

**A Strategic Public Relations Programme
for
SafePoint Trust, UK**

- SafePoint Trust, a UK based Charitable Trust is set up with a single-minded objective to promote safety of injections worldwide
- Backed by its core philosophy - “Everyone has a right to live a safe live”, SafePoint has been eyeing India to introduce and change its policies through media and also lobbying with authorities
- Founder and CEO, Marc Koska an international figure through his tireless and dedicated efforts has introduced legislation in Uganda which now only promotes and uses AD (Auto Disable) syringes
- Recent studies conducted on syringes have proved beyond doubt that one third of syringes in India are unsafe and are reused
- Interestingly Marc is also the inventor of AD syringes (brand name Kojak) and is hoping to introduce change in law so that millions of lives could be saved

- Create a nationwide PR campaign in media which would reveal startling facts about the unsafe use of syringes in India with a view to stop reuse of syringes
- Maximize exposure for Marc Koska, the brains behind the movement
- Involve VIPs like Dr. Abdul Kalam, Kiran Bedi, Lila Poonawala to share their support for the campaign

- Mass Media
 - Print
 - Electronic
 - Wires
 - Trade
 - Online

- A sustained PR campaign over a period of 6 weeks w.e.f. October 15, 2008 was undertaken

Target Cities...

- National
 - Metros
 - Delhi
 - Mumbai
 - Chennai
 - Bangalore
 - Hyderabad
 - Kolkata

- National
 - Mini-metros
 - Chandigarh
 - Lucknow
 - Indore
 - Ahmedabad
 - Pune
 - Patna
 - Kochi
 - Bhopal

- We recommended a 5 day intensive PR campaign of media briefing in 14 cities
- Top health / city / feature reporters were invited to meet Marc Koska and key people who supported the campaign
- Details of study on unsafe syringes were shared with media
- Media gave astonishing and sensational highlights of this study
- A few days later, TV commercials were run on leading channels like Aj Tak, Cimena Halls etc to get a huge impact

- Out of the 5 days campaign across the length and breath of the country, Madison was able to generate :
 - Over 225 exposures in all leading media (business, mainline, vernacular, trade etc)
 - Over 20 channels interviewed Marc Koska on his vision for safety of syringes
 - A huge impact through media was felt for over 30 days as coverage kept pouring from all media across the country

Metro Now - New Delhi

FATAL RISK AT A NEEDLE POINT

METRONOW REPORTER

What's the difference between a bullet and a used syringe? A bullet can kill just one person but a syringe can eliminate many.

What's more shocking is that in our country two-thirds of syringes are re-used — a potential risk as re-cycled needles are a major mode of transmitting blood-borne viruses that can cause AIDS, Hepatitis B and Hepatitis C.

A more saddening fact, as presented by World Health Organisation, is that a child dies every 24 seconds due to the use of unsafe syringes.

Marc Koska of Safepoint Trust, a charitable organisation from the UK, launched a campaign on Children's Day to create awareness about the dangers of using unsafe injections.

Koska said his experience with young children made him realise how vulnerable they are. He once asked a young rag picker, who had cut himself handling medical waste, what he would do with the injury. "The boy told me that it happened often and that he only need to rub it for a while," Koska said.

He also saw another boy sucking a used needle. "We must make every attempt to lobby with the authorities to change the legislation to prevent syringe re-use and enforce safe injection guidelines."

Koska had another eye-opening tale to tell. He had visited a government hospital where he found syringes on a



World Health Organisation reports that every 24 seconds a child dies because of unsafe injections. Another study reports that government centres are the largest users of recycled needles

tray. "When I took out one of the syringes, I found it wet. They must have been washed and brought back for re-use on unsuspecting patients," said.

That's not all: A 2002-2004 study conducted by the India-Clen Program Evaluation Network on behalf of the Ministry of Health and World Bank found out that unsafe injection practices are high in government centres.

Dr N.K. Arora, who conducted the study, said, "Half of the individuals going to a health centre are administered unnecessary injections. It is routine to give injections to those suffering from cough, fever or loose motions. Many times it is not even required."

Even improper disposal can lead to syringe recycling, he said. "We accuse quacks of unsafe syringe practice, but in urban areas medical practitioners are also to blame. In fact unsafe injections are higher in urban areas than rural set ups," Dr Arora said.

Koska confirmed this with another tale. "I once asked a medical practitioner how many injections he had given that day and he said, '25'. But when I asked him to show me the syringe, he held up one syringe," Koska, who designed the Auto-disable (AD) syringe, which physically prevents re-use, said.

In India, the immunisation sector now uses AD syringes after the 2002-2004 study, as it pointed out that recycled needles are used highest in immunisation clinics.

Hindustan Times - Lucknow

'One syringe, one shot' can save lives

65 PC INJECTIONS UNSTERILISED IN INDIA, REVEALS STUDY

HT Live Correspondent

APPROXIMATELY 65 per cent of the injections used in India are not sterilised, leading to 3 lakh deaths in the country through different infections.

Jim Barker, chief executive officer of Safepoint, a UK-based trust, made this glaring revelation. The trust promotes awareness about the latest development in the field of health care.

Giving a presentation on Saturday, Barker said 'one injection one syringe' was the motto of Safepoint. "To attain this we have launched a campaign in 14 cities in India to educate the majority of the population. The focus is upon children who can be the best campaigners with us," he said.

Sharing the finding of a World Bank-sponsored study "Assessment of Injection Practices in India" done in India in 2005 both in private and public sector, Barker said the injection practices were very poor here.

"In the area of waste disposal, it was observed that disposal of plastic syringes and disposable needles was 61.3 per cent in India. At the immunisation clinics, this rate was 50.9 per cent," he said.

Commenting about the previous work by the Safepoint, Barker said their successful campaign had brought about a change in Uganda where complete protection regarding syringe use had been achieved through national legislation. This was with the grass-root level efforts.

He emphasised on the need of a 'safe injection policy' in India to ensure that everyone got a safe injection.

"Injection safety is necessary to check spread of deadly diseases like HIV/AIDS and Hepatitis-B. Starting the campaign in India we feel it is a huge task for the country that has its own set of problems. The need for safety is important and with the support of the various voluntary groups and public and private sector agencies, we will succeed," said Barker.

The campaign was kicked off in New Delhi on the occasion of Children's Day. The campaign, involving 7,00,000 Euros, includes screening of films across the country.



Statesman - Kolkata



Times Of India - Pune

UK trust promotes safe use of syringes

THES NEWS NETWORK

Pune: Following an exhaustive survey on practices related to safe use of injections, UK-based charity organisation Safe Point Trust launched a multi-pronged campaign to create awareness in the next generation regarding unsafe injections.

Addressing a press conference here on Saturday, Marc Koska, founder of Safepoint Trust, said that as per the World Health Organisation, 60 per cent of all injections used in the developing world are unsafe. This means that the injections are either reused or not disposed off properly and also plastic syringes are used instead of glass ones. "This social epidemic needs to be addressed with an iron hand. The safety profile of injections in India is critical and alarming." The first phase of the week-long campaign was launched

FACT FILE

■ Nearly two-thirds of the injections administered in India are administered in unsafe manner

■ Of all the injections administered, one-third carry a potential risk of transmitting blood-borne virus

■ Unsafe injections are the highest at immunisation clinics, followed by government health facilities and private health facilities

(Source: Ministry of Health)

In New Delhi on November 14 and in Pune on November 15. Next week, the campaign will travel to 14 cities, creating awareness through a media blitz with a gamut of communication tools like awareness messages, films, radio spots, etc. Stating that the campaign

will carry on "until the problem is solved". Koska said the second phase of the campaign will involve integration with non-governmental organisations at the grassroots to create awareness in rural areas.

He added that Safepoint has dedicated its last two decades to safe injection technologies. "From the initial number of unsafe injections delivered, it is unfortunate that at the all India level, three-fourths were administered with plastic syringes. In the urban areas, 80.8 per cent of injections were administered with plastic syringes, as compared to 72.2 per cent in rural areas," Koska said. Speaking at the inauguration of the Pune leg of the campaign, activist Mohan Dharia lauded the Trust for its noble initiative. "While we have laws in place regarding disposal of syringes after use, it is necessary to obtain participation from people to enact them," he said.

- Owing to this huge exercise, Marc got a call to discuss various issues on safe syringes from Dr Ramadoss, Health Minister
- Marc put up the case and finally the Health Minister gave a green signal to only allow AD syringes in all Central and State Government hospitals and clinics and to stop the reuse of old and recycled syringes w.e.f. April 1, 2009

Hindustan Times

