



Introduction

Dr Prathap C Reddy, the visionary Founder & Chairman of Apollo Hospitals, is widely credited as being the architect of modern Indian healthcare system. Dr Reddy had pledged to ensure health of international standards to each and every citizen of India. Today the 70 Apollo Hospitals, spread across the length and breadth of India have to a certain extent achieved this goal. Dr. Prathap C. Reddy launched the 'Total Health', in the year 2013 in his birth place in Aragonda, Thavanampalle Mandal of Chittoor district, Andhra Pradesh covering about 60 thousand rural people of all age groups. Total Health aims to provide a "Holistic Health Care" for the entire community, starting from the birth, through their journey into childhood, adolescence, adulthood and in the latter years of their life. In other words, "Total Health" connotes "total well-being" of an individual inclusive of *physical, mental, social, ecological and spiritual health* and more importantly it transcends the barriers and caters to the health care requirements and aspirations of the community through their journey from "womb to tomb".

' TOTAL HEALTH 'A BEGINNING

Mission Statement

Our mission is to bring healthcare of international standards within the reach of every individual. We are committed to the achievement and maintenance of excellence in education, research and healthcare for the benefit of humanity"

Our Focus

Ensuring Physical, Mental, Social, & Spiritual Well-being along with Ecological & Economic Upliftment
- Dr. Reddy and the Apollo Foundation

Our Way

Being individual- centric is not a goal; it is the core of our existence.
Tender loving care is our way of life

Base Line Survey

A SNAPSHOT: MEETING OF THE NCD CHALLENGE

ACTIVITIES OF TOTAL HEALTH SINCE INCEPTION TRACKING NCDs & PROVIDING SERVICES AT VILLAGE LEVELS

STEP 1
Socio-demo Graphic Data

- Family Identification
- Family Composition
- Socio Economic Status
- Water Supply & Sanitation

Behavioural Risk Data

- Tobacco Use
- Physical Activity
- Nutrition
- Alcohol Use

STEP 2
Physical Measures

- Height
- Weight/ BMI
- Waist/Hip
- Blood Pressure



STEP 3

- Blood glucose - RBS; Hb gm%
- Urine RE and Proteinuria Fasting/PP/HbA1C
- Blood cholesterol- Total/Lipid profile Microalbuminuria, Se Creatinine

Village: Aragonda

Families	480	Members	1113
Male	419	Female	694

Diabetic Registered 76

	Known	New	All
Male	35	20	55
Female	35	23	58
Total	70	43	113

Hypertension Registered 68

	Known	New	All
Male	60	79	139
Female	91	94	185
Total	151	173	324

	Heart Risk	Anaemia
Registered	86	Registered 69
Male	154	Male 61
Female	207	Female 197
Total	361	Total 258

Data being captured on Tablets/directly/ OPD data also being captured during Mobile Clinics

53708 population as **2011** census but around **22,000** are living outside the mandal in nearby cities.

Total health household survey of the targeted

30960 people screened and the survey is under progress for the population not covered.

Finding NCD

- 6.1% Diabetics
- (3.4% newly diag; High Risk 13.3%)
- 10.0% Hypertensive (12.5% Newly)

Anemic

26.1% Anemic. 7.0% Males and 19.1% Females

Education

20798 people (67.1%) are literates and 10162 People (32.9%) have no formal education

Personal Habits

Alcohol :7.3% of males consume and highest in the age group of 45 to 49 (10.4%)
Tobacco : 6.5% males and 0.3% women professed that they smoked and 13.6% women chewing tobacco. 10.2% of male and 13.9% female both chew and smoke tobacco

Obesity indicators

- WHR >1 – Male 16.7% ; Female 12.3 %
- BMI > 29 – Male 9.9% ; Female 11.2%

CVS Risk profile

Increases from 10% at 15 yrs to almost 70% by 50 years. At 65 years almost all found to be at moderate risk. Risk in the productive age group from 25 to 59 is disconcerting

Sanitation

Out of 11375 families surveyed ,58% have sanitation facilities 42% resorted to Open Air Defecation

Source of Water

72.8% of families had piped water supply; 23% were services by tankers, while 3.8% had individual wells as source of water

Garbage collection

Interventions

- Health
- Nutrition
- Water, Sanitation & Hygiene
- Environment
- Women Empowerment & Livelihoods
- Life Style Modification
- Community infrastructure

1. Health care services provided to 28,000 members in 156 villages along with basic investigations. Regular follow up to 1833 diabetic and hypertensive patients, who are under control with investigations, medication, counseling and life style modifications.

2. School health screening was carried out for 5906 school students in all government schools and anganawadi centres in Thavanampalle mandal. Seven students with ASD/VSD detected and appropriate interventions done free of cost at Apollo Hospitals in Chennai and Nellore. Infra support to schools provided namely school desks, toilets and urinals, painting the premises, and maintaining the gardens.

3. 3051 rural women screened for cancer and 14 early cancer cases (cervix and breast) diagnosed and managed with appropriate health intervention services free of cost.

4. Six Nutrition centres with 392 mothers getting supplementary nutritious food along with health care services and tracked referrals for institutional deliveries to reduce MMR and IMR. 3 geriatric nutrition centres provides daily nutritious lunch with periodical health checks.

5. 24,000 population benefitted in 110 villages with 12 potable water plants support

6. To the Community beneficiaries and school children Yoga is introduced as life style modifications in the intervention area

7. Promotion of rural sports and formation of youth network to promote local sports games and to bring social integration for a healthy younger generation.

8. Under women empowerment and livelihood support, nearly 450 women got benefitted from tailoring and jute training courses, promotion of social entrepreneurship, establishment of hospital textile garment for creating employment and Jute promotion. At present 60 rural women are employed in the skill Centre.

9. Promotion of non-pesticide managed kitchen garden, more than 5000+ families got benefitted, with special focus on papaya and drumstick leaves and planted more than 15000 saplings in the mandal

For further details please visit our website
www.apollototalhealth.org

