Health Promotion

Hamari Chitthi Aapke Naam

A Newsletter For Communities, Health Workers

Arogya
A Community Based Intervention On Prevention And Control Of NCDs

VOLUNTARY HEALTH ASSOCIATION OF INDIA
Making Health and Development a Reality for the people of India
Health Promotion

Healthy People make a Healthy Community

WHO has defined Health promotion as the process of enabling people to increase control over, and to improve, their health. Health promotion is critical in the prevention and control of both chronic and communicable diseases, and in meeting the basic health-related goals, particularly among poor and marginalized groups. Health promotion also has a crucial role to play in fostering healthy public policies and health-supportive environments, enhancing positive social conditions and personal skills, and promoting healthy lifestyles. Carrying out health promotion in settings where people live, work, learn and play is a creative and effective way of improving health and the quality of life.

Community health depends on the interplay of a number of complex factors, which exert their influence on the lifestyle of the individual. Health promotion seeks to address a multitude of interrelated determinants of community health. Major Determinants of community health are

- Hygiene
- Sanitation
- Water
- Nutrition
- Physical Activity
- Substance Abuse
1. Hygiene

**Hygiene refers** to conditions and practices that serve to promote or preserve health. Ignorance about basic hygiene practices leads to high mortality rates caused by preventable diseases like diarrhea in rural India.

**Personal Hygiene**

Personal hygiene is the first step to good grooming and health. Every external part of the body demands a basic amount of attention on a regular basis.

**Good Grooming Routines**

**Hair**
1. Wash your hair at least once a week using soap.
2. Wash your brush and comb every time you wash your hair.
3. De - louse the whole family often. Lice and fleas carry many diseases.

**Skin**
1. Take bath daily with a mild soap and water and dry with a clean towel.
2. Clean the genitals and the anus well. The natural secretions of these areas, in unhygienic conditions can cause irritation and infection.
3. Do not share soaps and towels.
4. Wear clean underwear and clothes after bath.

**Teeth & Gums**

Painful cavities and sore gums can be prevented by taking good care of the teeth.

1. Brush teeth well at least twice a day and rinse well after every meal. Pay attention to the tongue and the inner surface of the teeth as well.
2. Brush in the morning and before going to bed.
3. For brushing, toothbrush with resilient bristles, or twig of neem or soft bark can be used.
4. Use a mixture of salt or soda bicarbonate if there is no toothpaste.

**Hands**

Extra attention has to be paid to the cleanliness of hands as food is eaten and prepared with bare hands.

1. Wash hands thoroughly with soap and water before and after every meal, while preparing food and after visiting the toilet.
2. Do not use mud or clay to wash hands because they may have worm eggs.
3. Dry hands with a clean towel after wash.
4. While handling food, avoid scratching, or touching the ears, nose, mouth or other body parts.
5. If you need to use a handkerchief or tissue, wash your hands after that.
6. Keep your nails short. Nail polish users should see that it does not chip off into the food.
**Menstrual Hygiene**

1. Sanitary pads, tampons or cloth can be used to deal with the flow.
2. Change sanitary pads or cloth after every six hours.
3. Dispose used sanitary napkins in covered dustbins after wrapping in paper.
4. If cloth is used, wash the used cloth thoroughly with soap and warm water and dry it in the sun.
5. Keep the genital areas clean.

**2. Sanitation**

Inadequate sanitation is a major cause of disease worldwide and improving sanitation is known to have a significant beneficial impact on health both in households and across the communities.

*General Guidelines for cleanliness and hygiene*

**Cleanliness in the home**

1. Plaster kutcha houses with wet mud regularly so as to keep away insects.
2. Clean the house regularly. Sweep and wash the floors and under the furniture.
3. When you cough or sneeze, cover your mouth with your hand or a cloth or handkerchief. Do not spit on the floor.
4. If children or animals have bowel movement near the house, clean it up at once. Teach them to use the toilet. Use a toilet yourself as well.
5. Keep the toilets and drains clean and covered.
6. Do not let pigs or other domestic animals into the house or in places where children play.

**Cleanliness in eating and drinking**

1. Boil the drinking water. Keep boiled water covered in a clean utensil in a clean place. Do not dip hands or used glasses into it.
2. Keep food covered. This protects it from flies and other insects, which carry disease-producing germs.
3. Always wash vegetables and fruits before eating them.
4. Do not buy uncovered food, cut fruits and vegetables from vendors.
5. Wash your hands with soap before and after the meal. Make sure your children follow the same.

**3. Water**

Community water supplies in both developing and developed countries are more frequently associated with outbreaks of water-borne diseases than urban supplies. Household water treatment and safe storage interventions can lead to dramatic improvements in drinking water quality and reductions in diarrhoeal disease.

*Storage and treatment of household water*

1. All water should be boiled before drinking. Keep boiled water in covered mud pots.
2. Do not dip hands and dirty utensils in the drinking water.
3. Keep wells and public waterholes clean.
4. Do not pass stool or throw garbage near a water source.
5. Store water in vessels, which have a narrow mouth, like a ghada, matka, kodam etc.
4. Nutrition

Community nutrition and health are two arms of the same body. They reflect the nutritional status of different population groups in a community.

Nutrition is closely associated with health. If a person eats the right kind of food in right amounts, he/she will keep a good health provided no other factors intervene. If a person does not consume the right food in right quantities, it results in malnutrition. Malnutrition refers to both undernutrition (inadequate intake of nutrients) or over nutrition (excessive intake of nutrients), both of which result in ill health. Good health results from planning (meal planning), providing (preventing nutrient loss) and utilizing (absorption and assimilation of nutrients) nutrient rich diet.

Eat Healthy to Stay Healthy

The food pyramid is a useful reference for a balanced diet.

Balanced Diet - A balanced diet provides all essential nutrients in adequate amounts and proportion required for good health.

Plan a balanced diet –

It is not true that only expensive foods are nutritious and for a balanced diet, you essentially need to include them. Families with low family income & resources can even meet their nutritional needs through locally available /cheap foods. Green leafy vegetables, other vegetables and fruits are easily available, particularly green leafy vegetables are inexpensive. These foods can even be grown in your kitchen garden using household water. Here are some guidelines to plan / eat a healthy diet.

1. In each meal include energy giving foods (like cereals, sugar, oil, roots and tubers) body building foods (like pulses, nuts & oilseeds, milk, egg, fish, mutton, chicken) and protective foods (like vegetables & fruits.)
2. It is better to include two cereals in one meal like rice and wheat
3. One serving of cereal is 25gms (one chapatti, one katori rice or two phulkas). In a day you need 12-14 servings of cereal ie 300-350 gms cereal.
4. One serving of pulse is 25 gms(one katori of dal). Two or three servings should be taken per day ie. 50 – 75 gms pulses.
5. Individually cereal & pulse protein are not complete protein. Therefore, to improve the cereal and pulse protein quality, mix cereal & pulse, minimum ratio in terms of grains should be 8 parts of cereal (wheat, rice, bajra
### Glossary

<table>
<thead>
<tr>
<th>Food Group</th>
<th>Food Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cereals</td>
<td>Wheat, Bajra, Rice, corn.</td>
</tr>
<tr>
<td>Millets</td>
<td>Ragi, jowar</td>
</tr>
<tr>
<td>Pulses/Legumes</td>
<td>Moong dal / whole moong (Green gram), Channa (black gram), Arhar dal, Rajma, Chole, Channa dal, Masoor dal / whole Masoor (lentil), lobia</td>
</tr>
<tr>
<td>Whole Grains</td>
<td>Whole cereals &amp; pulses.</td>
</tr>
<tr>
<td>Nuts &amp; oilseeds</td>
<td>Groundnut, til (sesame), soyabean, mustard, coconut, walnut, almond, cashewnut.</td>
</tr>
<tr>
<td>Roots &amp; tubers</td>
<td>Potato, jamikand, arbi (colocacia), turnip.</td>
</tr>
<tr>
<td>Green leafy vegetables</td>
<td>Palak (spinach), Bathua, methi (fenugreek leaves), Chaulai, Sarson (mustard leaves), lettuce, radish leaves, chauli (amaranth).</td>
</tr>
<tr>
<td>Yellow orange fruits &amp; vegetables</td>
<td>Papaya, mango, orange, carrot, pumpkin.</td>
</tr>
<tr>
<td>Dairy products</td>
<td>Milk, butter, cheese, paneer, butter milk</td>
</tr>
<tr>
<td>Energy giving foods</td>
<td>Rice, wheat, bajra, ragi, jowar; Ghee, vanaspati, butter, vegetable oil, banana,</td>
</tr>
<tr>
<td>Iron rich foods to prevent anaemia</td>
<td>Liver, organ meat, green leafy vegetables, whole grains, jaggery; rice flakes, cauliflower stems,</td>
</tr>
<tr>
<td>Calcium rich foods</td>
<td>ragi, whole pulses (e.g rajmah, black, Bengal &amp; green gram), dairy products; green leafy vegetables, nuts and oilseeds especially dry coconut.</td>
</tr>
<tr>
<td>Vitamin A rich foods</td>
<td>Liver, egg yolk, cream, butter, ghee, milk, yellow &amp; orange fruits &amp; vegetables and green leafy vegetables.</td>
</tr>
<tr>
<td>Vitamin C rich food (build immunity &amp; also helps in iron absorption)</td>
<td>Citrus fruits [orange, mausami (sweetlime), lemon] amla, guava, capsicum, green leafy vegetable, green chillies</td>
</tr>
</tbody>
</table>
6. corn) and 1 part of pulses (green gram dal, lentil dal, rajma, black gram, soyabean) e.g Khichdi, Dalia with dal etc.

7. Different vegetables have different vitamins and minerals. So it is important to eat a variety of vegetables in many colours.

8. If possible include a minimum milk of 100 ml/day. One or two glasses of milk or curd or buttermilk should be included in a balanced diet.

9. It is not always necessary to make new and elaborative dishes. You can enhance the nutrient value of the common dishes by making small modification e.g adding vegetables in Khichdi, dalia, sprouting whole cereals and pulses, stuffed roti, muthia (vegetables in wheat flour), adding vegetables in dal, vegetables in staple diet like wheat, bajra, corn and using cereal pulse combination with or without vegetables etc.

10. under running water before eating them. Also cut fruits must be eaten immediately.

3. Avoid repeated washing of food grains before cooking.

4. Wash vegetables before cutting and not after, as nutrients are easily lost from cut vegetables on washing.

5. Do not soak the cut vegetables in water.

6. Excess water left over after cooking should not be discarded.

7. Do not heat the left over oil repeatedly.

8. Avoid use of soda while cooking pulses and vegetables.

9. Prefer pressure / steam cooking to deep frying/roasting.

10. Cook foods in vessels covered with lids.

11. Prefer to use vessels made of iron to increase the iron content of the food.

12. Use only iodized salt in cooking.

13. Add lemon juice after removing the food from vessel, as heat destroys the vitamin C present in the lemon.

14. Do not throw cauliflower stems. You can use them as separate vegetable. They are rich in iron.

**Cooking Practices.**

Planning a balanced diet does not ensure good nutrition, the way the food is cooked is also important. Cooking is an art, simply delicious food is not enough but saving the nutrients is also very important to ensure family’s good nutrition. It does not require any specific technique, by following simple instructions given below nutrient loss can be prevented.

1. Flour should not be sieved for chapatti as it reduces bran content, which provides fibre.

2. Vegetables are best eaten fresh and raw, steamed or pressure-cooked. Boiling or deep-frying vegetables makes them lose some of their vitamins and minerals. But it is important to wash fruits and vegetables thoroughly

**General Dietary Guidelines -**

1. Avoid food faddism and discard wrong food beliefs.

2. Eat a balanced colourful and variety of nutrient – rich foods to keep fit.

3. Prefer traditional home made food.

4. Eat slowly. Take time to properly chew the food.
5. Eat until you are no longer hungry, not until you are full.

6. Eat more of whole grain cereals like wheat, rice, bajra, millets like jowar, ragi and their products.

7. The fibre in whole grains helps to protect against sickness like cancer, heart disease and diabetes. It also helps us in easy elimination (easy bowel movement) and makes our skin soft and keeps us feeling happy and healthy.

8. Dairy products & tea must be preferably consumed in between meals with a gap and not with the meals since these inhibit iron absorption.

9. Include generous serving of raw fresh vegetables and fruits as salads.

10. Surplus fruits and vegetables during the season can be preserved at home for off seasons. Home made Preserved foods provide nutrition throughout the year as well as add variety to the meal eg peas, potato chips, sauce, jams, pickles etc. This can even help you earn extra.

11. Encourage consumption of sprouted grams and fermented foods like idli, dosa, dokhla.

12. Avoid processed foods like bread, biscuits, products made of maida.

13. Limit intake of sugar and salt (as salt is present in many foods like pickle, green vegetables etc)

14. Non - vegetarians should opt for lean meat instead of red meat. However oily fish can be eaten 1-3 servings per week.

15. It is advisable to limit egg consumption to approximately two to six eggs per week.

16. Fats, oils and sweets are not bad foods, if we eat them in limited amounts along with other main foods like grains, fruits, vegetables, milk and meat products.

17. Drink enough minimum 2 liters of safe water to meet daily fluid requirements.

18. Prefer tea to coffee.

19. Take vitamin C rich foods (like amla, orange, lemon, guava) with meal or sometime after the meal as these foods enhance availability /absorption of iron.

20. Jaggery can be used as sweetener instead of sugar. Jaggery is locally available, cheap and rich in iron.

**Diet for the vulnerable sections of our community.**

**Children.**

1. Parents need to pay a lot of attention to the diet of their children when they are very young because, children who do not eat enough of the right kinds of food cannot grow into strong healthy adults. They are more prone to infections and illnesses.

2. Kids are more prone to protein energy malnutrition and vitamin A & iron deficiency. So foods rich in these nutrients like milk/curd/buttermilk; whole grains & pulses; egg/fish/liver, green vegetables and yellow fruits and vegetables must be given in sufficient amounts.

3. Growing children need to eat at least 2 cups of grains a day. You give that from 4 chapatis, 2 katoris of rice or 2 cups of dalia.

4. Kids need to eat at least 2 katoris each of vegetables and fruits. The more colorful the combination of vegetables and fruits you eat, the better.

5. Add variety in the diet e.g groundnut chikki, poshak laddo, vegetable pulao,curd rice, stuffed puri, bhel puri, murmura lapsi, ragi laddu etc. These can be prepared from locally available foods, are not expensive and do not require much time to prepare and on the other hand are nutritious and would be liked by the children.

**Pregnant women/Expecting Mother**

- The requirement for energy, protein, calcium and iron is maximum during pregnancy therefore; her food intake must be increased.

- Include more of cereals, pulses and green leafy vegetables to avoid anaemia and milk & milk products (curd, buttermilk).

- If income permits and if acceptable meat/fish, poultry/eggs may be included.
• Papaya, spicy & fried foods must be avoided during pregnancy.
• It is important to note here that iron from food sources alone may not be sufficient to meet the increased needs of iron during pregnancy. Additional iron in the form of tablets needs to be taken right from the second trimester.
• The tablets are available at health centers or with the ANM.
• It is always advisable that pregnant women should register for Antenatal Care (ANC) at health center or with ANM, so that all her ANC related needs are met which ensures safe delivery.

Lactating Mother / During Breast feeding –

A lactating mother requires extra food and need to eat a balanced diet containing food from all food groups throughout lactation to secrete adequate quantities of milk and to safeguard her own health. The requirement in general for almost all nutrients increases during lactation; the diet should provide more of energy giving nutrients (carbohydrates and fats), proteins, calcium, vitamin A&C.

1. Increase meal frequency to 5-6 meals a day and quantity of food eaten at one time.
2. Include generous serving of foods like
   • Milk, curd, butter milk, cheese, khoa, pulses, legumes, nuts and oilseeds like groundnuts, gingerly seeds, coconut etc
   • If income permits and if acceptable meat/ fish, poultry/eggs may be included.
   • Fresh vegetables especially green leafy vegetables like palak, bathua, methi and Citrus fruits, like oranges, lemons, limes, guava, pineapple, mango, papaya etc
   • Whole grains cereals like wheat, rice, bajra, millets, jowar, ragi and their products, sprouted grams and fermented foods, starchy roots, tubers, sugar, jaggery
   • And those rich in fats like nuts, fats and oils in the diet.

3. In addition to it, certain food preparations like Pinni, Panjiri, Bengal Gram Payasam, Methi Pak, Kaatu and Gond ka Ladoo should be taken at different times of the day to meet the increased nutrient requirement.
4. Take iron, folate and calcium supplements regularly, after 14 – 16 weeks of pregnancy and continue the same during lactation.
5. In areas where vitamin A deficiency occurs, lactating women should take a high-dose vitamin A supplement (200,000 IU) as soon as possible after delivery, but no later than 8 weeks postpartum, to ensure adequate vitamin A content in breast milk.

6. Take plenty of water and fluids (about 3 litres) to maintain adequate supply of breast milk.
7. Avoid superstitious and food taboos.
8. During lactation, no specific food needs to be omitted from diet. But if the mother suspects a particular food of causing some discomfort to the infant she can eliminate that food from her diet.
5. Physical Activity

The World Health Organization defines physical activity as *any bodily movement produced by skeletal muscle that requires energy expenditure*. These activities may be planned or unplanned, structured and unstructured, and part of routine tasks of everyday life. Engaging in regular physical activity throughout our lives improves our health and reduces our susceptibility to disease.

Sedentary lifestyle is a major cause of death, disease, and disability. Physical inactivity increases all causes of mortality, doubles the risk of cardiovascular disease, type II diabetes and obesity. It also increases the risk of colon and breast cancer, high blood pressure, lipid disorders and anxiety. Sedentary life includes spending most of the time sitting, sleeping or lying in bed, watching TV or gossiping.

**There are some wonderful things about physical activity:**
- Physical activity can be done almost anywhere and requires no equipment.
- At least 30-45 minutes of moderate physical activity every day are recommended to improve and maintain your health.
- Physical activity can improve quality of life in many ways for people of all ages.
- Exercising regularly or increasing your daily physical activity will help your body in becoming healthier and in avoiding an array of chronic diseases, such as heart diseases, diabetes, cancers and obesity.
- Physical Activity in any form like working in the field, fetching water from well or river, doing domestic work like cleaning, washing clothes, gardening could be a part of your daily exercise regime.
- As part of your daily routine – you can walk or cycle, walk up and down the stairs or do household work, work in the fields and do gardening.
- Cycling, swimming, weight lifting, yoga, pranayam are other forms of exercise.
- Traditional forms of dance like Bharatnatyam, Katakhtak etc and traditional games like Kho-Kho, Kabaddi and wrestling are also forms of exercise.

**Remember :-**
- Exercise gently and rhythmically.
- The level of physical exercise should be increased gradually.
- Either exercise before, or 2-3 hours after major meals.
- Don’t discontinue exercise for long.
- Senior citizens should avoid heavy / difficult exercises.
- Don’t drink lot of water just before exercising; it may cause discomfort during exercise.
- Drink lots of water after exercise to replace lost body fluids and prevent dehydration.

6. Substance Abuse

Personal habits such as smoking, drug abuse, alcoholism can severely damage health.

**Use of Tobacco**

India’s tobacco problem is more complex because a large proportion of the population also uses smokeless tobacco along with smoking. Smokeless tobacco in India is used as chewing tobacco, with or without lime. Gutkha, Khaini, Zarda are all examples of such use. Snuff is an example of the nasally used form. Smokeless form is more harmful than smoking as chewing tobacco is more addictive and contains higher levels of nicotine than cigarettes.
Direct effects of smoking & chewing tobacco.

1. Smoking increases the risk of cancer of the lung, mouth, throat and lips, heart disease or stroke and tuberculosis.
2. Women smokers/tobacco users are less fertile and may become sterile as both active and passive smoking is associated with delayed conception.
3. Use of tobacco by the mother during pregnancy may lead to premature birth or spontaneous abortion, stillbirth or a low birth weight baby who is at a higher risk of many health problems.
4. Children whose parents smoke have more cases of pneumonia and other respiratory illnesses and have poor lung function.
5. Smokeless tobacco is highly dangerous because it causes a variety of cancers, especially oral cancers.

Alcohol

The consumption of alcohol carries a risk of adverse health and social consequences.

Effects of Alcohol Drinking.

1. Alcohol drinking can increase the risk of work and household accidents.
2. Many a times alcohol drinking leads to conflicts with family, friends, and coworkers.
3. Driving under the influence of alcohol leads to serious road accidents and may prove to be fatal.
4. Drinking makes young women more vulnerable to sexual assault as well unsafe and unplanned sex.
5. Women who drink during pregnancy face the greatest risk of having babies with the growth and mental impairments of fetal alcohol syndrome.
6. Heavy drinking over time can also cause certain cancers, liver cirrhosis, immune system disorders, brain damage and cardiovascular disease.

Second Hand Smoke

I do Not Smoke but still I am not safe. Why?

A passive smoker (people who do not smoke but inhale the smoke of someone who is smoking) breathes side stream smoke, which contains three times more nicotine and tar and 50 times more cancer causing substances than mainstream smoke.

- When a second-hand smoker inhales cigarette smoke, it acts on the brain within six seconds and have greater chance of getting lung cancer or heart disease.
- Second-hand smoke can cause childhood asthma and trigger asthma attacks.
- Any level of exposure to tobacco smoke is dangerous.

Don’t allow anybody to play with your health. Resist Smoking, this is your right.
Information

Know About Infectious Diseases

Infectious disease – These diseases are generally caused by germs such as viruses, bacteria or fungi and can be easily spread from one person to another.

How are infectious diseases spread?

1. From feces to mouth -

Diseases like diarrhea, cholera, typhoid and hepatitis spread through fecal-oral route. Germs and worms (or their eggs) are passed in the stools of infected persons. These are then carried to the mouth of another person either by dirty hands or contaminated food or water. If not taken care in time, it would lead to a vicious cycle of infection.

These diseases can be easily Prevented by following these rules:

1. Use toilets, if no toilets are available cover stool with mud.
2. Do not pass stools or urine close to the supply of drinking water e.g. wells, lakes, rivers.
3. Don’t allow the children to play at dirty places and with stray animals.
4. Keep wells and other drinking water and food covered.
5. Keep house and surroundings clean.
6. Do not leave garbage exposed.
7. Keep domestic animals outside the house.
8. Observe rules of personal hygiene e.g. washing hands after bowel movement, washing hands before every meal. Teach young children to observe rules as well.
9. Wash hands before handling water and food.

2. Direct Contact –

Scabies, ringworm, lice, ticks are transmitted by touching the infected person, using his clothes and beddings. Sexually transmitted diseases like syphilis and gonorrhea are spread by sexual contact.

These diseases can be prevented by -

1. Do not let many people come in contact with the infected person.
2. Keep the clothing’s, beddings, utensils and personal belongings of infected person separate.
3. Clean hands every time the infected person is touched.
4. Regularly wash the clothes of the infected people and of other family members and dry them in sun.
5. Sexually transmitted diseases could be prevented from spreading by use of condoms carefully, correctly and consistently and having one faithful sexual partner.
6. Do not ignore or hide sexually transmitted disease. If infected, both partners should receive treatment.

3. Coughing or Sneezing –

Tuberculosis, measles, chickenpox, common cold, pneumonia and diphtheria are spread when an infected person coughs or sneezes the germs or spits out phlegm. These germs get into the air and other persons who breathe this air also get infected. These infections are very easy to get as the air around us normally has the germs causing such sickness.

Prevention

1. Cover nose and mouth when sneezing or coughing.
2. Spit phlegm in a covered container and then burn it.
3. Take proper treatment on time.
4. Get all vaccinations done on time.

4. By insects and other animals-

Some disease causing germs are present in an insect or animal. These germs are spread by insect bites, or by eating raw meat from the infected animal, or by animal bite. Diseases spread this way includes malaria, filariasis (elephantiasis), tapeworm infection and rabies.

1. Clear all stagnant water
2. Drain or put a little oil on pools or marshes.
3. Do not leave any containers or broken pots or pits, which can collect water.
4. Don’t let mosquitoes bite you or your family members. Cover yourself with a sheet or sleep under a mosquito net.
5. Spray anti mosquito spray in and around the house.
6. If you suspect you have malaria get treatment immediately. This way you won’t be spreading the disease.