

Save your lungs delhi to protect health by air pollutants by breathfree helpline

New Delhi, January 17 : The World Health Organization recently reported that 13 of the 20 most polluted cities in the world are in India. National Capital Delhi also figures in the list of 13. The environmental exposure to increasing air pollutants in Delhi is so affecting the health that more than one-third of Delhi population is exposed to some kind of respiratory problems and are at higher risks of cardiovascular and respiratory morbidity and mortality.

#saveyourlungsdilli movement will encourage people to come forward using the 'breathfree' helpline +91-8080622000 for Free Lung Check-up and interact with experts to understand their respiratory problems and treatment. As part of this initiative, every delhite can get information about current Air Quality Index and Health tips from health experts through SMS.



Speaking to the press, Dr. Jaid-eep Gogtay, Chief Medical Officer, Cipla said, #saveyourlungsdilli initiative will work to create awareness for respiratory problems and a simple process of treatment for it. Via 'breathfree' helpline our team will reach the caller, check his or her

health status and ensure that the person gets the required treatment at the right time and follow-up. The missed call campaign will reflect a proactive approach and will create a seamless experience for people using the helpline".

Dr. Sundeep Salvi, Member Steer

ing Committee Air Pollution and Health, Ministry of Health & Family Welfare-Government of India and Director at Chest Research Foundation said, "Pollutants can cause lung damage due to oxidative stress by acting directly on the production of free reactive oxygen species (ROS), inducing epithelial cell inflammation, airway hyperactivity and lung injury. They reduce the levels of antioxidants in the lungs and therefore make it more vulnerable to the harmful effects of air pollution."

Dr. Vikram Jaggi, Medical Director at Asthma Chest & Allergy Centre, Delhi said, "Inhalation of the air pollutants into the respiratory tract makes it the prime target for harmful effects. Pollutants can cause lung damage due to oxidative stress by impacting directly on the production of free reactive oxygen species, inducing airway hyperactivity and lung injury."