



Dear Friends,

Brain Stroke is the second leading cause of death and the leading cause of adult disability worldwide. Developing countries like India account for 85% of the global deaths from stroke. The main reasons for such a high incidence are poor awareness and delayed consultation. With the wide availability of CT scans, a primary investigative modality, this problem can be solved to some extent.

Stroke can occur in anyone regardless of race, gender or age; however, the chances of having a stroke increase if an individual has certain risk factors. The best way to protect oneself and others is to understand personal risk and how to manage it. **Studies have shown that 80-90% of strokes can be prevented in this way because it is largely related to lifestyle changes.**

Stroke is related strongly to a defective lifestyle. Lifestyle risk factors, which include smoking, alcohol abuse, physical inactivity and obesity, can often be changed, while medical risk factors such as high blood pressure, atrial fibrillation, diabetes mellitus and high cholesterol can usually be treated. The modifiable and treatable factors are abbreviated as **SHA3DOWS2** (**S**moking, **H**ypertension, **A**ge, **A**lcohol abuse and **A**trial fibrillation, **D**iabetes, **O**besity and hyperlipidemia, **W**ellspring for family history, **S**tress and **S**edentary lifestyle).

The Brainline project is undertaken to serve society's three basic needs: creating Awareness, providing easy Access, and making treatment Affordable (AAA). This

project is a brainchild of Purva Medical Trust, founded by Dr Ashok Hande in 2011. Purva Medical Trust, a charitable NGO, along with the Rotary Clubs of Navi Mumbai, has undertaken this mammoth project for the selfless service of the society. The awareness program involves educating **people who suffered or were directly involved with them.** It also involves **creating an information network** for people in need to access medical facilities. **We seek intellectual help from the families involved with this deadly disease to develop this network.**

This is a non-commercial activity undertaken by my NGO (Purva Medical Trust) and the Rotary Clubs of Navi Mumbai. We are developing an SOS app to connect potential stroke victims to close relatives or friends, various primary and tertiary stroke centres (PSCs, TSCs), and local ambulance services to get the best possible results.

We need your help to raise awareness and develop a network for this deadly but preventable disease.

Thanking you,

Dr Ashok Hande.

The President.

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