



For immediate release

Press Release - World Heart Day 2021

Cardiovascular disease (CVD) has become the leading cause of mortality globally, resulting in 18.6 million deaths a year. More than four out of five CVD deaths are due to heart attacks and strokes, and one third of these deaths occur prematurely in people under 70 years of age, according to the World Health Organization (WHO). All of these chronic health conditions can be averted by reducing their dietary risks. Limiting the permissible amount of salt, sugar, saturated fats and other harmful ingredients in packaged and ultra-processed food and beverages followed by a simple interpretive front of pack warning label are easy solutions to save more lives. Hence, on the occasion of World Heart Day 2021, it is important to eat right, exercise, stay away from smoking and alcohol and avoid junk food to avoid getting heart diseases.

To reiterate the need for awareness on heart health and to establish a wide connection between the benefits of front of pack labelling with respect to health, Citizen consumer and civic Action Group (CAG), in association with Sri Ramachandra Institute of Higher Education and Research (DU), C3 Research Foundation, Chennai and Women Consumer Protection Association, Madurai organised a webinar on World Heart Day, September 29, titled, “Heart Health and Front of Pack Labelling/Warning Labels”.

Dr VinodKumar Balakrishnan said that, “The habit of eating healthy food has become remote and availability of fast foods even in small shops everywhere have increased the consumption of salt, sugar and fat which are direct causes for Non communicable disease. While Front of Pack Labelling (FoPL) regulations are yet to be implemented, it is important to read nutritional labels on the back side of the food packets while buying. In addition to eating healthy which includes fruits and vegetables, lifestyle modifications should also be adopted like quitting smoking, avoiding alcohol consumption, relaxing stress factors, maintaining cholesterol levels, etc. Epidemiologic studies from various parts of India indicate the prevalence of coronary heart disease in Urban India is 7% to 13 % and in rural areas is 2% to 7%. Hence, it's the responsibility of the consumers to choose healthy food.’

Dr. Hemamalini. AJ, Nutritionist, Department of Clinical Nutrition, Sri Ramachandra Institute of Higher Education and Research (DU) says ‘it is important to have the clear indication of the nutrients of concerns on the front of pack labelling for consumers to make informed choices’.

About Citizen consumer and civic Action Group (CAG):

CAG is a 35-year-old non-profit and non-political organisation that works towards protecting citizens' rights in consumer, civic and environmental issues and promoting good governance processes including transparency, accountability and participatory decision-making.

We request you to carry the details of the webinar in your engagement column and cover the event.

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