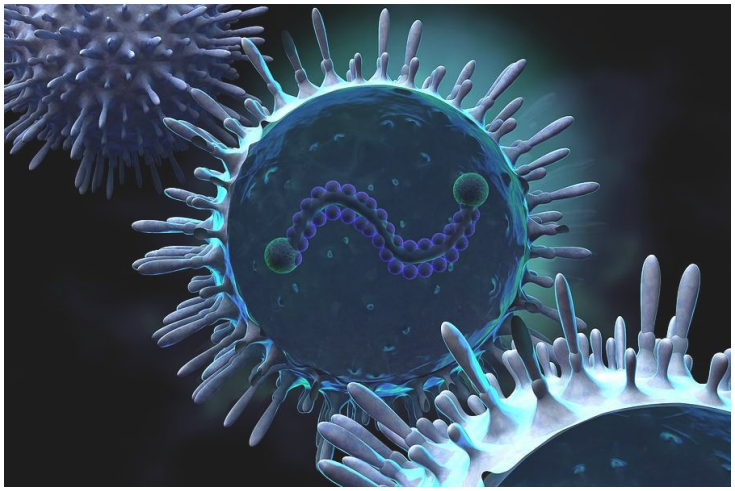
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AstraZeneca collaborates with Indian Academy of Paediatrics

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To raise awareness on Respiratory Syncytial Virus in India



AstraZeneca Pharma India has announced a strategic collaboration with ‘Indian Academy of Paediatrics’, largest association of paediatricians in the country. The two organisations have come together to raise awareness on RSV (Respiratory Syncytial Virus) that can put newborn pre-term babies at risk of respiratory illnesses and the need for timely intervention thereof.

RSV is highly contagious, and the virus can lead to severe infections, particularly in premature infants. Underdeveloped lungs and immune systems are a contributing factor to an increased risk of RSV disease and cardiopulmonary complications among premature infants. According to global reports, over 90% infants are affected by RSV at least once by the age of two year. The collaboration will simultaneously focus on encouraging effective implementation of prevention strategies to mitigate the impact of respiratory infection in high-risk infants and young children.

Through this collaboration, AstraZeneca India and IAP will focus on education, early detection and spreading awareness amongst healthcare professionals, parents, and caregivers about the growing risk of RSV. Specific focus would also be on highlighting prevention strategies to reduce the burden of this respiratory infection. Along with adopting digital medium to spread awareness, a series of hybrid awareness sessions on RSV are being organised in multiple cities across the country including Bengaluru, Delhi, Mumbai, Hyderabad, and Kolkata, to sensitise paediatricians and healthcare professionals.

Dr Sanjeev Panchal, Country President and Managing Director, AstraZeneca India, said, “With this partnership with IAP, we aim to work with medical professional and highlight that an innovative therapy coupled with timely action can avert risks associated with this virus”.

Dr G. V. Basavaraja, President, IAP said, “RSV is one of the leading causes of illness in young children, and we have been witnessing a steady rise in the number of cases in recent years. The rising incidence of RSV, driven by factors like urbanization, changing climates, and evolving viral patterns, calls for greater awareness and proactive management."