strategy

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How many times in 24 hours do you:

- Eat
- Drink
- Breathe
25000 times/pd
10,000 liters/pd
Care and Cure of 2.6 Billion Lungs

Let's calculate our collective responsibility

- 25000 breathes per day per person
- 365 days a year
- 80 years [Average Expected Life]
- 130,00,00,000 Citizens
PM 2.5

Delhi – Annual Average: 230 μg/m³
Around Diwali: >999 μg/m³

230/22 = 10.45
Say 10 cigarettes a day.
3650 per year
3650 x 80 years = 292,000
292,000 x 11 minutes* = 3,212,000 minutes
= 6.11 years
Total Loss
What is the color of your Lungs?
Care and Cure of 2.6 Billion Lungs

We Believe Lung Health Care is A Public Health Emergency
Everyone is a SMOKER
BUY BUY OXYGEN
Second Tobacco Epidemic

Air pollution is the ‘new tobacco’, warns WHO head

Simple act of breathing is killing 7 million people a year and harming billions more, but ‘a smog of complacency pervades the planet’

Dr Tedros Adhanom
What do we breathe today?

Oxygen &

- Carbon dioxide \((\text{CO}_2)\)
- Sulfur oxides \((\text{SO}_x)\)
- Nitrogen oxides \((\text{NO}_x)\)
- Carbon monoxide \((\text{CO})\)
- Volatile organic compounds \((\text{VOC})\)
- Toxic metals: lead and mercury
- Ozone \((\text{O}_3)\)

Particulate matter (PM) – 10 & 2.5
Our Fight Against

धुआं (Smoke)  धु धू  धूल (Dust)

Smoke From
- Industry
- Waste Burning
- Cars
- Crackers
- Any other source

Dust From
- Roadside
- Construction
- Open Grounds
- Uncovered Areas
Bhopal Gas Tragedy in SLOW MOTION!
Effect Of 6 Days of Air Pollution On Lungs

3rd November 2018: DAY 1

8th November 2018: DAY 6

#EveryBreathMatters #IcareForLungs #MyRightToBreathe
We Are Sitting On A Time Bomb

- **FIRST** in lung disease related deaths. WHO - 2014
- **10%** of Total Deaths in India caused due to Lung Diseases
- **14 of the 20** most polluted cities are in India and over 50% of the sites studied across India had critical levels of PM10/PM 2.5 pollution.
Poll
Should I do something about it?
☐ Yes
☐ No
☐ Not sure
Alone We Can Do So Little, Together We Can Do So Much...
Helen Keller
Living Carefully Forever ▸ Let’s Co-create Future

स्वस्थ भारत
Healthy India
स्वस्थ भारत
Healthy India

Care and Cure of 2.6 Billion Lungs
Prof. (Dr.) Arvind Kumar, Leading Thoracic and Lung Cancer Surgeon; Chairman, Centre for Chest Surgery, Sir Ganga Ram Hospital, New Delhi; President, Association of Surgeons of India; Former: Professor of Surgery, AIIMS.

Rajiv Khurana, International Management Consultant and Trainer, Board Advisor, Author, Venture Mentor...

Dr. Belal Bin Asaf, Thoracic Surgeon, Consultant at Centre for Chest Surgery, Sir Ganga Ram Hospital, New Delhi.

Abhishek Kumar, Computer Science Engineer, CEO of Lung Care Foundation.
Journey of Lung Care Foundation

Activities & Initiatives So Far
Glimpses of Camps
Educating MCD Schools’ Principals

Every Citizen’s Action Agenda
1. Say NO to Smoking.
2. Say NO to Garbage/Trash/Crop Burning.
3. Reduce Dust Pollution and Vehicular Use.
4. Reduce Coal and Diesel Consumption.
5. Maintain Healthy Lifestyle.
Lung Health Awareness Initiative

The largest human image of an organ was achieved by Lung Care Foundation and Petronet LNG (both India) at New Delhi, India, on 23 December 2017.

OFFICIALLY AMAZING
Care and Cure of 2.6 Billion Lungs

Over 5000 Students
Create World Record

LUNG CARE FOUNDATION

www.lcf.org.in
5003 School Children of 35 Schools of Delhi-NCR Highlight Ill-Effects of Air Pollution

- Children highlight ill-effects of Air Pollution and commit to #MySolutionToPollution
- 100,000+ FB Live Views
- 51 Million+ Impressions on Twitter
- Appreciated by Hon’ble President of India and Hon’ble Prime Minister of India
- Supported by Many celebrities
- Featured on UN India website

Video: https://www.youtube.com/watch?v=KusYenDif3M&t=25s
Quoted and Cited In Several International And Nationals Media To Raise Awareness
Dr. Arvind Kumar was invited to give a Keynote Address on Role of Doctors in Advocacy for Clean Air at W.H.O. First Conference on Air Pollution & Health in Geneva.
Artificial Lung Installation to demonstrate the impact of Air Pollution

Sir Ganga Ram Hospital
New Delhi
Effect Of 6 Days of Air Pollution On Lungs

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#EveryBreathMatters #IcareForLungs #MyRightToBreathe
Care and Cure of 2.6 Billion Lungs

12 National Medical Associations Of India Representing Over 150,000 Doctors Commit For ACTION TOWARDS CLEAN AIR FOR ALL, 04.12.2018, New Delhi, India
Partnership With All India Management Association
- Short-duration broadcast through social media
- Myth busting
- Medical Awareness
- Audience may share further
**H.E.L.P.**

Health-care Expenses for Lung Patients

- Partner: Centre for Chest Surgery, Sir Ganga Ram Hospital, Delhi
- No Fee by CCS
- 100% Transparency and Accountability
- 80G benefits

Donors → LCF → Patients

www.lcf.org.in
- Stake-holders brain-storming in partnership with Professional Bodies
- Aiming not Blaming
- Time-bound joint action plans

Back to ABC
Actions for Better Cleaner Air

Collective Thoughts → Solution Orientation → Time-bound Actions
Short modules to help Patients, Families and Community understand the multi-dimensions of Lung diseases and the treatment to manage life better.
Network and Partner with multiple stakeholders to work on common platforms for major collaborated impacts in India
Care and Cure of 2.6 Billion Lungs

BEST
Breathe Easy Stay Tough CLUB

Body Environment Social-outlook Transformation

Building Empowered Students for Tomorrow

www.lcf.org.in
To create **awareness about health ill-effects** of Air Pollution and promote individual and community based steps towards Clean Air.

To increase **awareness about Asthma** and create **Asthma Management Policies and initiatives** in schools.
What is B.E.S.T.?

A school student driven movement to:

- Understand air pollution, health impacts of sustained exposure to air pollutants and propagating individual solutions.
- Increasing awareness about Asthma Management in schools.
- Youth ambassadors for clean air to propagate message in Society.
Glimpses From Delhi

B.E.S.T. Club Orientation Program

Activities by B.E.S.T. Clubs in Schools
B.E.S.T. Club in Action: Delhi
Launch of B.E.S.T. Club in Jalandhar
Launch of B.E.S.T. Club in Kanpur
### Reach of B.E.S.T.

<table>
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<tr>
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<td>Schools</td>
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<td>Children</td>
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<td>900,000+</td>
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<td>Community Members</td>
<td>50 M+</td>
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- Asthma Manual + Training
- Preparing school teaching and non-teaching staff
- Training Certification for Participants
Asthma Manual For Schools

Translated in 11 Indian Languages & Animation Video
Why schools should be a part of this great change?

• shape human lives
• children’s plea is heard more than anybody else
• once activated in the right direction children have the power to influence millions of others – peers, parents and community
What should the schools do?

• Make ‘the fight against air pollution and healthy living a priority’
• Facilitate behaviour change in children with the right information
• Help children practice what they learn in classroom
• Reach out to parents during PTMs
• Value children’s contribution to society beyond academics
Some activities

- Air quality audits around schools
- Waste reduction and waste management in schools and in households
- Community awareness programs – through street plays
- Policy on No Idling around schools
- Policy on Asthma Emergency in school
- Nurture trees – active engagement with the plant life
- Talk-Talk-Talk about the air pollution
www.lcf.org.in/bestclub/
Join us in this mission for ‘Care and Cure of 2.6 billion Lungs’

Call 7838333985  write to us at matrushri@lcf.org.in

&

register for
OUR DREAM

1. Presence in every Indian district through like-minded people
2. Every family a Lung Care Family
3. Every Principal, Teacher and Student to become an influencer as Lung Care Friend
Thank You