

Lambi Zindagi Kay Raz ('Learn to Live Longer' campaign)

لمبی زندگی کے راز

The 'Lambi Zindagi Kay Raz' or 'Learn to Live Longer' campaign was launched by Heartfile as part of its Corporate Social Responsibility Programme . The objective of the campaign was to influence people to adopt lifestyle modifications that have implications for prolonging life.

In its opening phase, the campaign consisted of media interventions with high-frequency repeat cycles. The content of the campaign was based on scientific evidence guided by locally-conducted behavioural research; it drew on the principles of social marketing, leveraging Heartfile's social identity.

The campaign utilized contemporary scientific approaches to impact health outcomes at a population level; it had been modeled to influence a set of nationally agreed health indicators. The campaign addressed a series of health issues inclusive of a healthy diet, regular physical activity, control of obesity, lowering of blood cholesterol, tobacco-use cessation, use of safe needles, road safety, injury prevention and population screening for chronic disease.

The campaign incorporated an in-built robust mechanism for ongoing evaluation. Baseline levels of awareness and practices have already been established through a nationally representative survey.



The following programmes formed part of the campaign:

Mental Illness at Birth

Mental Illness – a Disease

Heart Attack – a Story

Blood Pressure – Few important points

Diabetes – two Stories

Diabetes – few important points

Healthy Diet

Exercise – Basic Health Facts

Drugs – Get Rid of Them

Asthma – a Disease

Environment – Indoor Pollution

Depression – Light in Darkness

Injury – Road Safety