

HEALTH CAMPAIGN COMPETITION

AUSTRALIA

EAMSC 2014 Health Campaign

Abstract

Title of Poster: "Dementia: forget me not"

Region: Australia

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Objective:

Dementia has a major impact in Australia where it is one of the leading causes of chronic disease, disability and death. Dementia affects almost 1 in every 10 Australians aged 65 and over, and the number of people living with dementia is expected to triple by 2050 [1]. Dementia is disabling for sufferers and their families, but its impact also extends throughout the community, placing significant burden on healthcare, aged care and carer services.

Dementia is not a specific single disease but refers to the manifestation of progressive irreversible neurological degeneration. It is characterised by impaired cognitive function, with memory loss, confusion and personality change, and also often accompanied by co-morbidities. While there are many types of dementia with different causes, the main risk factor is ageing.

Our health campaign aims to highlight the prevalence of dementia, difficulties in its diagnosis and management, and encourage public awareness to reduce stigma and discrimination surrounding dementia.

Prompt diagnosis of dementia facilitates access to education and support, pharmacotherapy, cognitive training and communication therapy, all of which can significantly contribute to better outcomes, slowed disease progression, and a reduced carer burden. Unfortunately, diagnosis of dementia is dependent on recognition of gradual changes, and is hindered by public misconception that there is little role for healthcare intervention, as well as fear, denial and dismissal of warning signs as "normal ageing".

Our poster is designed to reach out to potential sufferers and carers on how to live with a diagnosis of dementia. Our video further explores this through following an individual living with dementia, and encouraging early recognition of warning signs and early presentation to healthcare providers. It also aims to reduce social stigma and discrimination by demonstrating how the public could instead support individuals and their families through a potentially debilitating experience.

Word count: 297 words

References:

1. Australian Institute of Health and Welfare 2012. Dementia in Australia. Cat. no. AGE 70. Canberra: AIHW. Available from <http://www.aihw.gov.au/publication-detail?id=10737422958>

CHINA

Title: ADs around Us

By EAMSC-CHINA

As one of the fastest growing chronic diseases, Alzheimer's disease is afflicting more than 9 million people in China and has become the 4th leading cause of death among Chinese adults. Because of the one child policy implemented 30 years ago and the rapid increase of the elderly population, AD has become an impending crisis as well as an economic burden in China. Though the government has invested a lot of resources into public education and healthcare facilities, most of the Chinese population, especially those in the extensive rural areas, is poorly educated in this regard. In these places, even front-line medical workers lack basic scientific knowledge of AD, which makes its early diagnosis and effective treatment difficult. What's more, in China, there is another name for AD--"Lao Nian Chi Dai", which means dementia caused by ageing in Chinese. The prevalence rates of AD do increase with age; however, this name gives the wrong impression that age is the only cause of AD. For many reasons, such as the ones mentioned above, there are numerous misunderstandings between AD patients and the people around them, which make their already disease-stricken lives even harder.

In order to enhance understanding of AD and create a better social environment for AD patients, our poster and video are aimed at describing the AD patients around us. They might be our parents, spouses or grandparents. Through our poster and video, we try to inform people that AD is a pathologic condition and these patients desperately need our help. We hope that, through our work, people around these patients can show them more patience and understanding. We also hope that the society can pay more attention to these vulnerable people who used to be strong. We believe, together, we can put up a blue sky for them, those who used to put up the sky for us!

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HONG KONG

Health Campaign Abstract

Region: Hong Kong

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Objectives:

Highlight the prevalence of depression in Hong Kong; raise public awareness; attack the stigma associated with depression; encourage those affected to seek help.

Introduction:

Hong Kong is a fast-paced metropolis where over 7 million people call home. Over the years, long working hours and heavy workload across all walks of life have led many to neglect the importance of mental health. With the pressure to keep up with society, many inhabitants struggle with different mental illnesses unsupported, often in silence and shame. Therefore, our campaign focuses on depression - a common, but often hidden and stigmatized chronic disease in Hong Kong.

Video

The video features three individuals suffering from depression: a student, a businessman and an elderly person. The diversity in background of them highlights that depression is an indiscriminant and prevalent chronic health concern.

The video opens with the three individuals, strangers to one another, performing their routine tasks. The focus then shifts to each in turn; offering a glimpse into their hidden realities. Individuals who appeared normal and capable earlier, now show traces of depression. Depression manifests itself differently in each individual, illustrating that depression has "no face". The video ends by presenting relevant statistics, with a final scene of all individuals unleashing their frustration via different means, encouraging us to proactively tackle depression.

Public Poster

Poster Title: The Shadow Disease Among Us

The poster features a typical and cheerful Hong Kong family: father as businessman, mother as housewife and their child. Behind them, their shadows are used as the backdrop, portraying depression and anxiety. The paradox of confident individuals and their 'shadows' depict how depression is hidden and stigmatized in Hong Kong. Also, the three characters highlight the prevalence of depression in which all age groups are at risk. A slogan will be included to capture attention and motivate viewers to take care of their mental wellbeing.

INDIA

HEALTH CAMPAIGN-ABSTRACT-INDIA

PUBLIC POSTER

TITLE: SELF CARE OF FEET;A MUST FOR DIABETICS .

REGION:INDIA

OBJECTIVE:To encourage self care of feet among diabetics.

Diabetes ,being a modern epidemic poses continuous threat to public health throughout the world. Not sugarcoating the facts,India has high prevalence of diabetes of about 62.4 million(2011).

Being a chronic disease,diabetes is characterized by many long term complications among which the most preventable complication is diabetic foot. 5-10% of diabetics have foot ulcers leading to unacceptable numbers of amputation which cause a great burden on both economy and society.

As 80% of amputations are preceded by foot ulcers,prevention of ulceration cause significant reductions in number of amputations. One of the most important cost saving method for patient with diabetic foot ulcer is expeditious and complete wound healing to avoid serious complications.This can be achieved by INTENSIVE SELF CARE OF THE FOOT.

Through our entry for EAMSC 2014 we are making an effort to make the public aware about this condition, educate them and also motivate them towards self care.

MOVIE MAKING

TITLE: LEPROSY IN INDIA

REGION: INDIA

OBJECTIVE: TO SPREAD AWARENESS REGARDING LEPROSY

Leprosy,also known as Hanse's disease is a chronic infection caused by *mycobacterium leprae*. It is derived from the latin word *lepra* meaning scaly. It is primarily a granulomatous disease of peripheral nerves and mucosa of upper respiratory tract.

Leprosy has afflicted mankind from ancient times and was considered as his sufferings as a part of his karma. The bible states about a leper ,”he shall remain unclean as long as he has the disease. He shall be alone”.

Leprosy presently affects over quarter of a million people over the world,56% of whom are from india,the prevalence in india being one in ten thousand people. In ancient india , individuals suffering from leprosy were alienated because the disease was chronic,contagious and there was no cure at that time and was associated with one's sins.

Leprosy afflicted patients in india have long been discriminated against socially,politically and legally. The electoral board in certain states of india prohibits leprosy afflicted patients from contesting in elections.the motor vehicle act of 1938 prohibited them from obtaining a driver's licence . the Indian rail act of 1990 prohibited them from travelling on the railway.

Keeping in mind how drastically the Indian scenario has changed in the recent past,with the arrival of multi drug therapy and continuously falling incidences of leprosy, we aim to spread awareness regarding the disease,its stigma and an insight into the life of people who have to bear their burden.

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INDONESIA

Title of Poster : Care for Cancer

Name of Region : AMSA-Indonesia

Name of Authors : Felicia, Hoshea Jefferson, Jonathan Kevin, Shelly, Thong Felicia

Objective :

Cancer is the leading cause of death worldwide with 7.6 million of deaths each year. In Indonesia, this chronic disease becomes primary concern because of its high prevalence. There are many possible aspects contributing to cancer, which are genetic factors, environmental exposures, and lifestyle factors. The impacts of cancer are not only limited to the patients, but also to the surrounding people. Cancer affects people physically – degradation of one's quality life –, socially – social incapability –, and emotionally – sadness, fear –, Besides, the financial costs during the care of this long term disease affect both the patients and society. Those problems become the basis of our public campaign, which show people the patient's hardship, the difficulties that can arise during the care, and how the surrounding people can take part in supporting the patients through their hardest time. That all leads to the main purpose of this public campaign, which enhances the understanding and empathy of the society toward the patient's feeling and makes the society understand the importance of their role in improving the patient's quality of life. As stated before, there are difficulties during the care of this long term disease, which are experienced by the patient, medical professionals, and society. Patients, as the subject of cancer, tend to get distressed by their physical condition and their social incapability. The difficulty that can be faced by the medical professionals is when there is an absence of trust, which hinders the progress of patient's treatment. Moreover, the economic burden that the society has to face is also one of those difficulties during the management of cancer. Therefore, patients need companions that can walk together and accompany them through all their hardship. The one that can understand, empathize, and encourage them.

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JAPAN

Bring the reality of schizophrenia in Japan to light

Among many factors, mental diseases have mainly caused the amazing phenomenon of 'hikikomori' (social withdrawal) in Japan and it has now become a serious social issue peculiar to Japan; regardless of age, more than a million Japanese people have been shutting themselves in their homes for six months and over. A typical causative psychosis is schizophrenia, a disorder of thought and sense of self. The lifetime morbidity in Japan is 0.3-2.0 percent. However, it is an unfamiliar disease for the Japanese. In spite of great suffering of the patients, unseen mental illness is so obscure that people around them just cannot make out how they feel and are a little prejudiced against them. In addition it is difficult to cure and goes on in a chronic state because the factor in the development of it is not yet known. This health campaign aims to change our views on schizophrenia and to raise awareness of the various symptoms and difficulties of it by turning the spotlight on the patients' world, the problem confronting Japan, and the chronic care management that supports them for an independent daily life in the community.

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KOREA

Korea – Health Campaign - Abstract

Title of the public poster: Major Depressive Disorder in South Korea and its problem

Title of the Movie: Obesity as a chronic disease

Name of the chapter: South Korea

Name of delegates in charge

Jun Ik Son
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Abstract

Public Poster

South Korea has highest suicide rate among OECD countries as 33.5 per 100,000 people and also has highest increasing rate of suicide. These suicide incidents intensively occur in isolated groups of people. Especially, individuals with major depressive disorder show high tendency of both thinking about suicide and actual action of suicide.

The problem is that despite the considerably high number of major depressive disorder patients, there are not many of them who get proper care. There is a social convention that considers major depressive disorder as 'craziness' not as one of psychiatric disorders in Korea different from other developed countries. Thus, because of this social perception, many patients don't want to come out with their illness and don't try visiting hospital because they are afraid of discriminations and other's scolding after being known as the patient. We want to show these wrong social perceptions and prejudice with our poster. Furthermore, we are going to explain what we can do and how Korean society should see psychiatric disorders from now on.

Movie

Obesity is the excess of adipose tissues in the body. Usually, obesity is due to excessive intake of nutrients over a long period of time, causing an imbalance in the body's energy. It is extremely important to realize that obesity is not simply a change in the form of the body, but a 'disease'. Obesity can be the cause of diabetes, hypertension, degenerative joint disease, cardiovascular disorders as well as various other lifestyle related diseases. According to the Korean Society for the Study of Obesity, people with abdominal obesity are 2.7 times more likely than those who are not to have diabetes or chronic diseases. In addition, much time and effort are required to reduce accumulated body fat; therefore, obesity itself can also be classified as a chronic disease. The World Health Organization also defines obesity as a disease, which requires continuous treatment over a long period of time. Yet, the prevalence rate of obesity is increasing worldwide, and the World Health Organization even referred to obesity as a 'World Epidemic'. South Korea is not an exception either. In 2010, the prevalence rate of obesity in Korea, where people with Body Mass Index (BMI) above 25 are diagnosed as obese, was approximately 31.6%. In order to either prevent or treat obesity and lifestyle diseases caused by obesity, regular exercise and a healthy diet are crucial, not to mention medical checkups.

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MALAYSIA

Diabetic amputees – The neglected group in diabetic care and management

By Leong Shan Wei, International Medical University, Malaysia

The drastic increment in prevalence of diabetes, spiking from 11.6% (2006) to 15.2% (2011), is alarming the nation. Thus, the Malaysian government has outlined many policies and regulatory interventions in order to scale-down the number of diabetics. However, most of the frameworks focus only on the prevention and clinical management, where health promotion and lifestyle improvement of diabetics that have developed complications have been neglected.

In Malaysia, 3000 leg amputations are conducted each year due to diabetic gangrene and ulcers in the feet. Yet, this group of patients is not well taken care of and little consideration is given to post-amputation care and management. It is unfortunate that most of them cannot afford to buy prosthetic limbs. Consequently, these diabetic amputees face great challenges in their work-fields due to the loss of limb and most of them end up losing their jobs.

Therefore, in furtherance of improving their quality of life, supporting them with prostheses is mandatory. How can the public, including children and the elderly, participate in the care and management of diabetic amputees? Actually, the pull-tabs of drink cans could be collected to give the diabetic amputees a new lease on life. With 3000 pull-tabs, one artificial limb can be manufactured and it will become more affordable for these amputees, as they only need to pay one-sixth of the original cost.

Pull-tabs collected by the public can be channeled to the International Medical University (IMU), Malaysia and they will be delivered to the Prostheses Foundation in Thailand. It is a foundation with technologies to develop prostheses from recycled-aluminum. More donations of pull-tabs will enable them to have more materials for the manufacture of low-cost prosthetic limbs.

Thus, a community without medical knowledge and skills will still be able to show their love and concern by supporting the pull-tabs collections. With that, the public is bringing the diabetic amputees a better tomorrow.

MONGOLIA

Hepatocellular Carcinoma

AMSA Mongolia

Hepatitis viral infection is the major public health problem and leading cause of hepatocellular carcinoma (HCC) which is the fifth most common cancer in the worldwide. In Mongolia, it is the leading cause of cancer-related death. The higher incidence of HCC is observed mainly caused by HCV and liver cirrhosis.

According to WHO, 240 million individuals are infected with HBV and 150 million with HCV in worldwide. 75-80% of them are found in East-Asia. The individuals who have HBV are more than 200 times stronger predisposing factor than other individuals for HCC. In the other hand, HCV is more than 300 times stronger.

In Mongolia, 92% of HCC is related to chronic viral hepatitis and cirrhosis. 64%-HCV, 53%-HBV, 9-10% of them are caused by other noxious factors.

The aim of this Health Campaign is to show modifying life styles, avoiding alcohol abuse, tobacco usage and HCV transmission caused by infected needles, blood and blood product transfusion. The prevention of HCC is fulfilled by reducing those contributing factors.

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PHILIPPINES

Title of Poster: Chronic Kidney Disease in the Philippines

Each year, some 12,000 Filipinos, (or 120 per one-million population) develop kidney failure, pushing end-stage renal disease into the 9th spot of the top 10 leading causes of mortality in the Philippines. Arising from complications of diabetes mellitus, hypertension, and glomerulonephritis, chronic kidney disease (CKD) is the degeneration of kidney function over a period of months or years. A major problem in diagnosis is that CKD is initially symptom-less, and is usually only detected at Stage 4 or 5 when the kidney is only 15-29% functional. As such, the patient's only options for treatment are regularly scheduled dialysis sessions, and eventually, a kidney transplant.

Our campaign features the burdens a CKD patient and his family carries. It will show the fundamental role of the family as a tool in disease management and how it is the most important factor in the maximization of the patient's quality of life.

Each day becomes more difficult for a CKD patient and the family primarily because of the exorbitant prices of treatments. Assistance from the national health insurance program and foundations offering sponsorships may help alleviate the financial burden, but these may only serve as short-term solutions. Additionally, the patient will eventually have to let go of the activities, meals, and abilities that were so normal in healthy life. More sacrifices have to be made by the patient's family to the point that these become disruptive to their lives. Thus, families with CKD patients are challenged to unflinchingly commit to the patient and share each other's sacrifices.

However, familial involvement cannot be the sole answer. Our campaign taps into the whole community which includes sectors like the healthcare team, various support groups, and the public. We believe this holistic approach is key to the proper management of Chronic Kidney Disease.

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SINGAPORE

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Title of Poster: Smoking your way to COPD

Region: Singapore

Poster Objective:

Chronic Obstructive Pulmonary Disease (COPD) is a leading cause of morbidity and mortality -worldwide. Approximately 64 million people have this disease in 2004 and more than 3 million deaths (5%) annually in 2005¹.

Smoking is a leading cause of COPD and we find it a pity that many people are developing this chronic disease as a result of their lifestyle choices as opposed to people who are genetically predisposed to it. This poster aims to raise awareness of the link between smoking and the disease itself. The link extends to second hand smoke, which also predisposes a person to developing COPD later in life.

The main problem faced by patients (and consequently doctors) is smoking cessation. We feel that a strategy is to get the public involved in this. Instead of relying on doctors to remind patients, the community at large can play a role in encouraging each other. Posters such as these remind the public of the direct dangers of smoking, giving them all the more a reason to quit.

Video: Life of a patient on Renal Dialysis

Life is tough for patients who have to undergo renal dialysis. We aim to raise awareness on the difficulties patients and doctors can encounter when they are left with the last option of dialysis for kidney failure, and also suggest what can be done to help patients.

TAIWAN

Title: Don't let delicacies harm yourself!

Region: Taiwan

Authors: Chao, Yuan-Chen

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Objective:

Colorectal cancer is the third most dominant death cause among cancer, according to the statistics from the Ministry of Health and Welfare in Taiwan, and the number is still growing. It has a lot to do with unhealthy eating habit, such as high intake of fat, red meat, and low-fiber food. Signs and symptoms of colorectal cancer include loss of weight, loss of appetite, anemia, and especially changes in bowel habit like rectal bleeding, worsening constipation, or diarrhea.

The man on the poster is divided into two parts. His upper body is enjoying eating various kinds of high-fat and low-fiber delicacies, while lower body is suffering from cramp and abnormal bowel habits, which produces a sharp contrast to catch viewers' eyes. The brightness of the upper poster and the darkness of the lower implies that although people gain lots of pleasure and satisfaction when taking such delicious but unhealthy food, these carcinogen may contribute to unexpected and severe outcomes.

It is commonly said that an ounce of prevention is worth a pound of cure. Keeping away from high-fat and low-fiber food is the most basic and effective way to reduce the rate of colorectal cancer. We hope this poster can arouse people's attention toward the importance of developing good eating habit and raise their vigilance against colorectal cancer!

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THAILAND

Title: Let's treat HIV as a chronic disease.

Name of Region : Thailand

Objective : To eliminate the stigma and discrimination against HIV-positive patients.

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Since the first case of HIV/AIDS was reported in Thailand in 1984, the incidence of HIV infections has increased constantly. So far, 1,115,415 adults have been infected which 585,830 died from AIDS. In the past, HIV infected patients could expect to die within a few years. Nowadays, the mortality rate has declined due to the invention of effective antiviral drugs, which prolong the patients' lives, **turning HIV infection into a chronic disease**. Prognosis of HIV infection was improved while stigma towards people living with the virus still exists. We've visited HIV patients for a better understanding of living with HIV & AIDS. We found out that there're still many misconceptions about the disease among people in the society. These misconceptions are the main culprits that cause social discrimination, which in turn make it hard for the HIV patients to live in the society, leaving them feel outcast. People avoid getting around HIV-positive patients because they are afraid of getting infected. Some patients manage to live with that pressure, while some refuse medical treatments and decide to commit a suicide, seeing death as a way out. As future doctors, what could we do to help them?

We've come up with this health campaign to solve these problems. "**Education**" is our answer. We need to give the patients and society the correct information about HIV and change their attitude from acute, deadly disease to chronic disease, like DM or hypertension. And since it's infectious unlike most of other chronic diseases, it is important to remind them of

HIV prevention. We believed that without social discriminations, high-risk people will be more willing to come forward for HIV testing and the patients would feel motivated to see doctors for check-ups, take care of themselves and live happily as a member of the society.