

## Fortis Hospital spreads awareness on World Head Injury Awareness Day

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**Fortis hospital together with college students came forward to give away 150 helmets**



On the occasion of World Head Injury awareness day, Fortis Hospitals, Bangalore along with their accident survivors came forward to spread awareness on road safety. The drive was conducted in association with Bangalore Traffic Police. The survivors wanted to put across the strong message about their fight for survival while giving away helmets to the ones riding without helmet.

The sole aim of the initiative was to take responsibility for themselves as well as for the pillion rider. Fortis hospital together with college students came forward to give away 150 helmets.

Dr Ganesh Veerabhadraiah , Senior Consultant, Neurosurgery said "Helmet use lowers the risk of head injury during the time of accidents. People tend to ignore helmets and don't realise that a lot of cases of head-injuries due to accidents can be avoided if taken care. It is also recommended to use full face helmet as it offers the best protection for your head and neck. Initiatives like this, will help people realise the importance of wearing helmets which they otherwise only wear to avoid getting caught by the traffic cops."

Dr. Priya Sreedharan, Facility Director, Cunningham road, said, "Fortis Hospitals have been spreading the message of road safety for the three consecutive years now. As a responsible hospital, we want to make people realize the importance of wearing helmets so that they are safe while riding. We hope this initiative will create a bigger impact on the non-helmet wearer and convey the message to be safe on the roads by wearing the helmet. Fortis Hospitals Bangalore has been taking several initiatives to spread awareness on safety regarding various healthcare issues in India."

According to a report from the World Health Organization, "Every year the lives of approximately 1.35 million people are cut short as a result of road traffic crash. Between 20 and 50 million more people suffer from non-fatal injuries, with many incurring a disability as a result of their injury." In sheer numbers India has more numbers of deaths due to road accidents than anywhere else and most of them are recorded to be on motorized two wheelers.