

Prevention forms the bedrock of a Healthy Society, experts urge to foster a culture of preventive healthcare

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• preventive healthcare

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On the occasion of World Health Day, healthcare experts and leaders underpinned the critical importance of preventive healthcare and urged all stakeholders to make preventive healthcare a national priority. According to them, healthcare providers need to foster a culture of preventive healthcare by motivating people. Prevention forms the bedrock of a healthy society.

Alarm bells are ringing. India has been facing serious double disease-non-communicable disease (NCD) and communicable disease (CD). The World Health Organization also projects that one out of every four Indians faces the risk of succumbing to an NCD before they turn 70. This looming health crisis doesn't just impact individuals; it also imposes a significant economic strain. According to a report by the World Economic Forum, India could potentially bear a colossal burden of \$4.58 trillion from 2012 to 2030 owing to NCDs and mental health issues.



Dr. Vivek Agarwala, Director & Sr Consultant - Medical & Haemato Oncology, Narayana Hospital, Howrah & NH RN Tagore Hospital, said “It is crucial to raise awareness about the significance of preventive tests and screenings in identifying potential health issues before they escalate into serious and life-threatening conditions. We need to make people aware of the importance of preventive tests and screenings in detecting potential health issues before they become serious and life-threatening.”

“Cardiovascular diseases and cancers are now becoming increasingly prevalent among young populations. Hence, unlike the previous benchmark of 40 years and above, now preventive tests and screenings need to be done from 25 years of age. Due to the rising incidence, of nearly 1.5 million new cases of cancer every year, we are now referring to oncology as new cardiology,” added **Dr Agarwala.**

Preventive healthcare plays a pivotal role in promoting overall well-being and reducing the burden of disease. By emphasizing proactive measures such as regular screenings, vaccinations, healthy lifestyle choices, and early intervention, preventive healthcare aims to detect and address health issues before they escalate into more serious conditions.

“Prevention isn't just a preference over treatment; it forms the bedrock of a healthy society. Since childhood, we've been taught that prevention is better than cure. A healthy body and mind are essential for individuals. health. vitality. The true essence of a healthy society lies in the vitality of its individuals, both physically and mentally. Embracing preventive measures is paramount in safeguarding our greatest assets – our bodies and minds. No longer can we afford to overlook the significance of regular check-ups and adopting healthy lifestyles. The landscape of health has evolved; non-communicable diseases now afflict even our youngest demographics. Therefore, I implore not just the youth of India, but the entire world, to prioritize healthy lifestyles and overall wellness. People should proactively pursue preventive healthcare before the damage is done and they struggle at a hospital,” said **Ms Sugandh Ahluwalia, Chief Strategy Officer, Indian Spinal Injuries Centre (ISIC), New Delhi.**

“Ultimately, investing in preventive healthcare not only benefits individuals but also contributes to the collective health and prosperity of the society as a whole,” added **Ms. Ahluwalia.**

According to a report by the Indian Heart Health Association, 50% of all heart attacks in India occur in men under the age of 50, while 25% of heart attacks occur in men under the age of 40. But now, India is witnessing heart attacks in the age group of 20-30 years as well. According to experts, Sedentary lifestyles, poor dietary habits, stress, and stress, and environmental factors have contributed to this alarming shift.

“Gone are the days when Non-Communicable Diseases were associated with middle and old age. However, with the rising incidence of cardiovascular and other diseases among young individuals, there is a need for serious attention and a call for proactive action. Early preventive screening can help detect risk factors and markers of heart diseases in their nascent stages, allowing for timely interventions,” said **Dr. Manisha Arora, Unit Head and Sr. Consultant, Internal Medicine at Sri Balaji Action Medical Institute.**

Experts firmly believe that India needs a proactive and robust strategy that emphasizes prevention. According to them placing utmost emphasis on preventive measures alongside leveraging medical advancements and technological innovations, India can forge a path towards a robustly healthier society and a more prosperous nation. Not only does this approach lead to improved health outcomes and quality of life for individuals, but it also helps alleviate the strain on healthcare systems by reducing the need for costly treatments and hospitalizations

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