

## Cipla raises awareness on inhaler-adoption for asthma

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### India accounts for over 42% of all global asthma deaths



#InhalersHainSahi – an awareness campaign to dispel myths and fears regarding asthma and encourage asthmatics to live a life without limits, has been launched under the aegis of Mumbai-based firm Cipla.

The campaign aims to eliminate stigma around the usage of inhalers, make it socially more acceptable and foster further dialogue between patients and their doctors.

According to Global Burden of Disease Report, In India, around 93 million people suffer from chronic respiratory diseases; of which around 37 million are asthmatics. India contributes to merely 11.1% of the global asthma burden, however, it accounts for over 42% of all global asthma deaths, making it the asthma death capital of the world”.

According to Dr Chandrashekar H B, HOD Pulmonary medicine, BMJ Hospital, Bangalore, “The Global Initiative for Asthma (GINA) guidelines recommend inhalers as a safe & effective way to control asthma as it reaches your lungs directly and starts acting immediately”.

Dr Jaideep Gogtay, Global Chief Medical Officer, Cipla said, “Ongoing education is of paramount importance in chronic diseases like asthma. Our efforts are to engage people and encourage them to take necessary actions as guided by their doctors.”