

## Press Release

# Project UDAY takes another step to empower women to take charge of their health

**Partners Eli Lilly and Population Services International India hold awareness session on hypertension in women in Vishakhapatnam**

**May 20, 2016** - To mark World Hypertension Day 2016, Population Services International (PSI) India and Lilly NCD Partnership held an awareness session for women members of a self-help group in Makavarapalem Mandal, Vishakhapatnam under the aegis of 'Project UDAY'.

The purpose was to educate women on the importance of screening for hypertension (high blood pressure), how to identify its symptoms, its risk factors and the common myths and misconceptions that surround the condition. By educating groups that can cascade this message Project UDAY hopes to expand its reach to empower more and more women to take charge of their health.

**Dr. KVS Gowreeshwara Rao, Senior Public Health Officer, Community Health & Nutrition Centre, Kotauratla Cluster**, the Guest of Honour at the workshop said, *"Most cases of hypertension can be prevented with education and the right action. We need to reach the message of how women are as vulnerable to hypertension as men, especially because there are other disease risk factors unique to women that can worsen because of hypertension."*

Prominent guests present at the session were Ms. M. Udaya Sri, Mandal Development Officer, Makavarapalem; Ms. K Ramamani, Mandal Revenue Officer, Makavarapalem; and Ms. P. Manga, Assistant Project Manager, Streeshakti Program, Makavarapalem.

Hypertension, is a huge public health concern in India. While much has been said about the national burden of hypertension and related disorders, the threat of cardiovascular disease in women has not received enough attention. Women are at risk of hypertension through a number of risk factors specific to them such as use of birth control pills, pregnancy related rise in blood pressure leading to complications at the time of delivery (Pregnancy Induced Hypertension). Moreover, a woman's chances of developing HBP increase considerably after menopause.

Although hypertension is a chronic disease, it can be prevented and managed efficiently. The rise in hypertension can be attributed to several risk factors including increase in consumption of fast foods; high sodium diet; excessive consumption of alcohol; smoking; obesity; and persistent stress. Pre-existing conditions such as diabetes and high cholesterol also increase the risk of developing hypertension.

Since diet and lifestyle are critical contributors to hypertension as well as the route to prevention, Project UDAY health workers also set up a food pyramid stall to teach workshop attendees more about healthy food choices.

**About The Lilly NCD Partnership:**

The partnership was launched in 2011 to help fight the rising tide of non-communicable diseases (NCDs), which include heart disease, cancer, chronic respiratory diseases, and diabetes. NCDs are the leading cause of deaths worldwide, with 80 percent of NCD-related deaths occurring in low- and middle-income countries. Through the Lilly NCD Partnership, Lilly is making a major move towards the concept of creating 'shared value.' By investing in the healthcare infrastructure of countries that have the highest burden of diabetes, they are leveraging their assets and expertise to both drive business results and improve public health. This program has the potential to create significant impact for the company and for millions around the world. It represents a promising new approach for Lilly, and the industry.

**About Project Uday:**

With the aim to raise public awareness on diabetes and hypertension, Eli Lilly has launched project 'Uday' in partnership with Public Health Foundation of India (PHFI), Population Services International (PSI) and Project HOPE. The pilot of the program is being implemented in the cities of Sonipat and Visakhapatnam. It comprises of various components, to create awareness of chronic diseases and emphasises the importance of timely screening, detection and prevention to reduce the risk of diabetes and hypertension.

**About Eli Lilly:**

Lilly is a global healthcare leader that unites caring with discovery to make life better for people around the world. We were founded more than a century ago by a man committed to creating high-quality medicines that meet real needs, and today we remain true to that mission in all our work. Across the globe, Lilly employees work to discover and bring life-changing medicines to those who need them, improve the understanding and management of disease, and give back to communities through philanthropy and volunteerism. To learn more about Lilly, please visit us at [www.lilly.com](http://www.lilly.com) and <http://newsroom.lilly.com/social-channels>.

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