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Life Free From Stroke

A Public Health Outreach Program on
Prevention and Management of Stroke

CAMPAIGN REPORT



CAMPAIGN BY



IN ASSOCIATION WITH



ACADEMIC PARTNER



ASSOCIATE PARTNER



#GreaterThan Stroke

WORLD STROKE DAY 2024





‘Stroke Mukta Jeebana’ - Life Free from Stroke

WORLD STROKE DAY 29TH OCT

ସ୍ତ୍ରୋକ୍-ମୁକ୍ତ ଜୀବନ

Life Free From Stroke
29 October - 07 November 2024

Let's get active everyday to be **#GreaterThan Stroke**

Campaign By: IFI FOUNDATION, Member of World Stroke Organization

In Association With: www.odisha.live, Odisha LIVE, ଓଡ଼ିଶା ଲାଇଭ୍, S+, swasthyaplus NETWORK

Associate Partner: Apollo HOSPITALS, BHUBANESWAR

A Public Health Awareness Campaign on Prevention & Management of Stroke

World Stroke Day 2024

Campaign Period: **October 29 to November 7, 2024**

Video Series | Newsletter | Youth Orientation | Social Media



Together for #GreaterThanStroke

World Stroke Day 2024 was yet another reminder to address the global challenge of stroke and the need for wider awareness, long-term prevention efforts, and better response and care. Stroke remains one of the leading causes of death and disability worldwide. Every year over 12 million suffer from a stroke, and over 6.6 million people die as a result. Stroke is more common than we think, and 1 in 4 people over the age of 25 will experience a stroke in their lifetime.

Research indicates that 90% of all strokes are linked to 10 modifiable risk factors - most strokes are preventable through lifestyle changes and awareness and action. This brings into sharp focus the power we all possess, and our responsibilities, to reduce the global burden of stroke through collective efforts, and use information for impact.

IFI Foundation continued our public health education activities in 2024, with a week-long campaign focused on 'A Stroke-Free Life.'

The campaign featured insights and knowledge from experts and brought them to communities - enabled by IFI's long-standing partnerships with the media, academia, and the ecosystem.

The campaign aimed to reach out millions of people on the web, along with community sessions with young people, communication students & stakeholders - in our efforts to push for long-term outcomes for awareness and education.

Our mission is clear: to empower individuals with the knowledge they need to protect themselves and their loved ones from the risk of stroke. I encourage you to take this message to your homes and communities. Let's stand united in our commitment to a healthier, stroke-free future for everyone.

We thank all our partners for making the campaign 2024 successful.

Sidharth Rath

**EXECUTIVE DIRECTOR
IFI FOUNDATION**



IFI Foundation, a member of World Stroke Organisation (WSO) along with its partners OdishaLIVE & Swasthya Plus Network hosted a week-long campaign on prevention & management of stroke on the occasion of World Stroke Day 2024

Objectives of the Campaign

- To host a multi-media and multi-channel campaign on the subject, with focus on a wide digital outreach, spreading the message on 'Prevention and Management of Stroke'.
- To create genuine & verified content (mostly videos) on the subject by capturing interviews of doctors & experts of the domain along with presenting stories of stroke survivors. Such content to be shared & promoted on various web and social channels for mass outreach.
- To host an inter-university orientation program/seminar for the youth (with a focus on students of journalism & mass communication – journalists & communication specialists of tomorrow) of the state so that they can take the message forward in the coming days during their professional career.
- To develop and publish a newsletter, in Odia language, covering the key information and selected awareness messages on prevention and management of 'Brain Stroke' which can be used as a dissemination tool (both physical and digital copies) reaching out to the target stakeholders (top government officials, media leaders, public libraries, journalism schools, and other communities).
- Apart from posting of the messages to the web and social channels of the partners the campaign also aims to create discussions across the media for a larger public outreach.



Campaign Chair Mr Nilambar Rath (middle) with HoD, Faculty & Students of Journalism & Mass Comm Dept, Rama Devi Women's University, Bhubaneswar during the Stroke Awareness Program for Youth at State-run Women's University.





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ଜୀବନ**
Life Free From Stroke

ଷ୍ଟ୍ରୋକକୁ ରିହମୁ ଜୀବନ ବଞ୍ଚାନୁ



Public Health Outreach Campaign on Stroke Prevention & Management

07th November, 2024
Rama Devi Women's University, Bhubaneswar

Campaign Activities

● Video Series
 ● Newsletter
 ● Youth Orientation
 ● Social Media



Campaign By



In Association With



Academic Partner



Associate Partner




#GreaterThanStroke

WORLD STROKE DAY 2024

Strategic messaging on the prevention & management of stroke done through outdoor media during the youth orientation program titled 'Spot Stroke - Save Lives' at Rama Devi Women's University, Bhubaneswar, Odisha (India).

Digital Content with Focus on Videos

Produced impactful **Long Videos, YouTube Shorts, and Instagram Reels** featuring expert insights from doctors, physiotherapists, and mental health educators on stroke prevention and management. The campaign also showcased powerful stroke survivors' stories, offering diverse perspectives on stroke awareness and resilience.



DR SUBHRANSU SEKHAR JENA

7:58

www.ifi.org

ଷ୍ଟ୍ରୋକ୍-ମୁକ୍ତ ଜୀବନ ପାଇଁ କ'ଣ କରିବେ? | Brain Stroke in Odia | Dr Subhransu...

12K views



swasthyaplus

କାହିଁକି ବଢୁଛି?
ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍
କେମିତି ରୋକିବେ?

18:10

ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍: କାହିଁକି ବଢୁଛି? କେମିତି ରୋକିବେ? | Brain Stroke Guide, in Odia | World...

⋮





An **exclusive one-on-one interview** with a doctor was produced during the campaign, covering **A-Z of stroke awareness**, providing in-depth information on prevention, symptoms and recovery.



The shorts/reels covering various aspects of stroke awareness, aimed at addressing the informational need of the targeted stakeholders & general communities. It also included feedback of the youth who participated in the orientation program titled 'Spot Stroke – Save Lives'.

List of Short AVs Produced During the Campaign

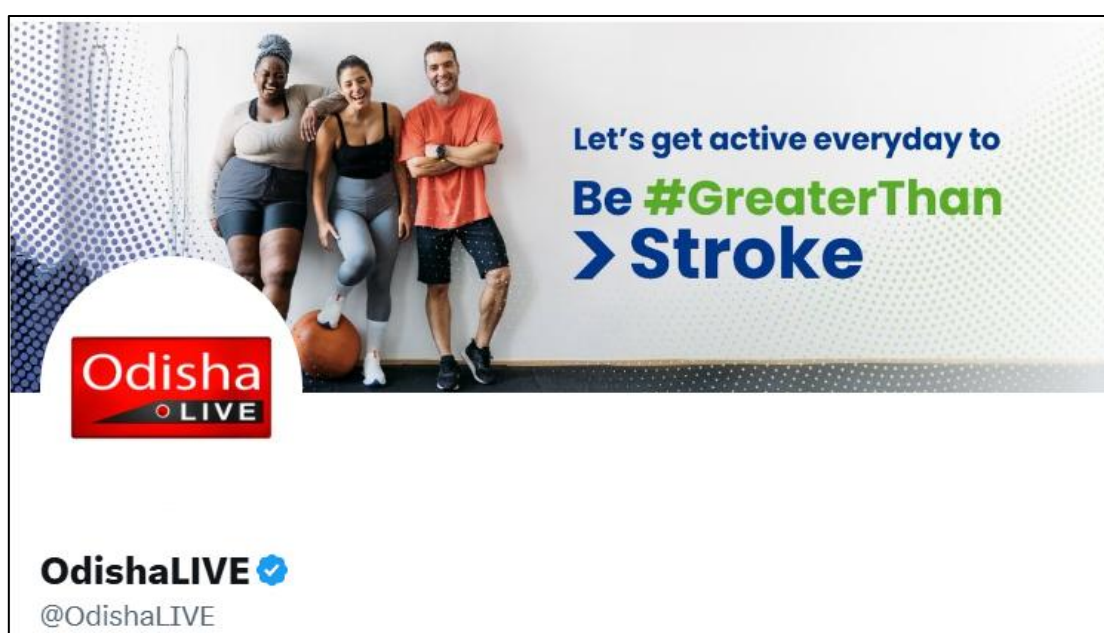
SI	Description	Social Link
1	ଷ୍ଟ୍ରୋକ୍-ମୁକ୍ତ ଜୀବନ ପାଇଁ କ'ଣ କରିବେ? Brain Stroke, in Odia Dr Subhransu Sekhar Jena	https://youtu.be/w8ktHJ3I_fQ?si=4h_HFAw7HApTG_JF
2	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍: କାହିଁକି ବଢୁଛି? କେମିତି ରୋକିବେ? Brain Stroke Guide, in Odia World Stroke Day	https://youtu.be/_SSXOi6PWYy?si=Wogn3Y7BBwWR2y6r
3	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍: ଜାଣିବା ଓ ଜିଣିବା Brain Stroke: Symptoms & Treatment, in Odia Dr Mitalee Kar	https://youtu.be/4QH4yYBpAB8?si=KYGGfGWIEmtHGIY1
4	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ କ'ଣ? What is Brain Stroke? Dr Subhransu Sekhar Jena World Stroke Day	https://youtube.com/shorts/VqJcJJ2j9Aw?si=8cDN3GnF2ZP8IOaK
5	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍‌ର ରିସ୍କ କ'ଣ? Risk Factors of Brain Stroke Dr Mitalee Kar	https://youtube.com/shorts/2Soi5PAEHY0?si=R9dfYu2Rbx2X1qN
6	ଯୁବାବସ୍ଥାରେ ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ ହେବାର ଆଶଙ୍କା ରହିଛି କି? Brain Stroke Dr Subhransu Sekhar Jena	https://youtube.com/shorts/IUssf-U5NIQ?si=JTcZ9IGhhMa8iglb
7	ଷ୍ଟ୍ରୋକ୍ ଚିକିତ୍ସା ପରେ ବ୍ୟକ୍ତିଙ୍କ ଜୀବନଶୈଳୀ କେମିତି ହେବା ଦରକାର? Brain Stroke Dr Soumyadarshan Nayak	https://youtube.com/shorts/001CzdPFvVw?si=Wkh7urkC_k9f-Sdz
8	ମାନସିକ ଚାପ ଯୋଗୁଁ ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ ହୋଇପାରେ କି? Can stress lead to Brain Stroke? Dr Subhankar Swain	https://youtube.com/shorts/1dYhSbDmnj8?si=xX7mg94PotZxQ0wx
9	ରୁଟ ପ୍ରେସରକୁ ନିୟନ୍ତ୍ରିତ ରଖିବା ପାଇଁ କ'ଣ କରିବେ? How to control Blood Pressure? Dr Mitalee Kar	https://youtube.com/shorts/ZPfRdhMD4TU?si=Ml2wUD6GyNM8EvBf
10	ସାଇଲେଣ୍ଟ ଷ୍ଟ୍ରୋକ୍ କ'ଣ ଓ ଏହାକୁ ଚିହ୍ନିବେ କିପରି? Symptoms of Silent Stroke Dr Subhransu Sekhar Jena	https://youtube.com/shorts/dppvZrGwCag?si=K6e67HBOYoa65zUt
11	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍‌କୁ ଚିହ୍ନିବେ କିପରି? Know the Symptoms of Brain Stroke: BEFAST World Stroke Day	https://youtube.com/shorts/B7J669RIrks?si=FCU43Ierv7bgty4P
12	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ ପରେ ପରିଚ୍ଛେଦନା କିପରି ନେବେ ଯତ୍ନ? Post Stroke Management Dr Maya Gantayet	https://youtube.com/shorts/x77V-R8CU7s?si=nFc0dCLc7pnIIkby
13	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ ପରେ ଫିଜିଓଥେରାପି କେତେ ଜରୁରୀ? Post Stroke Physiotherapy Prof Patitapaban Mohanty	https://youtube.com/shorts/dqWuhzm6sjY?si=Y_CweHALOp4WfmcR

14	ଅକ୍ୟୁପେସନାଲ ଥେରାପି: ପୀଡ଼ିତଙ୍କୁ ଠିକ୍ ହେବା ପାଇଁ କେତେ ଦିନ ଲାଗିଥାଏ? Occupational Therapy Pragyan Singh	https://youtube.com/shorts/q55eEdtELLk?si=dJFfd3_VQ-VY6xj5
15	ପ୍ରତି ୪ ଜଣରେ ଜଣକୁ ହେଉଛି ଷ୍ଟ୍ରୋକ୍! 1 in 4 at Risk of Stroke, Let's Prevent! World Stroke Day	https://youtube.com/shorts/3W_22rw83XU?si=v3PSGis0iuKyKVtU
16	କାହାକୁ ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ ହେବାର ଆଶଙ୍କା ରହିଛି? Brain Stroke: Who is at Risk? Dr Subhransu Sekhar Jena	https://youtube.com/shorts/deHzjIU-2Hc?si=N_HnQ5JugxHx_P3o
17	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ରେ ପୀଡ଼ିତ ବ୍ୟକ୍ତିଙ୍କ ପାଇଁ ସ୍ଥିର ଥେରାପିର ଗୁରୁତ୍ୱ Speech Therapy Jayasankar Panda	https://youtube.com/shorts/GpkeA8Vixfw?si=FCQeHtY5T9WrpzLs
18	ଥରେ ଷ୍ଟ୍ରୋକ୍ ହେବା ପରେ ପୁଣିଥରେ ଷ୍ଟ୍ରୋକ୍ ହୋଇପାରେ କି? Brain Stroke Dr Soubhagya Ranjan Tripathy	https://youtube.com/shorts/jW-T0gJYoKc?si=xu2398YHKJh_hjvJ
19	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ କୁ ରୋକିବା ପାଇଁ ଟିପ୍ସ Tips to Prevent Brain Stroke Dr Mitalee Kar	https://youtube.com/shorts/4F9aMvP8FSU?si=1rWs5fao3GSEbYp
20	ସକ୍ରିୟ ଜୀବନଶୈଳୀ ଆପଣାନ୍ତୁ, ଷ୍ଟ୍ରୋକ୍ ମୁକ୍ତ ରହନ୍ତୁ Stroke Free Lifestyle Dr Subhransu Sekhar Jena	https://youtube.com/shorts/3akNKNym6xE?si=ncsWtJfeoMOC5pVz
21	ପକ୍ଷାତ୍ତାପ ଯୋଗୁଁ ହେଉଥିବା ବେଡ୍‌ସୋର୍କୁ ରୋକିବେ କେମିତି? Post Stroke Bedsore Care Dr Maya Gantayet	https://youtube.com/shorts/CV5xKeH6Ws4?si=H9OxhzOOzNAb_Xei
22	ମାନସିକ ଚାପକୁ କିପରି ନିୟନ୍ତ୍ରଣ କରିବେ? Post Stroke Stress Management Dr Subhankar Swain	https://youtube.com/shorts/4bNr8OTpYuw?si=yZee_rxVK7mWeppn
23	ବ୍ରେନ୍ ଷ୍ଟ୍ରୋକ୍ କୁ ପ୍ରତିରୋଧ କରିବା ପାଇଁ ସୁସ୍ଥ ଜୀବନଶୈଳୀ Healthy lifestyle to Prevent Stroke	https://youtube.com/shorts/cUkpVSFdgMA?si=vqbVskehvPiLofom
24	Bratati Harichandan, State Commissioner for Persons with Disabilities Speaks upon Stroke	https://youtube.com/shorts/2wSI93xQT2A?si=gFS6-kN6NxQQ6OIU
25	Amrita Dash, Feedback – Youth Awareness Program on Stroke Rama Devi Women's University Bhubaneswar	https://youtube.com/shorts/E8gS698TBGE?si=v0b5rh3UnueHD3nN
26	Prof Sasmita Mohanty, Director IQAC, RDWU Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/Zxm4drkyfzk?si=GDJT9WYvFyqeuXUR
27	Subhalaxmi Jaysingh, RDWU Bhubaneswar, Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/a04SeE_VG1A?si=12CoFPmNb6-IDT_M

28	Prof Chandi Charan Rath, Chairperson PG Council, RDWU Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/T-2dORtqWFw?si=qfkejcPOPEJO955M
29	Pratiksha Mohapatra, RDWU Bhubaneswar, Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/02EggY49vH0?si=vYF50bBZ5VzsMEdb
30	Mitarani Subudhi, RDWU Bhubaneswar, Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/A3SQ3LdVtNo?si=4VfFV-mSJaJJIRyi
31	Pratibha Biswal, RDWU Bhubaneswar, Feedback – Youth Awareness Program on Stroke	https://youtube.com/shorts/89BnMNLnUVQ?si=8_EGnIFRJ1hBafx2
32	IFI Foundation hosted a Youth Awareness Program on Stroke titled ‘Spot Stroke, Save Lives’	https://youtu.be/2_FtuTL3AhE?si=6uZjGIFk-DmfijDB
33	Prof Aparajita Chowdhury on #StrokeAwareness Program for Youth – Spot Stroke, Save Lives	https://youtu.be/KPjtm0hWF2Y?si=x5_pUWJ321gAIL35

Videos for Mass Awareness

A video series with a mix of mid-length & shorts/reels was strategically planned to touch every important aspect around prevention & management of brain stroke engaging audience across various generations. In addition, a comprehensive video capsule was developed narrating **A-Z** on stroke, through the interviews of doctors & experts along with the positive stories of stroke survivors. The videos posted across social channels of all the partners will be serving as a bouquet of genuine information & facts on the subject in Odia language. The comprehensive capsule was previewed at the Youth Orientation Program.



Social Media Outreach

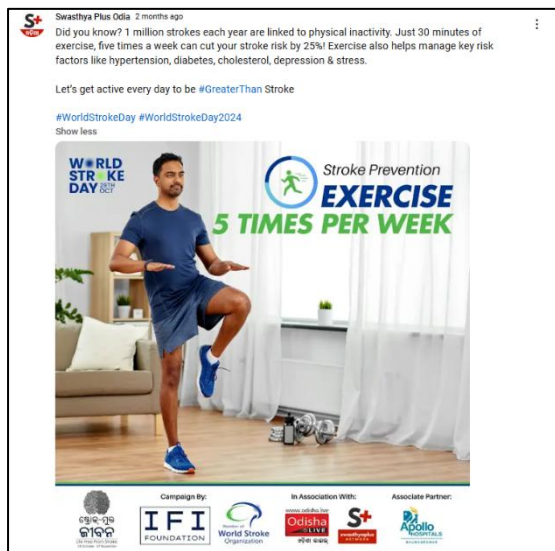
As part of the 'Stroke Mukta Jeebana' – Live Free from Stroke campaign, a strong digital outreach was achieved spreading awareness on stroke prevention & management.

Over 30 short videos & multiple creatives were produced and promoted, covering:

- ✓ Expert insights from doctors & specialists
- ✓ Stroke survivor stories for real-life inspiration
- ✓ Key awareness messages on prevention & recovery
- ✓ Global data on the devastating impact of stroke
- ✓ Message underscored Young Stroke as a rising trend

Shared across 9 social media channels of IFI Foundation, OdishaLIVE & SwasthyaPlus (Key Platforms: X, Facebook, YouTube & Instagram).

The video links were also shared over 50 WhatsApp groups reaching to over 15,000 captive audience from different part of the globe.



Glimpses of Social Media Posts carried by Various Stakeholders of the Campaign



Swasthya Plus Odia 2 months ago

Hypertension and high cholesterol are silent threats that elevate the risk of a life-threatening stroke. High blood pressure weakens your arteries, while excess cholesterol can clog them, resulting in dangerous blockages or ruptures.

Don't wait until it's too late! Take action now to manage your blood pressure and cholesterol levels. Ignoring these risks could be fatal. Stay aware, stay safe.

#GreaterThan #WorldStrokeDay #WorldStrokeDay2024

Show less

Stroke Risk-Factor
HYPERTENSION
HIGH-CHOLESTEROL

WORLD STROKE DAY 29TH OCT

Campaign By: IFI FOUNDATION
In Association With: World Stroke Organization, Odisha LIVE, S+
Associate Partner: Apollo HOSPITALS

OdishaLIVE 2 months ago

Young Stroke refers to a stroke occurring in individuals typically under the age of 45. Strokes are not just a condition of older adults - 1 in 4 people will experience a stroke in their lifetime, including those under 45.

Read more

WORLD STROKE DAY 29TH OCT

#YOUNGSTROKE

Let's get active everyday to be #GreaterThan Stroke

Campaign By: IFI FOUNDATION
In Association With: World Stroke Organization, Odisha LIVE, S+
Associate Partner: Apollo HOSPITALS

Stroke Risk-Factor
SMOKING & ALCOHOL

WORLD STROKE DAY 29TH OCT

swasthyaplusodia and odishalive

swasthyaplusodia Did you know? Smoking tobacco and excessive alcohol consumption significantly increase your risk of stroke. Cutting down on these habits is a powerful step toward a healthier, stroke-free life.

#WorldStrokeDay2024
#StrokePrevention #StrokeAwareness
#StrokeFreeWorld
#GreaterThanStroke

@worldstrokecampaign @who
@unicef @unicefindia
@indianstrokeassociation
@mohfwindia @hfwodisha
@iffoundation @apollohospitalssbsr

11w

2 likes
November 1, 2024

Log in to like or comment.

Campaign By: IFI FOUNDATION
In Association With: World Stroke Organization, Odisha LIVE, S+
Associate Partner: Apollo HOSPITALS

A series of creative messaging was planned for social media touching various aspects like causes & symptoms of stroke, risk factors, young stroke, mental wellbeing, BEFAST formula by and various other fact & information relating to preventions & management of brain stroke.

Stroke Symptoms

BEFAST

- Balance** : Sudden loss of stability
- Eye** : Blurred or double vision
- Face** : One side of the face droops
- Arm** : Weak or numb arm
- Speech** : Slurred or confused words
- Time** : Act fast - call for help!

swasthyaplusodia and odishalive

swasthyaplusodia Know the Signs of Stroke - BE FAST!

A stroke can strike suddenly, but recognizing the symptoms early can save lives. Use the BE FAST guide:

B - Balance; Sudden loss of stability.
 E - Eyes; Blurred or double vision.
 F - Face; One side of the face droops.
 A - Arms; Weakness or numbness in arm or leg.
 S - Speech; Slurred or confused speech.
 T - Time; Don't wait—call for help immediately!

Every second counts in a stroke! Know these signs, share them, and let's spread awareness to protect our loved ones.

4 likes
November 2, 2024

Log in to like or comment.

Campaign By: IFI FOUNDATION

In Association With: Odisha LIVE, swasthyaplusodia

Associate Partner: Apollo HOSPITALS

Obesity and excess weight increase the risk of high blood pressure, heart disease, high cholesterol, and type 2 diabetes - all major contributors to stroke.

Managing your weight through a balanced diet and regular physical activity can help lower your stroke risk.

Stroke Risk-Factor

OBESITY

- Eat a balanced diet
- Exercise regularly

Campaign By: IFI FOUNDATION

In Association With: Odisha LIVE, swasthyaplusodia

Associate Partner: Apollo HOSPITALS

Around 1 in 6 strokes are linked to depression and stress. People with poor mental well-being face nearly twice the risk of stroke and TIA (mini-strokes), particularly among middle-aged and older adults.

Engage in activities that reduce stress, connect with loved ones, and seek support when needed. Prioritizing mental well-being can help protect against stroke and support overall health.

Reducing Stroke Risk

MENTAL WELL-BEING

Campaign By: IFI FOUNDATION

In Association With: Odisha LIVE, swasthyaplusodia

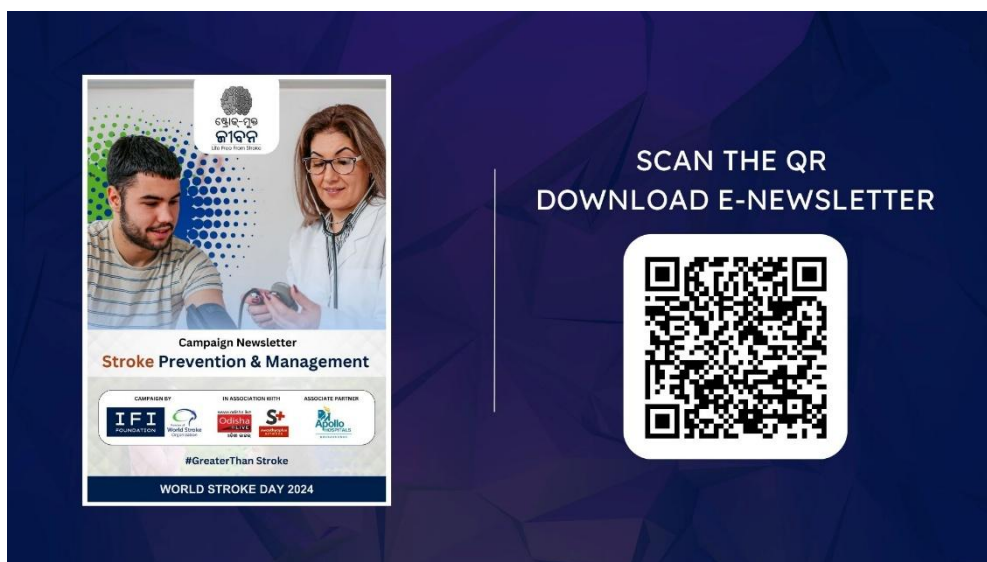
Associate Partner: Apollo HOSPITALS



A stroke survivor, whose story was presented before the audience, was felicitated at IFI's ground event on 'Spot Stroke – Save Lives'.

Campaign Newsletter

A special newsletter, in Odia language, was produced during the campaign featuring key insights on the global state of stroke, including vital information on causes, symptoms, prevention and the BE-FAST approach for early detection. The publication was released at a ground event hosted during the week-long activity. The newsletter was distributed among the stakeholders with a focus on youth, policy makers, people's representatives & vulnerable communities.



Post-release, Campaign Chair, **Shri Nilambar Rath**, presented copies of the newsletter to (clockwise) **Smt Bratati Harichandan**, State Commissioner for Persons with Disabilities, Govt of Odisha; **Shri Saroj K Samal**, Director Information & Public Relations Dept, Govt of Odisha; **Prof Aparajita Chowdhury**, Vice-Chancellor Rama Devi Women's University Bhubaneswar (Academic Partner), & **Dr Alok Srivastava**, COO & Director Medical Services, Apollo Hospitals, Bhubaneswar (Associate Partner).

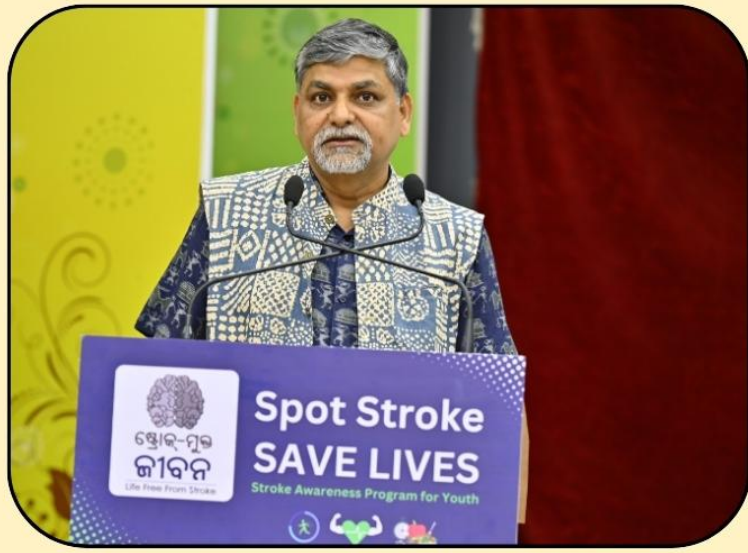
Stroke Awareness Program for Youth 'SPOT STROKE, SAVE LIVES'

'Spot Stroke, Save Lives' the stroke awareness program, specially designed for youth was hosted by IFI foundation & its partners, on 7th November, 2024 at Old Auditorium, Rama Devi Women's University (RDWU), Bhubaneswar. The event which served as a culmination initiative was participated by over 350 people with more than 300 students in attendance. RDWU, the academic partner of the program brought in faculty & students from Depts of Journalism & Mass Communication, Commerce, Philosophy & Gender Studies.

Key Highlights:

- A comprehensive video capsule covering **A-Z** on stroke prevention & management was screened at the program.
- Dr Subhransu Shekhar Jena, Senior Neurologist, Apollo Hospitals Bhubaneswar & Campaign Advisor addressed the audience on the subject & answered queries of the youth.
- Emphasis on stroke prevention, early detection (BE-FAST approach), and treatment options were highlighted.
- The youth participants were encouraged to 'Spot Stroke – Save Lives' at home and in the communities.
- The critical of 'Young Stroke' was underscored advising the youth to lead a healthy & stroke free live.
- The campaign newsletter was released & distributed among the participants with a pledge to communicate the message to others.
- A stroke survivor, whose story was narrated at the occasion was motivated.
- Partners of the campaign were felicitated at the event.





Dignitaries speaking at the youth awareness program on prevention & management of stroke (clockwise) **Shri Nilambar Rath**, Campaign Chair; **Dr Subhransu Shekhar Jena**, Senior Neurologist & Campaign Advisor; **Prof Sasmita Mohanty**, Director Internal Quality Assurance Cell, RDWU; **Smt Pranati Parida**, Co-chair IFI Foundation, **Dr Ambika Sankar Mishra**, HoD Journalism & Mass Communication Dept, RDWU & **Prof Chandi Charan Rath**, Chairperson PG Council, RDWU







“Stroke is no longer limited to old age as it hits many young people nowadays. Sedentary lifestyle, food habits & stress are mostly attributed to such ailment which is called as ‘Young Stroke’.”

Dr Subhransu Shekhar Jena
Senior Neurologist, Apollo Hospitals &
Campaign Advisor



“Stroke has emerged as a major threat to public health globally, making it essential for everyone to be aware on the same & the measures to prevent it. The rising incidence of stroke can be attributed to changing lifestyles.”

Smt Bratati Harichandan
State Commissioner for Persons with
Disabilities, Govt of Odisha



“Brain stroke is the 2nd leading NCD & a silent killer. Through this collaboration, the youth gained crucial awareness about it. This campaign was indeed a timely intervention & impressively executed.”

Prof Chandhi Charan Rath
Chairperson PG Council, RDWU,
Bhubaneswar



“The campaign is a timely & commendable initiative that has deeply motivated students. We are honored to be the knowledge partner for this campaign & looking forward to bolster the collaboration.”

Prof Sasmita Mohanty
Director IQAC, RDWU, Bhubaneswar



“While I was aware of stroke, I lacked knowledge of its preventative measures. Learning about the critical 'golden hour' for treatment was eye-opening. I'm now committed to spreading awareness & helping those around me.”

Subhalaxmi Jaysingh
Student, RDWU, Bhubaneswar



“The campaign. made us aware about prevention & treatment of stroke, which will help me act decisively in the future. I now feel insightful with the required knowledge to act effectively & spread awareness on the silent killer.”

Amrita Dash
Student, RDWU, Bhubaneswar

Social Media Creative Messaging – Highlights

As a member of **World Stroke Organisation (WSO)** we extensively used the templates developed by WSO for a wide social media messaging during #WorldStrokeDay 2024

WORLD STROKE DAY 29TH OCT

Stroke Prevention
EXERCISE 5 TIMES PER WEEK

IF I FOUNDATION
Member of World Stroke Organization

Odisha LIVE
www.odisha.live

S+
swasthyopius NETWORK

Apollo HOSPITALS
Bhubaneswar

WORLD STROKE DAY 29TH OCT

- 101M** people are living with the stroke aftermath
- 12.2M** new strokes each year
- 90%** of all strokes are linked to **10** modifiable risk factors
- 143M** healthy years of life lost to stroke each year
- 1 in 4** people over age 25 will experience stroke in their lifetime

IF I FOUNDATION
Member of World Stroke Organization

Odisha LIVE
www.odisha.live

S+
swasthyopius NETWORK

Apollo HOSPITALS
Bhubaneswar



Reducing Stroke Risk
**HEALTHY
 DIET**

	<p>Campaign By:</p>	<p>In Association With:</p>	<p>Associate Partner:</p>		
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#GreaterThan Stroke
 ସୁସ୍ଥ ଜୀବନଶୈଳୀ
 ଝୋକ୍-ମୁକ୍ତ ଜୀବନ!



Stroke Awareness Program for Youth

SPOT STROKE, SAVE LIVES

7 November 2024 | 10:30 AM

Rama Devi Women's University
 Bhubaneswar



<p>Campaign By:</p>	<p>In Association With:</p>	<p>Academic Partner:</p>	<p>Associate Partner:</p>		
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Reducing Stroke Risk
MENTAL WELL-BEING

Campaign By: IFI FOUNDATION
Member of World Stroke Organization

In Association With: Odisha LIVE, S+, Apollo HOSPITALS

Stroke Risk-Factor
OBESITY

- Eat a balanced diet
- Exercise regularly

Campaign By: IFI FOUNDATION
Member of World Stroke Organization

In Association With: Odisha LIVE, S+, Apollo HOSPITALS

WORLD STROKE DAY OCT 29th

#YOUNGSTROKE
Let's get active everyday to be #GreaterThan Stroke

Campaign By: IFI FOUNDATION
Member of World Stroke Organization

In Association With: Odisha LIVE, S+, Apollo HOSPITALS

Stroke Risk-Factor
HYPERTENSION HIGH-CHOLESTEROL

WORLD STROKE DAY OCT 29th

Campaign By: IFI FOUNDATION
Member of World Stroke Organization

In Association With: Odisha LIVE, S+, Apollo HOSPITALS



Stroke Symptoms

BEFAST

Balance : Sudden loss of stability

Eye : Blurred or double vision

Face : One side of the face droops

Arm : Weak or numb arm

Speech : Slurred or confused words

Time : Act fast - call for help!



Campaign By:



In Association With:



Associate Partner:



Stroke Risk-Factor

SMOKING & ALCOHOL

WORLD STROKE DAY 29TH OCT



Campaign By:



In Association With:



Associate Partner:



Media Coverage Index

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1	October 29, 2024	Samaja	Added to the document
2	November 7, 2024	Samaja	Added to the document
3	November 7, 2024	Prameya	Added to the document
4	November 7, 2024	Statesman	Added to the document
5	November 7, 2024	OrissaPOST	Added to the document
6	October 30, 2024	Sambad.in	https://sambad.in/leading/workshop-on-stroke-organised-in-bhubaneswar-7374793
7	October 31, 2024	Sakala.in	https://thesakala.in/todays-changing-lifestyle-has-become-a-major-cause-of-brain-stroke/
8	October 30, 2024	KNews	https://knewsodisha.com/state/a-changed-lifestyle-has-become-a-major-cause-of-brain-stroke-661194
9	October 29, 2024	Samikhsya	https://thesamikhsya.com/odia/breaking-news/217321/
10	October 29, 2024	Odisha Hot News	https://www.odishahotnews.com/?p=82118
11	November 8, 2024	Samaja Live	https://samajalive.in/awareness-programme-for-young-people-at-ramadevi-womens-university-knowing-the-stroke-is-winning/612462.html
12	November 7, 2024	Sambad.in	https://sambad.in/leading/workshop-on-stroke-organised-7563456
13	November 7, 2024	Sakala.in	https://thesakala.in/awareness-program-for-youth-at-ramadevi-womens-university/
14	November 7, 2024	KNews	https://knewsodisha.com/state/stroke-awareness-program-662991?fbclid=IwY2xjawGZsPlleHRuA2FlbQIxMQABHYNIaJnneK_6_e8xOKK_oHMsg5XWBKBH_5SITslwDzVqrUH7ZmWJHgUx88w_aem_txtq8a4LAp3smwDuYNsc8g
15	November 7, 2024	Samikhsya	https://thesamikhsya.com/odia/breaking-news/218048/
16	November 7, 2024	Odisha Sambad	https://odishasambad.in/awereness-campaign-at-rama-devi-university/
17	November 8, 2024	Utkal Sambad	https://utkalsambad.in/%E0%AC%B0%E0%AC%AE%E0%AC%BE%E0%AC%A6%E0%AD%87%E0%AC%AC%E0%AD%80-

			%E0%AC%AE%E0%AC%B9%E0%AC%BF%E0%AC%B3%E0%AC%BE-%E0%AC%AC%E0%AC%BF%E0%AC%B6%E0%AD%8D%E0%AD%B1%E0%AC%AC%E0%AC%BF%E0%AC%A6%E0%AD%8D%E0%AD%9F/
18	November 7, 2024	OdishaLIVE	https://odisha.live/2024/11/07/empowering-youth-to-spot-stroke-save-lives-odia-news-odisha-news/
19	November 7, 2024	Prameya English	https://www.prameyanews.com/empowering-youth-to-spot-stroke-save-lives
20	November 7, 2024	Odishabarta	https://odishabarta.com/empowering-youth-to-spot-stroke-save-lives/
21	November 9, 2024	Orissadiary	https://orissadiary.com/empowering-youth-to-spot-stroke-save-lives/
22	November 9, 2024	Education Bytes	https://educationbytes.in/empowering-youth-to-spot-stroke-save-lives/
23	November 9, 2024	India Education Diary	https://indiaeducationdiary.in/empowering-youth-to-spot-stroke-save-lives/
24	November 7, 2024	OdishaPlus	https://www.odisha.plus/2024/11/empowering-youth-to-spot-stroke-save-lives/



Publication	Samaja
Date	October 29, 2024
Headline	ବିଶ୍ୱ ଷ୍ଟ୍ରେକ୍ ଦିବସରେ ଚିନ୍ତା

ବିଶ୍ୱ ଷ୍ଟ୍ରେକ୍ ଦିବସରେ ଚିନ୍ତା

ପ୍ରତି ୪ ମିନିଟ୍ରେ ଯାଉଛି ଜଣଙ୍କ ଜୀବନ

ଭୁବନେଶ୍ୱର, ୨୯/୧୦ (ଭୁ.ପ୍ର): ବ୍ରେନ୍ ଷ୍ଟ୍ରେକ୍ ବା ମସ୍ତିଷ୍କାଘାତ ସାରା ବିଶ୍ୱରେ ଏକ ବଡ଼ ଜନସ୍ୱାସ୍ଥ୍ୟ ଆହ୍ୱାନ ହୋଇଛି । ବିଭିନ୍ନ ଅଣାଂଶୁକ୍ରମାଣୁ ରୋଗ ମଧ୍ୟରେ ଷ୍ଟ୍ରେକ୍ ସର୍ବାଧିକ ମୃତ୍ୟୁର କାରଣ ପାଲଟିଛି । ସେହିପରି ଷ୍ଟ୍ରେକ୍ ଯୋଗୁଁ ସୃଷ୍ଟି ହେଉଥିବା ଗୁରୁତର ଅକ୍ଷମତା ରୋଗୀଙ୍କ ବାକି ଜୀବନକୁ ଜଟିଳ କରିଦେଉଛି । ବିଶ୍ୱ ଷ୍ଟ୍ରେକ୍ ଦିବସ ଅବସରରେ ବ୍ୟାପକ ସଚେତନତା ଲାଗି ଆଇଏପିଆଇ ଫାଉଣ୍ଡେସନ, ଓଡ଼ିଶା ଲାଇଭ୍ ଓ ସ୍ୱାସ୍ଥ୍ୟପୁସର ମିଳିତ ଆନୁକୂଲ୍ୟରେ 'ଷ୍ଟ୍ରେକ୍‌ମୁକ୍ତ ଜୀବନ' ଶୀର୍ଷକରେ ଏକ ବିଶେଷ କାର୍ଯ୍ୟକ୍ରମ କରାଯାଉଛି । ଏହା ଅକ୍ଟୋବର ୨୯ରୁ ନଭେମ୍ବର ୭ ତାରିଖ ଯାଏଁ, ୧୦ ଦିନ ଧରି ଚାଲିବ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଷ୍ଟ୍ରେକ୍‌ର କାରଣ, ଲକ୍ଷଣ ଏବଂ ନିରାକରଣ ବିଷୟରେ ବିଭିନ୍ନ ସଚେତନତାମୂଳକ ଭିଡ଼ିଓ ଓଡ଼ିଶାଲାଇଭ୍ ଏବଂ ସ୍ୱାସ୍ଥ୍ୟପୁସର ବିଭିନ୍ନ ସୋସିଆଲ ମିଡ଼ିଆରେ ପ୍ରସାରଣ କରାଯାଉଛି ବୋଲି ଅଭିଯାନର ନିର୍ଦ୍ଦେଶକ ତଥା ସ୍ୱାସ୍ଥ୍ୟପୁସର ସିଇଓ ସିଦ୍ଧାର୍ଥ ରଥ କହିଛନ୍ତି । ଏହି

ଅବସରରେ ରାଜ୍ୟର ବିଭିନ୍ନ ବିଶ୍ୱବିଦ୍ୟାଳୟର ସାମ୍ପାଦକତା ଓ ଗଣଯୋଗାଯୋଗ ବିଭାଗର ଛାତ୍ରଛାତ୍ରୀଙ୍କ ପାଇଁ ବିଶେଷ ସଚେତନତା କର୍ମଶାଳାର ଆୟୋଜନ କରାଯାଉଛି । ଭାରତରେ ପ୍ରତି ୪୦ ସେକେଣ୍ଡରେ ଜଣେ ଲୋକ ବ୍ରେନ୍-ଷ୍ଟ୍ରେକ୍‌ରେ ଆକ୍ରାନ୍ତ ହେଉଛନ୍ତି । ପ୍ରତି ୪ ମିନିଟ୍ରେ ଜଣେ ପ୍ରାଣ ହରାଉଛନ୍ତି । ଓଡ଼ିଶାରେ ବ୍ରେନ୍-ଷ୍ଟ୍ରେକ୍ ଆକ୍ରାନ୍ତ ଓ ମୃତ୍ୟୁ ସଂଖ୍ୟା ଅଧିକ ରହିଛି । ବ୍ୟାପକ ସଚେତନତା ସୃଷ୍ଟି କରାଯିବା ସହ ସୁସ୍ଥ ଓ ସକ୍ରିୟ ଜୀବନଶୈଳୀ ଲୋକେ ଆପଣାଇବା ଜରୁରୀ ବୋଲି 'ଷ୍ଟ୍ରେକ୍‌ମୁକ୍ତ ଜୀବନ'ର ପରାମର୍ଶଦାତା ତଥା ବିଶିଷ୍ଟ ନ୍ୟୁରୋଲୋଜିଷ୍ଟ ଡାକ୍ତର ଶୁଭ୍ରାଂଶୁ ଶେଖର ଜେନା କହିଛନ୍ତି । ପ୍ରତିବର୍ଷ ଅକ୍ଟୋବର ୨୯ ତାରିଖକୁ ବିଶ୍ୱ ଷ୍ଟ୍ରେକ୍ ଦିବସ ଭାବେ ପାଳନ କରାଯାଉଛି । 'ଷ୍ଟ୍ରେକ୍‌ମୁକ୍ତ ଜୀବନ' ଅଭିଯାନର ଅଧ୍ୟକ୍ଷ ରହିଛନ୍ତି ଓଡ଼ିଶା ଲାଇଭର ସମ୍ପାଦକ ନୀଳାମ୍ବର ରଥ । ଭୁବନେଶ୍ୱରୀତ ଆପୋଲୋ ହସ୍ପିଟାଲ୍ ଏହି ଜନସ୍ୱାସ୍ଥ୍ୟ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମର ଆସୋସିଏଟ୍ ଫାଉଣ୍ଡର ରହିଛି ।

Publication	Samaja
Date	November 7, 2024
Headline	ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା

‘ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା’

ରୁଦ୍ଧ ନେତ୍ରୀ, ୭।୧୧ (ନି.ପ୍ର): ରମାଦେବୀ ମହାଲା ଦ୍ଵି-ଶିବିର ସମୟରେ ସ୍ତ୍ରୋକର ସ୍ଵଚ୍ଛେଦନ କାର୍ଯ୍ୟକ୍ରମ ‘ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା’ ଅନୁଷ୍ଠିତ ହେଇଯାଇଛି। ବିଶ୍ଵବିଦ୍ୟାଳୟର ସହକାରୀ ଡାକ୍ତରୀ ପାଠ୍ୟପୁସ୍ତକ ଆଇ-ଏମ୍‌ଆଇ ପାଠକୋଷର ପଞ୍ଚମ ଆୟୋଜିତ ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ପିଣି କଲେଜର ଅଧ୍ୟକ୍ଷ ପ୍ରଫେସର ବସନ୍ତକାନ୍ତ ରଥ ଷ୍ଟ୍ରୋକ ମୁକାବିଲା ପାଇଁ ଦାବୀ କରୁଥିବା ବ୍ୟତୀତ ଆବଶ୍ୟକତା ରହିଛି। ବିଶେଷକରି, ସ୍ଵଚ୍ଛେଦନ ପରେ ଶିକ୍ଷାଗ୍ରହଣକୁ ନିଶ୍ଚିତ କରିବା ପାଇଁ ସ୍ତ୍ରୋକକୁ ଜାଣିବା ପାଇଁ ସଚ୍ଚେଦନର ଅଧ୍ୟକ୍ଷ ରଥ ଉଦ୍ଦେଶ୍ୟ ଲକ୍ଷ୍ୟକରି ସମ୍ପାଦକ ନୀଳମ୍ବର ରଥ କହିଥିଲେ ଯେ, ଆଜି ସାରା ବିଶ୍ଵରେ ଷ୍ଟ୍ରୋକ ଅନେକ

ଲୋକଙ୍କ ଜୀବନକୁ ପ୍ରଭାବିତ କରୁଛି। ଏ ବିଷୟରେ ସଚ୍ଚେଦନ କାର୍ଯ୍ୟକ୍ରମକୁ ଚଳାଇବା ପାଇଁ ସ୍ତ୍ରୋକକୁ ଜାଣିବା ପାଇଁ ସଚ୍ଚେଦନର ଅଧ୍ୟକ୍ଷ ରଥ ଉଦ୍ଦେଶ୍ୟ ଲକ୍ଷ୍ୟକରି ସମ୍ପାଦକ ନୀଳମ୍ବର ରଥ କହିଥିଲେ ଯେ, ଆଜି ସାରା ବିଶ୍ଵରେ ଷ୍ଟ୍ରୋକ ଅନେକ ଲୋକଙ୍କ ଜୀବନକୁ ପ୍ରଭାବିତ କରୁଛି। ଏ ବିଷୟରେ ସଚ୍ଚେଦନ କାର୍ଯ୍ୟକ୍ରମକୁ ଚଳାଇବା ପାଇଁ ସ୍ତ୍ରୋକକୁ ଜାଣିବା ପାଇଁ ସଚ୍ଚେଦନର ଅଧ୍ୟକ୍ଷ ରଥ ଉଦ୍ଦେଶ୍ୟ ଲକ୍ଷ୍ୟକରି ସମ୍ପାଦକ ନୀଳମ୍ବର ରଥ କହିଥିଲେ ଯେ, ଆଜି ସାରା ବିଶ୍ଵରେ ଷ୍ଟ୍ରୋକ ଅନେକ

ପ୍ରସ୍ତୁତ କରାଯାଇଛି। ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଉପସ୍ଥିତ ଥିବା ଡାକ୍ତରୀ ପାଠକୋଷର ଅଧ୍ୟକ୍ଷ ପ୍ରଫେସର ବସନ୍ତକାନ୍ତ ରଥ ଷ୍ଟ୍ରୋକ ମୁକାବିଲା ପାଇଁ ଦାବୀ କରୁଥିବା ବ୍ୟତୀତ ଆବଶ୍ୟକତା ରହିଛି। ବିଶେଷକରି, ସ୍ଵଚ୍ଛେଦନ ପରେ ଶିକ୍ଷାଗ୍ରହଣକୁ ନିଶ୍ଚିତ କରିବା ପାଇଁ ସ୍ତ୍ରୋକକୁ ଜାଣିବା ପାଇଁ ସଚ୍ଚେଦନର ଅଧ୍ୟକ୍ଷ ରଥ ଉଦ୍ଦେଶ୍ୟ ଲକ୍ଷ୍ୟକରି ସମ୍ପାଦକ ନୀଳମ୍ବର ରଥ କହିଥିଲେ ଯେ, ଆଜି ସାରା ବିଶ୍ଵରେ ଷ୍ଟ୍ରୋକ ଅନେକ ଲୋକଙ୍କ ଜୀବନକୁ ପ୍ରଭାବିତ କରୁଛି। ଏ ବିଷୟରେ ସଚ୍ଚେଦନ କାର୍ଯ୍ୟକ୍ରମକୁ ଚଳାଇବା ପାଇଁ ସ୍ତ୍ରୋକକୁ ଜାଣିବା ପାଇଁ ସଚ୍ଚେଦନର ଅଧ୍ୟକ୍ଷ ରଥ ଉଦ୍ଦେଶ୍ୟ ଲକ୍ଷ୍ୟକରି ସମ୍ପାଦକ ନୀଳମ୍ବର ରଥ କହିଥିଲେ ଯେ, ଆଜି ସାରା ବିଶ୍ଵରେ ଷ୍ଟ୍ରୋକ ଅନେକ

Publication	Prameya
Date	November 7, 2024
Headline	ରମାଦେବୀ ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ‘ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା’

ରମାଦେବୀ ବିଶ୍ୱବିଦ୍ୟାଳୟରେ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ‘ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା’

ଷ୍ଟ୍ରୋକ ମୁକାବିଲା ପାଇଁ ସଚେତନତା ଆବଶ୍ୟକ

ଭୁବନେଶ୍ୱର, ୭।୧୧ (ବୁଧବାର): ରମାଦେବୀ ମହିଳା ବିଶ୍ୱବିଦ୍ୟାଳୟ ଓ ଆଇଏଫଆଇ ଫାଉଣ୍ଡେସନ୍ ପକ୍ଷରୁ ମୁକ୍ତ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ‘ଷ୍ଟ୍ରୋକକୁ ଜାଣିବା, ଜିଣିବା’ ଅନୁଷ୍ଠିତ ହୋଇଛି। ବିଶ୍ୱବିଦ୍ୟାଳୟ ପରିସରରେ ଆୟୋଜିତ ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ଷ୍ଟ୍ରୋକ ମୁକାବିଲା ସମ୍ପର୍କରେ ଆଲୋଚନା କରାଯାଇଥିଲା। ବିଶ୍ୱବିଦ୍ୟାଳୟର ସ୍ନାତକୋତ୍ତର ପରିଷଦ ଅଧ୍ୟକ୍ଷ ପ୍ରଫେସର ଚଣ୍ଡୀ ଚରଣ ରଥ କହିଲେ, ଷ୍ଟ୍ରୋକ ମୁକାବିଲା ପାଇଁ ବ୍ୟାପକ ସଚେତନତା ଆବଶ୍ୟକ। ବିଶେଷ କରି ଯୁବପିଢ଼ିଙ୍କୁ ସଚେତନ କରିବାରେ ଶିକ୍ଷାନୁଷ୍ଠାନର ଭୂମିକା ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ। ଆଇଏଫଆଇ ଷ୍ଟ୍ରୋକ ସଚେତନତା ଅଭିଯାନର ଅଧ୍ୟକ୍ଷ ନୀଳମ୍ବର ରଥ କହିଲେ, ଆଜି ସାରା ବିଶ୍ୱରେ ଅଣଫାକ୍ଟାମକ ରୋଗ ମଧ୍ୟରେ ଷ୍ଟ୍ରୋକ ଅଧିକ ଲୋକଙ୍କ ଜୀବନକୁ ପ୍ରଭାବିତ କରୁଛି। ତେଣୁ ସମସ୍ତେ ନିଜେ ସଚେତନ ହେବା ସହ ଅନ୍ୟମାନଙ୍କୁ ସଚେତନ କରିବା ଆବଶ୍ୟକ। ଅଭିଯାନର ପରାମର୍ଶଦାତା ତଥା ଦୁ୍ୟରୋଲୋଜିଷ୍ଟ ଡା. ସୁଭ୍ରାମ୍ଣି ଶେଖର ଜେନା କହିଲେ, ଉଚ୍ଚ ରକ୍ତଚାପ ନିୟନ୍ତ୍ରଣ କରିବା ସହ ଜୀବନଶୈଳୀରେ ପରିବର୍ତ୍ତନ ଦ୍ୱାରା ୮୦-୯୦ ପ୍ରତିଶତ ଘଟଣାରେ ଷ୍ଟ୍ରୋକକୁ ରୋକି ହେବ। ଏହି ଅବସରରେ ଷ୍ଟ୍ରୋକମୁକ୍ତ ଜୀବନ ଶୀର୍ଷକ ସ୍ତମ୍ଭନା ପୁସ୍ତକ ଲୋକାର୍ପିତ ହୋଇଥିଲା। ଛେନ ଷ୍ଟ୍ରୋକର ଜରଣ, ଲକ୍ଷଣ, ଚିକିତ୍ସା, ଷ୍ଟ୍ରୋକ ପରବର୍ତ୍ତୀ ସେବା ଯତ୍ନ ଉପରେ ଆଧାରିତ ଏକ ସ୍ୱତନ୍ତ୍ର ଭିଡିଓ ପ୍ରଦର୍ଶିତ ହୋଇଥିଲା। ବିଶ୍ୱବିଦ୍ୟାଳୟର ଆଇକ୍ୟୁଏସିର ନିର୍ଦ୍ଦେଶକ ପ୍ରଫେସର ସସ୍ମିତା ମହାନ୍ତି, ସାମ୍ବାଦିକତା ଓ ରଣ ଯୋଗାଯୋଗ ବିଭାଗ ମୁଖ୍ୟ ଡ. ଅମିତା ପ୍ରସାଦ ମିଶ୍ର ଉପସ୍ଥିତ ଥିଲେ। ସ୍ୱାସ୍ଥ୍ୟସୂଚକ ନେରଫ୍ରେଜ୍‌ର ସହ ପ୍ରତିଷ୍ଠାତା ପ୍ରଣତି ପରିଡ଼ା ଧନ୍ୟବାଦ ଦେଇଥିଲେ।



IFI Foundation

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Publication	Statesman
Date	November 7, 2024
Headline	Empowering Youth to 'Spot Stroke, Save Lives'

Empowering Youth to 'Spot Stroke, Save Lives'

STATESMAN NEWS SERVICE
BHUBANESWAR, 7 NOVEMBER:

The students of Rama Devi Women's University (RDWU), Bhubaneswar showed an overwhelming response on Thursday to the stroke awareness program for youth titled 'Spot Stroke, Save Lives'.

The program hosted by IFI Foundation in collaboration with the university was a part of the 10-Day long public health outreach campaign which started from World Stroke Day 2024.

Co-hosted by the department of Journalism & Mass Communication, the public health education program was partnered by the departments of Commerce, Philos-

ophy & Gender Studies.

IFI Foundation, a non-profit & a member of the World Stroke Organisation, in collaboration with Swasthya Plus Network & OdishaLIVE, has launched the campaign on prevention & management of stroke. The program was planned for the second consecutive year by the foundation where RDWU joined as the Academic Partner supporting the youth interface program.

Apollo Hospitals Bhubaneswar joined as an Associate Partner of the public health initiative.

Prof. Chandi Charan Rath, Chairperson PG Council, RDWU, appreciated the initiative in making the youth

aware about a silent killer like brain stroke. He advised the students to take the message back to the society with them.

Nilambar Rath, Campaign Chair of IFI Stroke Awareness Initiative said "Every youth should be told on how to spot a stroke, so that the community can respond in time saving millions of lives & preventing devastating disabilities."

"Stroke is no longer limited to old age as it hits many young people nowadays. Sedentary lifestyle, food habits & stress are mostly attributed to such an ailment which is called as 'young stroke'," informed Dr. Subhransu Shekhar Jena, Senior Neu-

rologist & Campaign Advisor of the initiative.

At the event a special audio-visual capsule on A to Z of stroke was screened.. The message of Prof. Aparajita Chowdhury, Vice-Chancellor, RDWU was read out at the event. She highlighted the need of such kind of programs for spreading awareness in youth & appreciated the partnership with IFI Foundation on the same.

Prof. Sasmita Mohanty, Director Internal Quality Assurance Cell, RDWU, Dr. Ambika Sankar Mishra, HoD Journalism & Mass Communication, RDWU, Pranati Parida, Co-Founder Swasthya Plus Network also addressed the students.

Publication	OrissaPOST
Date	November 7, 2024
Headline	Empowering Youth to 'Spot Stroke, Save Lives'

Empowering Youth to 'Spot Stroke, Save Lives'

POST NEWS NETWORK

Bhubaneswar, Nov 7: IFI Foundation, in collaboration with Rama Devi Women's University, hosted a stroke awareness programme for youth titled 'Spot Stroke, Save Lives' here Thursday.

The programme, organised at university's old auditorium, was a part of 10-day long public health outreach campaign and was co-hosted by department of Journalism and Mass Communication and partnered by the departments of Commerce, Philosophy and Gender Studies.

The event witnessed participation of students and faculty members of various other departments of the university.

Chairperson PG Council Chand Charan Rath appreciated the initiative in making the youth aware about a silent killer like brain stroke.

Campaign chair of IFI stroke awareness initiative and founder editor of OdishaLIVE Media Network Nilambar Rath highlighted the global public health challenge associated with stroke.





SPOT STROKE SAVE LIVES

Stroke Awareness Program for Youth

07th November 2024 | 10:30 AM

Old Auditorium

Rama Devi Women's University, Bhubaneswar

Campaign By



In Association with



Academic Partner



Associate Partner



Partnering Departments:

Dept. of JMC | Dept. of Philosophy
Dept. of Commerce | Dept. of Gender Studies



Scan to Register

A poster was developed and posted on the notice boards of various Departments of Rama Devi Women's University, Bhubaneswar, inviting the students to register online and take part in the stroke awareness program for youth. It was also shared over social channels & WhatsApp resulting a massive participation.

'IFI Foundation', 'Swasthya Plus' Network & 'OdishaLIVE' – The Core Partners

IFI Foundation – Fostering Information for Impact



IFI Foundation, a Section 8 'Not for Profit' Company, is focused on social impact areas by accelerating youth action for the Sustainable Development Goals (SDGs), and research & action to advance Social & Behaviour Change Communication (SBCC). IFI supports various collaborative initiatives that use the power of information to drive change, especially among young people in India.

IFI Foundation has entered into an understanding with leading multi-lingual digital health network 'Swasthya Plus' and leading digital news media platform 'OdishaLIVE' for dissemination of information in the form of news stories & videos and for joining hosting various media events, campaigns and knowledge activities in both physical and digital mode. (www.ifi.org.in)

'Swasthya Plus' – South Asia's Health Media Network



Swasthya Plus Network works towards the mission of making health information accessible to everyone. At Swasthya Plus Network, we serve reliable & engaging health content to communities in their own languages.

From explainer videos on life's most common ailments watched by millions of people every month, to behaviour change communication interventions that support the vulnerable - we inform, educate, and encourage positive healthcare seeking behaviours. Swasthya Plus also partners with global organizations, governments, and international universities to further Social and Behavior Change Communication, as well as pioneering research in the future of Health Communication in the digital world.

SwasthyaPlus Network is serving around 10M+ people every month through 16 languages, including in 12 Indian languages and English to disseminate the information globally.

'OdishaLIVE' – Web & Social Channels



OdishaLIVE is a digital media platform of 'Academy for Media Learning Private Limited', under its media initiative 'OdishaLIVE Media Network', operating since 2012. The platform creates and curates, news, features, and interviews with diverse subjects and personalities. Along with the news portal www.odisha.live, empaneled with Information and Public Relations Department, Government of Odisha, the platform disseminates news and information in a credible manner across web and social channels.

OdishaLIVE also has a strong social media presence touching over 1M plus Subscribers in YouTube channel and 100K Followers in its Facebook page reaching out to a large audience of different age groups and interest across the Odia diaspora.

Central to our vision and content strategy, OdishaLIVE is actively involved in partnering with the local communities, Government, Corporate, UN agencies, brands and non-profits organizations during campaigns, events and thematic areas to capture, curate and promote relevant and engaging content, on a diverse formats, with a focus on life and livelihood, culture, development, public policy and other social impact areas.

swasthyaplus

South Asia's Health Media Network

Making Health Information Accessible to Everyone

16
LANGUAGES

2000+
HEALTH EXPERTS

1 MILLION+
SUBSCRIBERS



www.swasthyaplus.com

#GreaterThanStroke



ସ୍ତ୍ରୋକ୍-ମୁକ୍ତ

ଜୀବନ

Life Free From Stroke



Our Coordinates:

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Documentation & Report: **OdishaLIVE**