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PR-e-FACE: From the desk of Chief Editor

“Money cannot bring happiness, if physical health is bad” “



For the past ten years, the entire world has been undergoing a tremendous and unprecedented change in all spheres, thanks to technology. Developed countries like US and UK who have undergone cultural changes in the early decades want to come back to their traditional lifestyle. The developing countries like India, who have very rich cultural traditions, are moving towards new 'cultural systems' which are getting discarded by Western and developed Nations.

In the name of new 'lifestyle', many youngsters, both men and women have changed their food habits. The priority is getting moved towards 'money' at the expense of 'good family relation' and 'health maintenance'. The diseases which used to be for middle and old age persons, are now attacking youngsters.

Though, it cannot be generalized, this phenomenon is seen mostly amongst the educated and intellectual urban groups. A survey conducted by 'PR-e-Sense' exclusively for this issue reveals lot of disturbing factors. 'Jargon' driven Corporates also do not show much concern about the health of their own employees, and they are more concerned about other factors that may lead to 'money'.

When we talk of economically vibrant India 2020, we need to focus equally about 'Healthy India 2020'. This issue makes an attempt to create 'health awareness' amongst Corporates, and other employees. We need to remember that money alone cannot bring happiness. It is only the 'good health' that can bring more happiness.

K. Srinivasan

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PR-e-CISE – Inside this ezine

- An exclusive interview with Dr S Manivannan on the various health issues affecting youngsters
- Expert views on Premenstrual syndrome (PMS) and computer vision syndrome
- Survey findings on Health issues

PR-eXCLUSIVE

“Irregular food habits lead to various health problems”



Listen to the full interview through *podcast* at

<http://www.primepointfoundation.org/presense0107.htm>



Dr S Manivannan, Founder and CEO, Kavery Medical Centre and Hospital, Tiruchy, one of the leading Corporate Hospitals of South

India in an exclusive pod-interview with K. Srinivasan. Chief Editor of *PR-e-Sense* talks about the various diseases that are affecting the youngsters due to the change in lifestyle and gives suggestions to improve the health.

Dr Manivannan is also engaged in conducting various seminars, workshops and exhibitions to create health awareness amongst public and to sensitise the Doctors with the latest medical developments. Please listen to his full interview clicking the link given above. This pod interview was taken over his mobile, while he was traveling in the interior parts. Excerpts from his interview:

- Many youngsters presently are suffering from diabetes, hyper tension, obesity and heart attacks. These health problems, which used to be for persons beyond 40 earlier, are now affecting the youngsters.
- Change in lifestyles like long and extended working hours, high stress in family and profession, and change in food habits are the main reasons for such diseases.
- Food habits play a greater role. Nearly 80% of the youngsters do not

take breakfast. It is a dangerous trend. It affects the entire food cycle. Breakfast is to be taken before 9 am. Lunch and dinner also should be taken regularly in time. Food habits contribute nearly 50 percent of the health problems.

- Lack of physical exercises also contributes to the health problems. Walking and cycling are good exercises.
- People working in night shifts should do physical exercises regularly and also spend time in social outings.
- Working couple do not adequately spend time with their family. Playing with children is a great stress reliever.
- Ideal recommended age for marriage is 25 for women and 30 for men. Late marriages lead to infertility.
- Avoid taking junk foods. These unburnt calories get accumulated in the body. This is the reason for obesity.
- Atleast twice a day take home made food.
- Vegetarian food is better than non-vegetarian food. If unavoidable, take non-vegetarian food once or twice a week.
- *90 percent of the diseases can be avoided, if a person is (1) regular in food habit, (2) spending time with family and children and (3) doing regular physical exercises.*

Dr Manivannan can be reached at mughilvannan@gmail.com

PR –e- STIGE – Expert views

Dr N Suchitra, Sr. Gynaecologist, Tiruchy jevasuda@gmail.com

“Premenstrual syndrome (PMS) is a common problem amongst women”



When compared to olden days, modern day women are subjected to more stressful and busy life. Unlike men all women undergo hormonal changes during their lifetime (menarche to menopause).

The most common problem that is encountered by women is 'premenstrual syndrome' popularly known as PMS. It occurs mainly in the age group of 30-45 years which is the prime time of every woman's life.

Many women come to our clinic with vague complaints like breast tenderness, bloated belly, mood swings. Most of these complaints disappear after menstruation. All these complaints are grouped under PMS. PMS is not a disease but it's a condition where there is imbalance between two female hormones called Progesterone and testosterone. This imbalance causes many physical and emotional changes in women.

Common symptoms of PMS

The symptoms start 10-14 days prior to the onset of periods and worsen before the onset of menstruation and are relieved after that.

The most common symptoms are

- Mood swings (anxiety, irritability, and depression)
- Headache, sleeplessness, fatigue.
- Breast pain and abdominal pain
- Bloating sensation with weight gain

- Constipation
- Change in eating habits, like craving for sweets.

Who are likely to be affected by PMS?

- Women above the age of 30 yrs
- Emotional stress
- Working women
- Women with more children are more prone to get PMS
- Lack of exercise

How to deal with PMS?

Multimodal approach is more effective way of treating PMS.

- Medications- multivitamins & minerals
- Diet -avoid chocolates and salt; take more of vegetables and ginger
- Exercise regularly
- Stress reduction, Meditation and yoga
- Acupressure
- Along with medications, exercise and stress reduction will reduce 90% of symptoms of PMS.

PMS incidence is very high in western society. Since our current day lifestyle mimics western style in many aspects PMS has become a common problem in Indian urban women.

Since the age group (30-45) is the prime time of a woman's life, proper identification and treatment of this problem will improve the quality of life for urban women as well as their family.

PR –e- VIEWS – Skipping breakfast is dangerous

Breakfast can help prevent strokes, heart attack and sudden death. Advice on not to skip breakfast!



Healthy living
For those who always skip breakfast, you should stop that habit now! You've heard many times that "Breakfast is the most important meal of the day." Now, recent research confirms that one of the worst practices you can develop may be avoiding breakfast.

Why?

Because the frequency of heart attack, sudden death, and stroke peaks between 6:00a.m. and noon, with the highest incidence being between 8:00a.m. and 10:00a.m. What mechanism within the body could account for this significant jump in sudden death in the early morning hours?

We may have an Answer

Platelet, tiny elements in the blood that keep us from bleeding to Death if we get a cut, can clump together inside our arteries due to cholesterol or plaque buildup in the artery lining.

It is in the morning hours that platelets become the most activated and tend to form these internal blood clots at the greatest frequency.

However, eating even a very light breakfast prevents the morning platelet activation that is associated with heart attacks and strokes. Studies performed at Memorial University in St. Johns, Newfoundland found that eating a light, very low-fat breakfast was critical in modifying the morning platelet activation. Subjects in the study consumed either low-fat or fat-free yogurt, orange juice, fruit, and a source of protein coming from yogurt or fat-free milk. So if you skip breakfast, it's important that you change this practice immediately in light of this research. Develop a simple plan to eat cereal, such as oatmeal or Bran Flakes, along with six ounces of grape juice or orange juice, and perhaps a piece of fruit. This simple plan will keep your platelets from sticking together, keep blood clots from forming, and perhaps head off a potential Heart Attack or stroke. So never ever skip breakfast

Ms Amena Zeeshan, Executive (Marcom), Saksoft amena0202@yahoo.com

"Don't end up spending your bank balance for curing ailments"

Maintaining a healthy body becomes critical if we are to experience the benefits of all those financial investments which we are working so hard to make. It also makes more sense to invest a little time and money to



maintain a fit body, more so in case of women who by nature have a weaker constitution (no offence meant to the feminists here) but definitely better immunity. But better immunity is no excuse for women to smoke, which is a growing unhealthy trend especially amongst the working women. Recently

I was at a coffee joint where 4 out of the 7 women in the sit out were smoking heavily!

Though difficult, it's quite possible to take time out to work out or give your body a rest from the routine. If daily exercise seems a monotonous and solitary task you could try going for brisk walks with friends, work at the gym, cut down on the sumptuous team lunches or choose a restaurant which serves healthier food, or just try cycling to work once in a while. Its time we gave equal importance to both the bank balance and our health or else end up spending most of the money in the bank curing ailments!

PR –e- VIEWS – 10 tips for Computer users

Computer Vision syndrome (CVS) – commonly known as Dry eyes, is a



very common problem with every computer user due to the prolonged exposure or usage of computers, the altered lifestyle and the change in the work environment.

Symptoms: Dryness, itching, irritation, watery sensation in eyes while working on computers (If you can relate with any of these symptoms, meet your nearest ophthalmologist immediately)

* **Eye to monitor - ideal distance:** Your computer monitor should be straight in front of you, ideally at a distance of more than 25 inches from your eyes.

* **Monitor location:** The ideal viewing area of the monitor is 6 inches below the horizontal eye level.

* **Font colour selection:** Preferably work with fonts of darker shades on light background and vice versa.

* **Anti-glare screen:** Attach an anti-glare screen in front of the monitor,

which will decrease the amount of light reflected from the screen.

* **Document holder:** Use a screen mounted document holder, positioned between keyboard and monitor screen almost at the same distance and height as that of the monitor.

* **Light effect:** Use suspended lights from ceiling and windows with shades, blinds or curtains. Avoid light hitting directly on eyes.

* **Sitting posture:** Use chairs with armrests which are able to provide support while typing, position of head slightly tilted downwards and height of the chair adjusted appropriately so that the feet rest flat on floor.

* **A.C. Distance:** Avoid sitting at a location with direct blow of air on eyes from a blower or an A.C. or for a long period in a room with low humidity.

* **20-20-20 rule:** Take a short break for your eyes every 20 minutes between your work for 20 seconds then look at objects that are atleast 20 feet away.

* **Eye exercise:** Close your eyes and slowly roll your eyeballs clockwise and anticlockwise. Repeat it for three times.

Please listen to the podcast of Dr Rajinikantha, a senior eye surgeon
<http://www.primepointfoundation.org/presense0107.htm>

PR – e- Groups – Have you joined discussion groups?

Image Management Group – Second largest yahoo group on PR with 1400 plus global members. Click here

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group - The largest Indian group for PR/CorpComm /academic professionals with 650 plus members. Click here

<http://finance.groups.yahoo.com/group/prpoint/>

New Media Forum Group – A group for Indian journalists with around 350 members. Click here

http://groups.yahoo.com/group/New_Media_Forum/

India Vision Group – A group for Indian youth on India Vision 2020 with around 1200 members. Click here

http://groups.yahoo.com/group/India_Vision_2020/



A quick survey was conducted by Prime Point Foundation, as part of January 07 issue of corporate e-zine PR-e-Sense. The survey was to get the perception of various segments on the 'various Health issues'

A set of questionnaire was prepared and were uploaded in our site. The information was circulated in the various groups, inviting the responses anonymously. 62 respondents from across the country participated in this survey. Findings of the survey:

- Out of 62 respondents male were 71% and female 29%; Less than 25

years of age was 26% and others were between 26 and 40; 48% were married and others were single.

- 34% do not take breakfast regularly
- 47% do not eat lunch or dinner regularly
- 87% are not doing physical exercises, walking, jogging, etc.
- 90% do not go for medical check up regularly
- 10% take junk foods regularly
- 93% do not spend time in recreation, sports or games
- 56% are not spending time with their family
- 35% report that they are diagnosed for various diseases.
- 81% of the respondents say that Corporates show least or no concern for the health of their employees.



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one stop shop for podcasts on all subjects

Theme for Feb 07 issue of PR-e-Sense
Corporate FAQs
Misconceptions of Corporate CEOs and Top Management

PR eTTY - Relax – Story of an old man, who wanted to spade his garden!



An old man lived alone in Minnesota. He wanted to spade his potato garden, but it was very hard work. His only son, who would have helped him, was in

prison. The old man wrote a letter to his son and mentioned his situation.

"Dear Son, I am feeling pretty bad because it looks like I won't be able to plant my potato garden this year. I hate to miss doing the garden, because your mother always loved planting time. I'm just getting too old to be digging up a garden plot. If you were here, all my troubles would be

over. I know you would dig the plot for me, if you weren't in prison. Love, Dad "

Shortly, the old man received this telegram: "For Heaven's sake, Dad, don't dig up the garden!! That's where I buried the GUNS!"

At 4 a.m. The next morning, a dozen FBI agents and local police officers showed up and dug up the entire garden without finding any guns. Confused, the old man wrote another note to his son telling him what happened, and asked him what to do next.

His son's reply was: "Go ahead and plant your potatoes, Dad. It's the best I could do for you from here."

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