

## The Northlines

### Max Healthcare survey reveals 20% corporate professionals are smokers

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# Max Healthcare survey reveals 20% corporate professionals are smokers

**Jammu, 10 June:** Max Healthcare Institute Limited, a premier healthcare provider released a survey on cessation of smoking at workplace which was conducted at five major corporate; Spice BPO, I-Energizer, Wipro, GE capital and IFFCO with a sample of 500 professionals.

The research was conducted to analyze the percentage of professionals consuming tobacco on a day to day basis. The survey was undertaken by 500 corporate professionals that revealed certain astonishing facts and figures. The survey was released by Max Healthcare on the eve of World No Tobacco day.

Speaking on the occasion Dr. Sandeep Budhiraja Head Preventive Healthcare Program, Medical Advisor, Max Healthcare, said, "1 in 5 are smoking in any corporate, at any given point in time are Smokers : out of which – 4 in 5 want to quit and 1 in 5 don't want to

quit. 70% of smokers actually want to quit smoking at some time. This means that actually there is a huge demand, and the gap is actually due to ignorance. Also the figures reveal that 20% of all respondents were smokers."

Talking about the attitude towards the issue Dr. Samir Parikh HOD, Mental Health & Behavioural Sciences said, "Cost of therapy was perceived as another deterrent for therapy by the employees. In this regard, HR should make policies to support such programs in the company, which then gets perceived as a 'pro-employee' organization and the money spent by the company in these efforts, gets more than compensated by having a healthier workforce and less absenteeism. Reliable data suggests that it generally takes an organization about 3 years, to recover money spent in smoking cessation activities."

Dr. Sandeep further added, "Those who want to quit smoking need to be given proper direction at the earliest, if they are not given scientific evidence based intervention, they may try their own methods or those told by others and when the half-baked, misguided efforts prove ineffective these people may lose motivation to quit smoking."

Dr. Samir Parikh further said, "In spite of extensive displays in all corporates, still 100% awareness of smoke-free workplace does not exist. The reason why the number of ex smokers is only 6% , which is still higher than national average of only 2%, is due to lack of awareness , probable feeling of unease in a workplace setting to opt for smoking cessation therapy and complete NO for a group therapy probably again due to this still being considered 'confidential' treatment and a perceived notion of being 'victimized' if people came to know

about your smoking habits."

Speaking on the Tobacco consumption by the individuals Dr. Samir Parikh said, "Most people haven't tried scientific methods to quit smoking & that's the reason of failure. Effective & proven methods that help an individual quit smoking exist and those need to be resorted to. As for those who do not wish to quit; more education/awareness/counseling needs to be imparted to get them to start contemplating suiting smoking. This is where media and organizations have a role to play."

To support the Govt's endeavor to reduce the Tobacco disease burden, organizations must demonstrate their commitment towards creating awareness around Tobacco & its ill effects. Scientific & Proven Tobacco Cessation options need to be amplified to the young workforce who are more susceptible of picking up this addiction.