

Meeting the unmet need for palliative care

STAR HEALTH DESK

Palliative care is the supportive care for people with incurable and serious advanced illness to provide comfort at the end of life. The demand for palliative care is increasing across the globe. But only 1 in 10 people who need palliative care is currently receiving it. Among the people who receive care, most of them are provided in high-income countries. Almost 80% of the global need for palliative care is in low- and middle-income countries.

It is estimated that every year more than 20 million patients need palliative care at the end of life. Some 6% of these are children. The number of people requiring this care rises to at least 40 million if all those that could benefit from palliative care at an earlier stage of their illness are included. Hospice and palliative care often encompasses some support to family members, which would more than double care needs.

About one third of those needing palliative care suffer from cancer. Others have progressive illnesses affecting their heart, lung, liver, kidney, brain or chronic, life-threatening diseases including HIV and drug-resistant tuberculosis.

Many believe that palliative care is about just pain relief. But it is more than



that. It includes addressing the physical, psychosocial and emotional suffering of patients with serious advanced illnesses and supporting family members providing care to a loved one.

This unmet need of palliative care is mapped for the first time in the "Global atlas of palliative care at the end of life",

published jointly by the World Health Organisation (WHO) and the Worldwide Palliative Care Alliance (WPCA). In the Atlas, expert recommended that while we strengthen efforts to reduce the burden of the biggest killers in the world today, we must also alleviate the suffering of those with

progressive illness who do not respond to curative treatment.

The Atlas calls on all countries to include palliative care as an essential component to every modern health-care system in their moves towards universal health coverage. However, currently only 20 countries worldwide have palliative care well integrated into their healthcare systems.

Experts identified the following barriers that need to be addressed immediately to meet the crucial need of palliative care:

- Lack of policies recognising palliative care and the need for care both at the end of life and during progressive illnesses;
- Lack of resources to implement services, including access to essential medicines, especially pain relievers;
- Lack of knowledge of healthcare professionals, community volunteers and members of the public about the benefits of palliative care.

At least 35 million of these people will die of chronic life limiting illnesses and if we include family and carers who need help and assistance in caring, at least 100 million people worldwide would benefit from hospice and palliative care. The need is clear. Now, we need to act to meet the need.

Source: World Health Organisation

ROLE OF MEDIA

Eliminating avoidable blindness

PARVEZ BABUL

Just close your eyes for a few moments and feel how dreadful the darkness is. Millions of people in the world are living permanently with this dreadful darkness, in other word blindness. Many of these are still blind simply because they are unaware of treatment option or treatment in inaccessible.

Media can disseminate more information both critically and crucially to help eliminate avoidable blindness. Mass media have the potential to reach large numbers of population to disseminate information for making awareness in preventing avoidable blindness and helping the blind children see.

Thus the messages should be delivered based on population, target audiences, their languages, needs and demands. A key element of effective mass media is initial research and testing of programmes before print or broadcast to ensure that messages are simple, relevant, attention-growing, easily-understandable, and attractive.

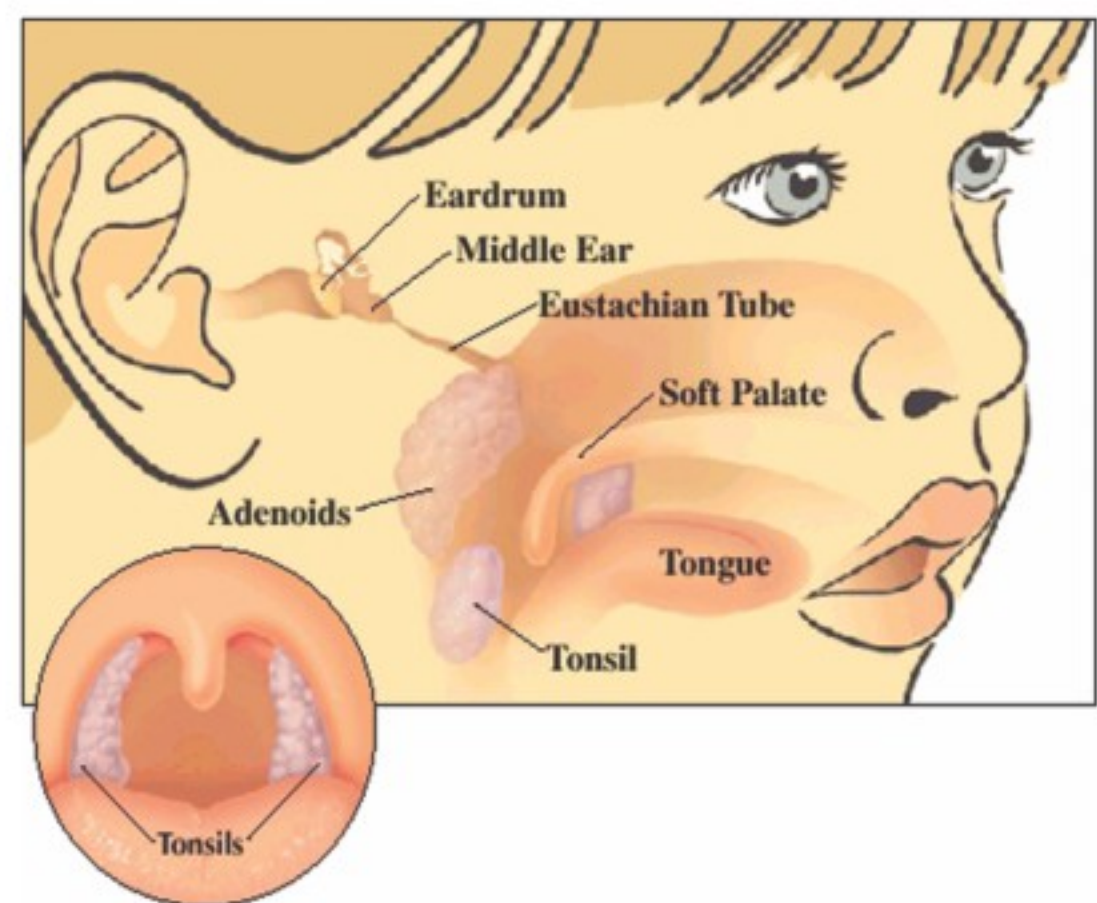
In terms of behaviour change communication, it is generally accepted that mass media are particularly appropriate when the behaviour changes are to be promoted. Even those, who are underpinned by strong cultural beliefs, mass media need to be supplemented by more intensive community-based approaches.

Advocacy through media includes all activities designed to raise awareness about the importance of blindness prevention among all, from the grassroots level to policy making level, mobilise resources, and integrate blindness prevention programmes with other programmes.

Advocacy can also lead to enactment and enforcement of laws that place on a legal footing the obligations of governments to ensure the 'Right to Sight'. The print, electronic, online, and social media have huge opportunities to contribute to preventing avoidable blindness and help achieve the goals of Vision 2020: The Right to Sight. Even many profit or non-profit organisations may use media for advocacy in eliminating avoidable blindness as part of their corporate social responsibilities.

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HEALTH bulletin



Tonsillectomy just as safe for adults as kids

A new study offers reassurance for adults who need to have their tonsils removed — the procedure has low complication and low death rates.

Tonsil removal (tonsillectomy) is a common type of surgery, but there is little information about the safety of the operation in adults, the researchers noted. The new study was published in the Journal of the American Medical Association (JAMA) Otolaryngology — Head & Neck Surgery.

Hand washing, zinc may ward off colds

The cold season is in full swing, with everyone swearing by their own methods for avoiding infection or treating themselves should they get sick.

Now, a new review published in the Canadian Medical Association Journal (CMAJ) finds that some methods seem to work better than others, namely hand washing and zinc supplements for prevention of a cold, and decongestants and pain relievers for treatment.



TrueBeam™ STx, world's most advanced Linear Accelerator (LINAC) for radiotherapy at Global Cancer Institute

Multi super specialty organ specific cancer care

STAR HEALTH REPORT

Cancer is a leading cause of death worldwide. Due to many reasons, different types of cancers are on the rise. About 70% of all cancer deaths occurred in low- and middle-income countries. Deaths from cancer worldwide are projected to continue to rise to over 13.1 million in 2030.

At the late stage, cancer spreads throughout the body that requires advice from multi specialty doctors. With the development of treatment facilities, it is critical now a days to have all those facilities under the same roof. Such approach has been taken by Global Hospitals Group in Chennai, India. They have engaged

the cutting edge technology at comparatively affordable range for the people of South Asia.

Global Cancer Institute (GCI) at Global Health City, Chennai is a novel initiative by the Global Hospitals Group for providing comprehensive Cancer care services in India. GCI provides end to end Cancer care services starting from treatment, disease management to rehabilitation. The uniqueness of GCI is its treatment philosophy towards the treatment of Cancer. The philosophy relies on treating the Cancers of different organs of the body with different but comprehensive procedures.

While most of the Cancer care centers in India still adopt the traditional vertical approach to the

treatment of the disease, at GCI the treatment design follows an integrated practice involving super specialists from different medical specialities to offer "Multi Super Speciality Organ Specific Cancer Care".

The comprehensive Multi Super Speciality Organ Specific Cancer Care services of Global Cancer Institute (GCI) rests on six kinds of approaches for the treatment of Cancer. Each kind of treatment approach is backed by years of experience, cross-speciality collaboration, ultra-modern technology, and state-of-the-art infrastructure to make sure that the treatment culminates in giving best possible quality of life to the patient.



Some foods are not safe for toddlers

Little mouths and throats are not suited for big chunks of food, which could pose a choking hazard. The American Academy of Paediatrics says parents should avoid giving their toddlers:

- Whole hot dogs (should be sliced).
- Jelly beans and other hard candies, as well as nuts, seeds and popcorn.
- Thick chunks of peanut butter.
- Raw crunchy vegetables, such as green beans, carrots or celery.
- Whole cherry tomatoes or grapes (they should be quartered).
- Big chunks of meat, fruit, raw veggies or potatoes.

f /StarHealthBD

Knowing for better living

In Bangladesh ...

1 out of 3 women suffers from Osteoporosis !

Take calcium rich foods like milk, dairy products, nuts, soya foods, leafy vegetables & fruits

Take Vitamin-D rich foods like seafood, cod liver oil, egg & mushroom

Exercise regularly like walking and jogging

Take medicines consulting with physicians



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