



# WALK FOR HEALTH

MAY, 2010

# An overview



- More than 19.2 million people died of NCDs in 1995 & 57.2 million people died in 1998 in the World.
- 52% of deaths from NCDs occur in low- and middle-income countries.
- Without action to address the causes, deaths from NCDs will increase by 40.4% to 66.7% between 1990 and 2020.
- At least 60% of the world's population fails to complete the recommended amount of physical activity required to induce health benefits.

Source: Murray and Lopez (1996)

# An overview



- More than 35 million people died of NCDs in 2005 - this represented 60% of all deaths worldwide.
- 80% of deaths from NCDs occur in low- and middle-income countries.
- Without action to address the causes, deaths from NCDs will increase by 17% between 2005 and 2015.
- At least 60% of the world's population fails to complete the recommended amount of physical activity required to induce health benefits.

Source: Murray and Lopez 1996; Reddy and Yusuf 1998



DON'T YOU THINK THE SITUATION IS



# Why *walk*: Every steps count!



- Walking can reduce the risk of many diseases — from heart attack and stroke to hip fracture and glaucoma.
- For years, people thought that only sweaty, heart-pounding exercise was aerobic enough to do your heart any good.
- But that concept began to collapse when scientists discovered that people who walked briskly for 30 minutes or more a day had a noticeably reduced incidence of heart disease.

# Why *walk*: Every steps count!



- From Managing your weight, Controlling your blood pressure, Decreasing your risk of heart attack, Boosting "good" cholesterol, Lowering the risk of stroke, Reducing your risk of breast cancer and type 2 diabetes, Avoiding your need for gallstone surgery, Protecting against hip fracture...the list goes on and on
- It is already proven that walking for 10000 steps per day is a way to live a longer & better life.
- Analyzing more than 120,000 women, which appeared in the New England Journal of Medicine in 1999. It showed that walking three or more hours a week cut women's threat of heart disease by a striking 30 percent; five or more hours cut it by an even more impressive 40 percent

*(- Boston study)*

# The Plan - Apartments



- It is an intra apartment walking competition open to all
- 3 category in each apartment i.e. Kids, Parents & Grand parents
- 9 winners of each apartment i.e. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> from each category
- Blood Pressure & Sugar testing to be done in venue for all interested participants
- Targeting 1500 house holds in 30 MIG/HIG Apartments across Kolkata
- Participants to fill up the slogan: “*10,000 steps a day keeps your...*” and register family members for the WALK with Celebrities
- Winners will be getting a health card with special discount for treatment by all health partner
- Winners are invited to walk with celebrities at Victoria Memorial/Maidan at a later date

# The Plan – Celebrity Walk



- A ‘Walk for Health’ to be conducted at Victoria Memorial/Maidan
- Celebrities are to be present
- Apartment Walk Winners to be specially invited
- Walk open to free participation
- On the day previous to the Walk, some slogans are published in t2 & closest issue of TTIS
- Specialist doctors to write about the importance of walking in the t2 page.
- Award to the winners
- Value Added Health Cards to the participants (1year validity)



# Full page: dummy



1 page in TTIS & 1 in T2

Reader's Messages

The dummy newspaper page is divided into several sections:

- Masthead with main Logo branding:** A blue header at the top.
- Health Partner:** Four blue sidebars, one on each side.
- Title Sponsor's ad:** A large central advertisement.
- Associate sponsor's ad:** A blue footer advertisement.
- Articles:** Numerous columns of text representing news articles, including one titled "Heart attack" and another "Stress".

# Deliverables - Title Sponsor



- Event to be named as ‘XYZ & TTIS present Walk For Health’
- Logo presence in HEALTH CARD (validity 1 year)
- Logo presence in Event hype ad
  - 300 cc in t2
  - 300 cc in TTIS
- In-Apartment branding
  - 3 Banners
  - 5 Standees
- Radio
  - 3 weeks of Event ad
- Island ad (30cc) in special Slogan page in t2/TTIS
- Hoardings (Celebrity Walk)
- Database of participants to be given

# Deliverables - Associate Sponsor



- Event to be named as ‘Title & TTIS present Walk For Health in association with XYZ’
- Logo presence in HEALTH CARD (validity 1 year)
- Logo presence in Event hype ad
  - 300 cc in t2
  - 300 cc in TTIS
- In-Apartment branding
  - 2 Banners
  - 3 Standees
- Radio
  - 3 weeks of Event ad
- Strip ad (25cc) in special Slogan page in t2/TTIS
- Hoarding ( Celebrity Walk)
- Database of participants to be given

# Deliverables - Health Partners



- Logo presence in Event hype ad as Health Partner
  - 300 cc in t2
  - 300 cc in TTIS
- Logo presence in HEALTH CARD (validity 1 year)
  
- In-Apartment branding
  - 1 Banners
  - 2 Standees
- Radio
  - 3 weeks of Event ad
- Ad (6 cc) in special Slogan page in t2/TTIS
- Hoarding ( Celebrity Walk)

# Title Sponsor



- Cost of association – 15 Lakh

# Associate Sponsor



- Cost of association – 10 Lakh

# Health Partner



- Cost of association – 5 Lakh



Lets walk with TTIS.....!



# CONTACT PERSON



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