



Monthly Activity Updates

SHIFA SPEAKS

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The First Lady

Commended Breast Cancer Awareness Campaign by Shifa

Each year Breast Cancer Awareness Month is observed globally in the month of October to put a spotlight on the challenges that women all over the world face related to breast cancer. With relevance to the Pink Month, Shifa International Hospital in collaboration with Ministry of NHSR&C (Focal Person, National Breast Cancer Awareness Campaign) and Shifa Foundation launched a campaign to emphasize prevention and early detection of Breast Cancer among women.

The concluding ceremony of the awareness campaign was held on 30th October at Shifa International Hospital. Dr. Samina Arif Alvi (Honorable First Lady) graced the occasion with her presence as a Chief Guest. She acknowledged the role of women in national development for being foremost artisans of society as our first teachers and nurses. She further emphasized that regular self-examination and yearly mammography screening (for women 40 years & above) helps detecting any abnormality at an earlier stage. As per special directives of President of Pakistan; Dr. Arif Alvi, the current government is determined to expand outreach of screening and examination facilities to larger women population by pursuing public and private sector partnerships. She appreciating collaborative efforts of Shifa & Ministry of NHSR&C and emphasized the need to convene such activities regularly to benefit Pakistani women.

Dr. Ayesha Isani Majeed (Focal Person, National Breast Cancer Awareness Campaign, Ministry of NHSR&C), being co-host of the event educated the audience on risk factors and methods to detect breast cancer through screenings and check-ups. She added that the Ministry is actively involved in training Lady Health Workers to educate women at grass root level to create a maximum impact. She also presented and shared techniques and guidelines on self-examination by an educational video made by her to disseminate the awareness message to the larger audience through multiple communication channels.

Dr. M. Furrakh (Consultant Radiation Oncologist SIH) said that Pakistan has the highest occurrence of breast cancer in South Asia. It is the second leading cause of death among women. An estimated 90,000 cases are being annually reported in the country, and over 40,000 deaths are caused by it. One in every nine Pakistani women develops breast cancer at some stage of her life. He educated the audience on the risk factors associated with Breast Cancer and emphasizes the need to adopt a healthier life style.

Speaking on the occasion, Dr. Manzoor ul Haq Qazi (CEO SIH) and Dr. Habib-Ur-Rahman (Chairman BOD) expressed their gratitude to the First Lady for leading the breast cancer awareness campaign as an ambassador. They further reiterated that healthcare statistics show an alarming increase in the incidence & prevalence of Breast Cancer in Pakistan and a collaborative effort among all stakeholders is imperative to empower Pakistani women against this menace.

Shifa International Hospital in collaboration with Dr. Ayesha Isani Majeed also conducted Breast Cancer awareness lectures in various universities of the twin cities, i.e., Bahria University, Fatima Jinnah Women University, COMSATS University, and FAST. The purpose was to involve female university students to spread the message to their family and community members to create an awareness chain-effect.



80% Chances
of a Complete Survival if
Diagnosed at an Early Stage:
Mrs. Alvi





World Stroke Day *Shifa vows to emphasize Stroke Risks & Prevention*

Commemorating the World Stroke Day, Dr. Maimoona Siddiqui (HOD & Consultant Neurologist at Shifa International Hospital) said that, this year's theme is to emphasize stroke risks and prevention 'Don't Be the One', and this theme can easily be adapted to all cultures by educating people. Giving a brief description she said that, a stroke is a brain attack which happens when the blood supply to the brain is cut off, caused by a clot or bleeding in the brain. We know that 80% of strokes could be prevented by addressing a small number of risk factors, including hypertension, diet, smoking and lack of exercise. We also know that action on prevention would also contribute to a massive scale reduction in heart disease, cancer and diabetes.

Dr. Maimoona further added that the impact of stroke on individuals, families and society as a whole is devastating. Stroke survivors can face significant impairment of

movement, speech, cognition alongside debilitating psychological, social and financial problems.

Consultant Stroke Specialist SIH Dr. Raja Farhat Shoaib expressed that; stroke has already reached epidemic proportions. One in four people worldwide will have a stroke in their lifetime. 15 million people worldwide suffer a stroke each year and 5.8 million people die from it. In Pakistan the annual mortality rate per 100,000 people from stroke has increased by 40.9% since 1990, an average of 1.8% a year. 350,000 Pakistanis suffer from stroke every year. Mortality ranges 11-30%, 118,545 lives (Females 61,289 – Males 57,256). He highlighted that, men, women, young people and even children, are all at risk for the disease. 'Don't Be the One' is aimed at educating people about the best ways to minimize stroke, facilitate access to the best possible treatment, care and support along the pathway to recovery.

Dr. Farhat emphasized that, we should know our personal risk factors; control high blood pressure, do moderate exercise 5 times a week, eat a healthy and balanced diet, reduce your cholesterol, maintain a healthy BMI or waist to hip ratio, stop smoking and avoid second-hand exposure, identify and treat atrial fibrillation, reduce your risk from diabetes, talk to your doctor and get educated about stroke.

1 in 4 of us will have a Stroke

DON'T BE THE ONE

How 'Parathas' are Costing us in Money & Health?

By Dr. Rezzan Khan, Consultant Nutritionist SIH

WORLD OBESITY DAY

Parathas — a staple item in the Pakistani cuisine — are eaten for breakfast by 60% of the Pakistanis living in the urban areas and 37% living in the rural areas. Since they require a lot of oil to prepare, nutritionists recommend that 'parathas' be eaten in moderation due to their high fat content.

Eating 'parathas' has its adverse effects, not only on the health of Pakistanis but also on the country's economy, given that the oil used in their preparation costs 245 billion each year. Pakistan has a population of 220 million. Research reveals that 112 million people consume 'parathas' every day.

Since an average of 30 grams (2 tablespoon) of oil or ghee is consumed per 'paratha,' this adds up to about 3,400,000 kilograms (3,400 tons) of oil used daily and 1.2 million tons per year. The average price of oil is Rs. 200 per kilogram, depending on the types and brands, so within each year, a hefty sum of 245 billion is used for oil in 'paratha'.

World Obesity Day, which is globally observed on October 11 each year to promote practical solutions to end the obesity crises, raise awareness, support advocacy, and improve policymaking around the issue of treating and preventing obesity. It is very regretful how people in Pakistan are paying out of their pockets to ruin their health. Excess oil consumption has been linked to obesity and many health hazards.

To lower your risk of Non-Communicable Diseases such as cardiovascular disease, diabetes, certain types of cancer, or to manage your existing diseases, certain tips can be adopted while preparing 'parathas'. To this effect, the nutritionist suggested that the size of the 'parathas' be kept moderate; that they should be made from 6 tablespoons of whole wheat flour which is equal to 2 slices of bread; that one should prefer the use of small amounts of healthy fat and oil such as mustard oil, olive oil, sesame oil, or nuts oil. "These oils, due to their high monounsaturated fat content, could improve health by lowering cholesterol and blood pressure. Also, they are rich in natural plant antioxidants, which protect the body against cell damage. All kinds of oils give the same amount of calories, and excess amount increases body fat (causing obesity). Since 80% of the cholesterol is synthesized in the body, one needs to be careful with the amount of oil consumed. This can be broken down in the body and rebuilt as cholesterol or stored as fat. The nutritionist also recommended reducing the amount of ghee or oil that you put in the 'paratha.' Use any oil/ghee in small quantity (1-2 teaspoons per 'paratha') on slow heat to prevent damaging your health. Try making small chapatti and spreading a small amount of uncooked healthy oil on it to satisfy the taste buds in a healthy way.

It is easier to create awareness when laws are made by the government and enforced by various department and agencies. President of Pakistan; honorable Dr. Arif Alvi, being from the medical field and understanding the gravity of the situation, should lead some initiative to help reduce the damage to health caused by excessive calorie intake in Pakistan.





World Occupational Therapy Day

To mark World Occupational Therapy Day, Shifa International Hospital arranged an awareness walk which was attended by large number of rehabilitation professionals and consultants. Mr. Taimoor Shah (Chief Operating Officer SIH) also graced the occasion. Theme for 2019 was 'Improving World Health & Well Being'. Muhammad Kashif Khan (AGM Rehabilitation SIH) said that Occupational therapists empower people of all ages and abilities to participate in the activities that they need and want to do, despite any injury, illness, or disability they are experiencing. The purpose of Occupational Therapy (OT) is to help people increase their functional independence in daily life while preventing or minimizing disability.



Global Handwashing Day at Shifa

Shifa International Hospital has organized an awareness seminar to mark Global Hand Washing Day. The event aimed to promote hand washing with soap, raise awareness about the importance of hand washing, encourage actions to promote and sustain hand washing habit, provide education on the importance of hand washing, and motivate people to wash their hands to ensure a healthy future.



Urology Revision Course



Shifa International Hospital hosted 'Urology Revision Course' under the leadership of Dr. M. Ayaz Khan (Head of Department Urology & Kidney Transplant SIH) on October 07-10, 2019. This course aimed to prepare the participants with the necessary knowledge and techniques to allow them to pass their upcoming FCPS exam with the most important & topical areas of urology with lectures, clinical case presentations, interactive discussions and examination-based viva practice. The event was attended by the international & national experts who shared their valuable insights.

Prof. Zafarullah Chaudhary (President CPSP), Prof. Mohammad Shoaib Shafi (Councillor & Regional Director CPSP), Dr. Manzoor H. Qazi (CEO SIH), Dr. Habib Ur Rahman (Chairman SIH), Prof. Dr. M. Iqbal Khan (Vice Chancellor STMU), Prof. Dr. M. Amir (Principal SCM), Dr. Zeeshan Bin Ishtiaque (Medical Director SIH), Dr. Darakhshan Jabeen (Director PGME & CME) presented the shields to the local and foreign doctors to recognize their contribution.

Shifa Holds Guest Lecture

Medical Staff Affairs organized a lecture on 'Future of Healthcare Innovation' on October 15, 2019. The Guest Speaker was Dr. Waqas Ahmed (Nephrologist & Hypertension Specialist, CEO & Founder, American TelePhysicians).



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DR. MAZHAR HUSSAIN RAJA
Consultant Pediatrician SIH

Q: How can we make sure that a child has a healthy diet?

A: This is a well-known fact that a healthy and balanced diet is required for an optimal physical and mental growth of a healthy child. When infants and young children start eating and sharing family foods, they should be offered and encouraged to consume balanced diet comprising fair amount of protein, fats, carbohydrates and minerals. The daily diet should contain milk and dairy products, fruits, red meat and meat products, vegetables and plenty of fluids appropriate to weather and environment. Though nuts and dry fruits contain good amount of energy yet children should be discouraged to consume salty & sugary snacks and various kind of fizzy drinks. The parents should encourage the children to join in at the family meal so that the parents may watch the eating patterns of their children.

Q: Does an unbalanced diet and its link to childhood obesity affect learning?

A: Consumption of unbalanced diet and unhealthy eating habits lead to either malnutrition or obesity. This is a well-known fact that iron deficiency directly results in low IQ and decreases learning abilities. It is the prime duty of parents and caregivers of children that they should be fed and given nutritious diet so that children should grow to their full physical and mental potential. Parents should avoid junk and non-nutritious foods for growing children to avoid malnutrition and obesity. Along with healthy eating, parents should also encourage their children to do some kind of physical activities on daily basis to keep them fit and healthy.

Q: How can energy drinks be harmful for children or adolescents?

A: There is no place of any kind of energy drinks for children and adolescents. These drinks contain variable amount of caffeine and various kinds of stimulants which though give temporary energy boost but suppress the appetite. Long term use of energy drinks leads to dependency and addiction resulting into all sorts of nutritional deficiencies and behavior problems affecting school performance and physical growth progress.

Q: How to keep children healthy during cold & flu season?

A: Since kids often touch their mouths and faces, parents should make sure their kids' hands are washed with soap and water to remove germs before eating, after using the bathroom, and when they come inside from playing. Keep vaccinations current, including the flu shot (as prescribed by the doctor). Warm boots, gloves or mittens, etc. can also help in keeping young children and babies comfortable.

Q: Why are childhood immunizations important?

A: As the children grow they are exposed to all kinds of infections (viral & bacterial). After birth until six months of age, children are protected from common diseases because of immunity and protection transferred to them from their mothers. With progression of age, this immunity and inherited protection gradually decrease down that makes children prone to all kind of infections prevailing in the environment. Therefore it is necessary to build up children's own immunity against the diseases so they can fight them. In fact the vaccines are weak or killed germs which do not cause the actual disease, however, when injected into the body lead to build up the immunity. According to UN Charter of Children Rights, the parents of children are duty-bound to vaccinate their children. In this way we can raise healthy children which will turn into healthy adults and parents.

Q: Why is it important for kids to continue to get an annual well-check even when they appear healthy?

A: One of the utmost responsibilities of the parents is that they should keep a watch on their children's progress of physical & mental development along with keeping a check on educational progress. Even minor problems and complaints should be addressed and duly resolved promptly. It is very necessary that children should have routine medical checkup with a specialist at regular intervals. It is advised that parents should discuss their concerns and fears openly and clearly to get an appropriate help at the right time. It is necessary that all school going children should have six monthly general health checkups to monitor progress in physical growth and development. At schools, all children should have access to school medical services which may refer children to a health expert if any help is required to address the specific issue.



OUR CHILDREN ARE OUR MESSAGE TO THE
FUTURE THAT AS PARENTS WE RAISED
OUR CHILDREN RESPONSIBLY IN A HEALTHY,
WELL BALANCED & HAPPY ENVIRONMENT.
**HEALTHY CHILDREN OF TODAY
WILL BE HEALTHY ADULTS OF THE FUTURE**

