



ALERT ACTIVITY REPORT

January 2014 to December 2014

December 31, 2014



ALERT

No. 14, Venkatesan Street T. Nagar Chennai – 600017
info@alert-wecare.org www.alert-wecare.org

ALERT – An Overview

ALERT is a non-profit organization that aims to spread awareness about wellness in the society. A first of its kind in Chennai in very many aspects, it has been started by a group of young, spirited and service minded professionals who share a vibe in terms of envisioning a society that is fully laden with awareness along with compassion. As a first step towards this journey towards wellness, ALERT has undertaken Golden Hour Care and Emergency Response management as its first and core project. Through this project ALERT aims to train various sections of the society in emergency response. This program is being taken to corporates, educational institutions and other social bodies. The end beneficiary would be none other the common man in our society which includes you and me. It is our aim to increase the sensitivity backed by knowledge to handle the situation with support from the man at the vicinity, the medical, enforcement and the legal fraternity, when a life is in danger due to an emergency. Our aim is to ensure that at least one member in each family to be trained in emergency care. The mission is totally free from any commercial motive. ALERT functions with the only aim of achieving a medically aware, socially conscious and a friendly society around us. The curriculum has been jointly developed and approved by the Indian Medical Association (IMA). Also, to know more about us kindly visit www.alert-wecare.org.

*“TRAIN ATLEAST ONE IN EVERY FAMILY IN
EMERGENCY CARE” – Goal set for ALERT by
Dr. APJ ABDUL KALAM*

We have currently trained over **30000** people but are on a constant endeavour to achieve the goal that Dr APJ Abdul Kalam has given is i.e., - "Train atleast one in every family".

A Typical Workshop

This training programme aims to generate awareness and provide training in handling an emergency situation. A typical session would last for about four hours with some dedicated time for hands on experience. The topics that get addressed in the training session are as follows –

- Inhibitions to render assistance during an emergency
- Chain of Survival
- Basic Life Support Principles.
- ABC of basic life support
- Common Medical Emergencies - Bleeding (external and internal), Fainting, Fractures, Seizures, Choking, Burns, venomous stings and bites etc.
- CPR – Cardio Pulmonary Resuscitation
- A brief about the 108 ambulance service with its benefits and other emergency numbers
- A live demonstration of the 108 ambulance (wherever possible)

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The activities and milestones presented in this document are strictly between the period January 2014 to December 2014.

ALERT 2014 – Highlights and Milestones

Following are some of the highlights and significant milestones for ALERT achieved during the period Jan 2014 to Dec 2014

- Training through regular workshops -
 - Conducted 85 workshops during this period
 - The total number of people trained by ALERT has crossed 30,000 in 2014.
- MoU's Effected by ALERT in 2014 -
 - ALERT has entered into a MoU with IIT, Madras specifically with the department of applied mechanics to participate in the research for building high fidelity low cost mannequins. A joint press release was held at IIT Madras in 2014.
- Emergency Management credit course at IIT Madras -
 - Emergency Management has been approved by IIT Madras as a credit course and ALERT would design and implement the programme. The same is expected to be implemented starting next year.
- New Programmes Launched –
 - ALERT has enhanced the quality of the Golden Hour Care Fellow Programme by using high end equipment with the latest technology. The programme has now introduced new modules that incorporate simulations to enhance skill development.
- Events –
 - Employee Health and Safety initiative by IACC - In an effort to generate awareness in public forums targeted at the corporate community, ALERT was invited by the Indo American Chamber of Commerce (IACC), Bangalore to conduct sessions on CPR. The event was jointly delivered by ALERT and Manipal Hospitals.
 - Being ALERT Campaign – As part of the world first aid day, ALERT ran a weeklong campaign to generate awareness on the need for first aid in three ways – an online pledge taking campaign, pledge taking on air through radio channel and a free workshop to the public. ALERT also published the pledge in THE HINDU newspaper with support from Royal Sundaram.
 - MISSION ALERT – Mock Drill on Marina Beach Chennai –ALERT spearheaded an initiative to demonstrate ideal first response in an emergency situation on the road by collaborating with Chennai Traffic Police, 108 and the Tamilnadu Film stunt union. The drill was carried out for the public to view on the Marina Beach in Chennai.
 - Safety Partner at Social events – ALERT was the safety partner at events for social impact such as the Chennai coastal clean-up organized by Chennai Trekking Club.
 - Safety Partner at Health events – ALERT was the safety and first aid partner at health events organized at Chennai such as tobacco free marathon, dream runners half



marathon, RCCT health walk, Triathlon, Trial marathon and Hill marathon by Chennai trekking club.

- Significant External Affiliations –
 - ALERT continues to operate as trusted partners of 108 with whom a mock drill was executed on the Marina Beach in Chennai.
 - Invited by the State Transport department for the fourth consecutive year to be a part of and conduct workshops at the RTO (Regional Transport Offices) as part of Road Safety Week campaign.
 - ALERT has collaborated with the Disaster Management Committee (DMC) at IIT, Madras to conduct training workshops for the inmates, security and staff of IIT Madras.
 - ALERT successfully continues its regular monthly workshops at IIT, madras which is also open to registered members of ALERT who are from the general public.
 - Through Indo American Chamber of Commerce ALERT has reached out to a number of organizations to spread awareness and train people on emergency care.
- ALERT @ School –
 - ALERT @ School programme has successfully been implemented in 4 schools in Chennai.
- Media Outreach –
 - Articles on the need to get trained in First Aid were published in the Hindu highlighting ALERT as an organization providing the same.
 - The mock drill was covered in various TV channels such as DD Podigai, Captain TV, Vasanth TV and in print media such as THE HINDU, Dina Malar, and Dina Karan.
 - ALERT was invited to interviews at PUDHIYA YUGAM
 - ALERT was invited to the breakfast show at 92.7 Big FM as part of Being ALERT campaign
- Simulation Lab –
 - High end equipment that would help in simulations has been procured with the significant contributions received from Cognizant Foundation and State Bank of Hyderabad. The same are being currently used in the skill programmes.
 - ALERT is on the lookout for a suitable location to set up a fully functional simulation lab.
- Operational –
 - ALERT conducted outbound exercises thereby increasing the volunteer base by over 40%



LIST OF WORKSHOPS CONDUCTED IN THE YEAR 2014

S.No	DATE	AUDIENCE GROUP	LOCATION	WORKSHOP TYPE
1	3-Jan-14	DLF	DLF, Building 3A	Regular
2	7-Jan-14	TCS	Chennai one branch, Thuraippakkam.	Regular
3	10-Jan-14	RTO, Sholinganallur	Ayyappa School, Sholinganallur	Road Show
4	19-Jan-14	ALERT Volunteers	ED, IIT	Sensitization
5	22-Jan-14	TCS	Drivers Lobby, Siruseri branch	Awareness
6	25-Jan-14	ALERT Volunteers	CRC 102, IIT	Awareness
7	27-Jan-14	Rotary club of Madras EAST	Elango Hall, TS Narayanaswamy college, Navalur	Awareness
8	4-Feb-14	Sathyam Cinemas	Sathyam cinemas, royapettah	Regular
9	5-Feb-14	TATA Communications	TATA communi, Ambature, Oragadam	Awareness
10	8-Feb-14	TCS, G4 Security	TCS, Seruseri branch, chennai	Regular
11	15-Feb-14	Prince college	Madippakkam	Awareness
12	13-Feb-14	Preludesys India Ltd	Perungalathur	Regular
13	10-Feb-14	Jasmin, Koda road	Kodaroad, Dindukal	Regular
14	14-Mar-14	TCS, BPO	Seruseri	Regular
15	6-Mar-14	KIOT, Salem	Salem	Awareness
16	20-Feb-14	Caterpillar EDCI	Ascendas, Tharamani	Regular
17	20-Feb-14	Caterpillar EDCI	RMZ Millinia, Kandhanchavadi	Regular
18	25-Feb-14	SPI Cinemas	Brookfields, SPI, coimbatore	Regular
19	25-Feb-14	Jasmine Coimbatore	Jasmine, coimbatore	Regular
20	8-Mar-14	CBRE	SP Infocity	Regular
21	27-Feb-14	VFS Global Pvt Ltd	Gopalapuram, Chennai	Awareness
22	3-Apr-14	Virtusa	DLF Chennai	Regular
23	22-Mar-14	ALERT Volunteers	ED, IIT Madras	Regular
24	21-Mar-14	IACC	Laguna Clothing, Kanakapura, Bangalore	GHF Programme
25	21-Mar-14	IACC	ASM Technologies, Bangalore	GHF Programme
26	25-Mar-14	SPI Cinemas	Sathyam cinemas, royapettah	Regular
27	26-Mar-14	SPI Cinemas	S2, Perambur	Regular
28	26-Mar-14	KRMM School	KRMM school, adyar	GHF Programme
29	15-Apr-14	KRMM School	KRMM school, adyar (Teachers)	Regular
30	22-Apr-14	SPI Cinemas	Escape	Regular
31	3-May-14	CBRE	TRIL	Regular
32	15-May-14	CLUB	DOMS, IIT	Awareness
33	17-May-14	ALERT	ED, IIT Madras	Regular
34	28-May-14	SPI Cinemas	Sathyam cinemas, royapettah	Regular
35	28-May-14	Vidyarambham	BABA school, Kelambakkam	Regular
36	29-May-14	SPI Cinemas	Coimbatore	Regular
37	10-Jun-14	SPI Cinemas	Luxe, Velacheri	Regular
38	11-Jun-14	SPI Cinemas	S2 Thiyagaraja	Regular
39	15-Jun-14	Joy Tree	Trichy	Regular
40	17-Jun-14	SPI Cinemas	S2 Perambure	Regular
41	20-Jun-14	TE Conectivity	Whitefield, Bamgalore	GHF Programme
42	20-Jun-14	TE Conectivity	Banashankari, Bangalore	GHF Programme
43	1-Jul-14	Virtusa	Teynampet, Chennai	Regular
44	5-Jul-14	ALERT	ED, IIT Madras	Regular

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45	5-Jul-14	AMM School	AV Room, AMM school	Regular
46	8-Jul-14	SPI Cinemas	Escape, Royapetah	Regular
47	25-Jul-14	AMM School	AV Room, AMM school	Regular
48	2-Aug-14	CTC	Epapaer, Thiruvanniyur	Regular
49	2-Aug-14	Kongu Eng college	Perundurai, Erode	Awareness
50	2-Aug-14	NSS, Kongu college	Perundurai, Erode	Awareness
51	5-Aug-14	SPI Cinemas	Royapetah	Regular
52	9-Aug-14	ALERT	ED, IIT	Regular
53	23 - 24 Aug 14	ALERT	IIT	GHF Programme
54	7-Sep-14	NSS, Kalasalingam	Srivilliputhur	Awareness
55	6-Sep-14	Bharath Sout	Church Park School	Awareness
56	20-Sep-14	Manora politech	Pattukottai	Awareness
57	18-Sep-14	Sterling Resorts	Yelagiri	Awareness
58	19-Aug-14	Women's India Association	Green ways road	Regular
59	10-Sep-14	SPI Cinemas	sathyam cinemas, royapettah	Regular
60	14-Sep-14	General Public	IIT as part of Being Alert campaign	Mass Awareness
61	23-Sep-14	SPI Cinemas	Perambur S2	Regular
62	1-Oct-14	Ekam Foundation	GKM Engg college, Tambaram	Regular
63	10-Oct-14	NTL Call Taxi	NTL Office, Guindy	Regular
64	14-Oct-14	SPI Cinemas	Luxe, Velacheri	Regular
65	21-Oct-14	SPI Cinemas	Escap, Royapetah	Regular
66	12-Oct-14	Rotary	Maraimalai Nagar	Awareness
67	9-Oct-14	P.S.APPARELS (INDIA)	Guindy	Regular
68	16-Oct-14	P.S.APPARELS (INDIA)	Guindy	Regular
69	29-Oct-14	Asan education groups	Thirukazukundram	Awareness
70	30-Oct-14	Asan education groups	Thirukazukundram	Awareness
71	31-Oct-14	Asan education groups	Thirukazukundram	Awareness
72	27-Oct-14	P.S.APPARELS (INDIA)	Guindy, Chennai	Awareness
73	28-Oct-14	P.S.APPARELS (INDIA)	Guindy, Chennai	Awareness
74	11-Nov-14	SPI Cinemas	Royapettah	Regular
75	15-Nov-14	ALERT Volunteers	ED, IIT Madras	Regular
76	19-Nov-14	SPI Cinemas	Royapettah	Regular
77	29-Nov-14	DMC, IIT Madras	IIT, Madras	Awareness
78	30-Nov-14	DMC, IIT Madras	IIT, Madras	Awareness
79	01-Dec-14	DMC, IIT Madras	IIT, Madras	Awareness
80	5 - 6 Dec 14	ALERT	IIT, Madras	GHF Programme
81	05-Dec-14	DMC, IIT Madras	IIT, Madras	Awareness
82	06-Dec-14	DMC, IIT Madras	IIT, Madras	Awareness
83	07-Dec-14	DMC, IIT Madras	IIT, Madras	Awareness
84	20-Dec-14	A One Logistica	Nelson Manickam Road	Awareness
85	21-Dec-14	Thozhan	Saidapet	Awareness



LIST OF EVENTS PARTICIPATED as FIRST AID PARTNERS

S. No	Month	Event Particulars	Organizers	ALERT's Role
1	June	Tobacco Free Marathon	UTech	First Aid Partners
2	June	Chennai Coastal Clean up	Chennai Trekking Club	First Aid Partners
3	July	Half Marathon	Dream Runners	First Aid Partners
4	August	Health Walk @ IIT	Rotary Club of Chennai Towers	First Aid Partners
5	September	Triathlon	Chennai Trekking Club	First Aid Partners
6	September	Trail Marathon	Chennai Trekking Club	First Aid Partners
7	September	Cycle Rally	Rotary Club of Chennai Towers	First Aid Partners
8	October	Cycle Rally	ALERT	Organizer
9	November	Javadhu Hills Ultra Marathon	Chennai Trekking Club	First Aid Partners
10	December	My Flag My India – Guinness Record for largest human flag formation	Rotary Club District 3230	First Aid Partners

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BEING ALERT CAMPAIGN – WORLD FIRST AID DAY 2014


BEING ALERT CAMPAIGN

AN INITIATIVE BY **ALERT** FOR WORLD FIRST AID DAY

THE PLEDGE

- I Will do all I can to save a life in danger at home, in the work place, or on the road
- I Will give way to an ambulance and support people who help others in an emergency
- I Will get trained in first aid and act in need
- I Will be the trained member of my family
- I Will be a more responsible road user

I PLEDGE TO BE AN ALERT BEING

CLICK HERE To take THE PLEDGE online
To Register for WORKSHOP ON EMERGENCY RESPONSE on 14th September at CRC, IIT Madras between 9:30AM and 1:00PM

Witness the First Aid Mock Drill @ Marina Beach on 13th September @ 4:30PM

DATE
14
SEPTEMBER

VENUE
CLASS ROOM
COMPLEX, IIT



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BEING ALERT was a week long campaign where thousands of people were reached through an online pledge taking campaign and an on air radio campaign. Ads were published in THE HINDU urging people to take the pledge and walk into a free workshop on emergency care.



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MISSION ALERT – A MOCK DRILL TO DEMONSTRATE IDEAL FIRST RESPONSE
In Association with Chennai Traffic Police, 108 and Tamilnadu Film Stunt Union
Marina Beach - Chennai



தினத்தையொட்டி மிஷன் அலர்ட் பிரசாரத்தின் ஒரு பகுதியாக, அவசர கால மருத்துவ சிகிச்சை மற்றும் உடனடி முதலுதவி அளிப்பதன் முக்கியத்துவம் குறித்து மெரினா சர்வீஸ் சாலைவில் விபத்து ஒத்திகை நிகழ்ச்சி நேரத்தில் சிக்கிய இரு சக்கர வாகன ஓட்டிகளை மீட்பது, முதலுதவி செய்வது போல ஒத்திகையில் ஈடுபட்டுள்ளனர்.

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CHENNAI
 ஞாயிறு, செப்டம்பர் 14, 2014

தினத்தையொட்டி

சாலை விபத்து ஏற்பட்டால் அந்நேரத்தில் பொதுமக்கள் எவ்விதம் அவர்களுக்கு மருத்துவ உதவிக்கான ஏற்பாடுகளைச் செய்ய வேண்டும் என்கிற விழிப்புணர்வை ஏற்படுத்தும் ஒத்திகை நிகழ்ச்சி, 'அலர்ட்' தன்னார்வத் தொண்டு நிறுவனம் சார்பில் சென்னை மெரினா கடற்கரை சாலையில் சனிக்கிழமை நடத்திக் காணிக்கப்பட்டது. (அடுத்தபடம்) இதனை நவீன பறக்கும் கேமரா மூலம் படம் பிடித்து இணைய படங்கள்: மயிரபு

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Sri. Ramasubramanian, Justice, Madras High Court graced the occasion and delivered the message to the public.

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ALERT INVITED BY INDO AMERICAN CHAMBER OF COMMERCE

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Visit to 108 by participants of Golden Hour Fellow Programme**Workshop to the staff of Women's India Association**

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ALERT – IIT MADRAS MOU EXCHANGE

அவசரகால முதல் உதவி சிகிச்சைக்கான பயிற்சி பொம்மைகள் தயாரிப்பு

சென்னை, ஜூன் 28- அவசரகால முதல் உதவி சிகிச்சைக்கான பயிற்சி பொம்மைகளை குறைந்த செலவில் தயாரித்து சென்னை ஐ.ஐ.டி. மாணவர்கள் சாதனை செய்துள்ளனர்.

மனித பொம்மை

சென்னை ஐ.ஐ.டி. மாணவர்கள் மற்றும் பேராசிரியர் இணைந்து அவசரகால முதல் உதவி சிகிச்சை குறித்த பயிற்சி மேற்கொள்வதற்கான மனித உடலமைப்பு கொண்ட பொம்மையை குறைந்த செலவில் தயாரித்து சாதனை செய்துள்ளனர்.

இந்த பொம்மையை 'அலெர்ட்' தயாரிப்பதொன்று நிறுவனத்துக்கு வழங்க உள்ளனர். இதை அவர்கள் அவசரகால முதலுதவி சிகிச்சை செய்வது எப்படி? என்பதை பொதுமக்களுக்கு எடுத்துக் காட்டும் பொது இதை பயன்படுத்த தயாராக.

இதற்காக அவர்களுடன் சென்னை ஐ.ஐ.டி. நிறுவனம் ஒரு 'புதிதுதான்' ஒப்பந்தத்தை நேற்று செய்து கொண்டது. அதைத்தொடர்ந்து ஐ.ஐ.டி. மாணவர்களுக்கு அந்த பொம்மையை வைத்து ஒரு மனிதனுக்கு மாடப்பட ஏற்படும்போது செய்ய வேண்டிய அவசரகால முதலுதவி சிகிச்சை முறை குறித்த பயிற்சி கொடுத்தனர்.

குறைந்த செலவில்...

தொகுத்து 'அலெர்ட்' தொண்டு நிறுவனத்தலைவர் கனா பாலகந்தரம் திருபுகளி பம் கூறும்போது அவசரகால முதலுதவி சிகிச்சைகள் குறித்து குடும்பத்தில் ஒருவருக்காவது பயிற்சி அளிக்க வேண்டும் என்று டாக்டர் அப்துல்லா சொன்னதை நோக்கமாக கொண்டு அலெர்ட் நிறுவனம் செயல்பட்டு வருகிறது. குறைந்த

சென்னை ஐ.ஐ.டி. மாணவர்கள் சாதனை



சென்னை ஐ.ஐ.டி. மாணவர்கள் குறைந்த செலவில் தயாரித்துள்ள அவசரகால முதலுதவி சிகிச்சைக்கான பயிற்சி பொம்மைகளையும், மாடப்பட ஏற்படும்போது செயல்படும் வரிமுறைகளை மாணவர்களுக்கு பயிற்சி கொடுப்பதையும் பட்டத்தில் காணலாம்.

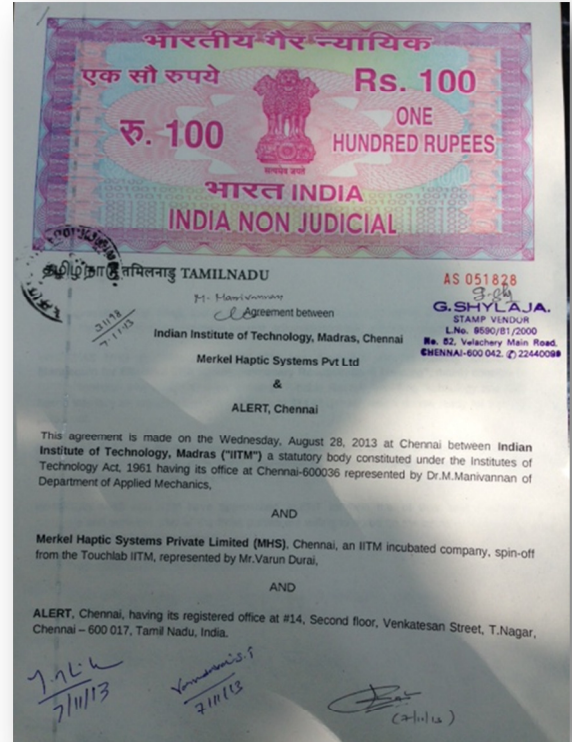
செலவில் பொம்மைகளை உருவாக்குவதன் மூலம் அந்த இலக்கை எளிதில் அடைந்து விட முடியும்" என்றார்.

3 ஆண்டுகள்

இந்த ஆராய்ச்சியில் 80 பட்டு வரும் சென்னை ஐ.ஐ.டி. அப்பாண்டு பெங்களூரில் துவர பேராசிரியர் டாக்டர் மனிகண்டன் கூறும்போது, 'இந்த பொம்மையை கடந்த 3 ஆண்டுகளாக மாணவர்களுக்கு இணைத்து குறைந்த செலவில் தயாரித்து உள்ளோம். வெளி மார்க்கெட்டில் மனித பொம்மை 20 ஆயிரம் முதல் 3 லட்சம் வரையில் கிடைக்க

ிறது. ஆனால் நாம் இதை விட குறைந்த செலவில் இதை தயாரித்து இருக்கிறோம். இனி வரும் காலங்களில் மனித பொம்மையை இருக்குமதி செய்துகொண்டு இருக்கிறோம். ஏற்றுமதி செய்யும் அளவிற்கு உயர்த்து விடுவோம்' என்றார்.

இதில் சென்னை ஐ.ஐ.டி. மாணவர்கள் மற்றும் பேராசிரியர் எல்.எஸ்.செனேஷ், அலெர்ட் தொண்டு நிறுவனத்தின் தன்னார்வ நிதான டாக்டர், சென்னை-ஐ.ஐ.டி. கல்வாரி மாணவர்கள் ஆகியோர் கலந்து கொண்டனர்.



December 31, 2014

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ALERT as FIRST AID PARTNERS in Health Events

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Road Safety Week for the State Transport Department



ALERT @ SCHOOL



December 31, 2014



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HIGH END SIMULATION EQUIPMENTS FOR THE SKILL PROGRAMME**AWARENESS CYCLE RALLY**

December 31, 2014



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ALERT GOLDEN HOUR FELLOW PROGRAMME

December 31, 2014



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RURAL OUTREACH**TRAINING THE POLICE**

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PRINT MEDIA OUTREACH

Awareness rally on emergency care

‘ALERT’, a voluntary organisation providing emergency response, in association with Mediterranean Shipping Company, Switzerland, recently conducted a cycle rally to spread awareness about first-aid.

More than 50 professional cyclists, including students from the Indian Institute of Technology-Madras, volunteers from ‘ALERT’ and the general public pedalled from Thiruvanniyur to Mamallapuram.

On their way, the riders met people from all walks of life, distributed pamphlets containing messages regarding handling of medical emergencies and explained the importance of first-aid.

At the end of the rally, the cyclists and members of ALERT took



Over 50 professional cyclists pedalled from Thiruvanniyur to Mamallapuram.

oath to learn and teach first-aid, administer emergency care to people at times of medical emergencies. For details, contact Alert at 9944066002.



Get trained to save a life with timely first aid

Organisations come forward with training modules for 'FIRST RESPONDERS'; Saturday is World First Aid Day

World First Aid Day will be observed on Saturday, taking forward the message that timely and quality care can make a huge difference in an emergency.

In an accident, often, the first reaction of people is to remain passive onlookers. But simply enabling availability of medical aid to the patient is sufficient to save a life, says B. Prabhudoss of GVK EMRI '108'. "One needn't be an expert. Get trained and you can be a first responder," he says.

For the past two years, ALERT, a non-profit organisation, has been holding programmes for students and the general public, to help them understand the importance of being a first responder. The organisation's training module includes sending the trainees in an ambulance to understand the challenge of attending to an emergency.

Last Saturday, GVK EMRI signed a memorandum with the National Trauma Research Institute of Australia to bring Australian expertise in trauma care to India. The organisation aims to set up a world-class network of emergency transport using Australian expertise in saving and caring for injured victims.

According to GVK EMRI, annually, an estimated 1.4 lakh lives are lost in various traumas in the country. EMRI

ambulances respond to over 23,000 emergencies every day, and over 85 per cent of the beneficiaries are poor, rural residents.

♦ ♦ ♦ ♦

Sports in your genes?

Genetic testing seems to be the buzzword in diagnostic services, of late, with an array of tests being offered to see what the body can do. Testing for ability in sports is one such test available, with a firm offering ACTN3 genotype testing in labs across the country, including in Chennai.



It has still not reached the stage of 'miracle cure' or intervention, and everyone in the field makes it clear it is early days yet.

The ACTN3 gene instructs the body to produce a specific muscle protein called alpha-actinin-3. Everybody has two copies of this gene, one inherited from each parent.

According to B.R. Das, president, research and innovation, at Mumbai-based SRL Diagnostics, which offers the test, "There are two genotypes — X and R — with three

possible combinations — XX, RR and XR. While the XX combination is suited to endurance sports such as long-distance running and swimming, the RR combination is suited to power sports such as high jump and weightlifting. The XR type is suited to combination sports such as football and hockey," he says.

Dr. Das says one can get tested by simply giving a blood or saliva sample at the SRL lab or collection centre in Chennai. Results take seven days, and the test costs Rs. 3,000.

However, several countries are debating the ethics of using a genetic test to steer children towards a particular form of sport.

In a 2008 post on Wired.com, Daniel MacArthur, one of the authors of a 2003 study reporting the link between ACTN3 and athletic performance, writes, "Parents considering using the ATLAS test on their children need to be very clear about this: the test provides information about only one small component of a much bigger picture. It's probably not a great idea to base any important life decisions on such limited information."

(Reporting by R. Sujatha and Zubeda Hamid)

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'First respondent plays vital role'

Staff Reporter

CHENNAI: 'With the right training, anyone can save a life' was the message various organisations tried to impart to the general public on the occasion of World First Aid Day on Saturday.

Highlighting the need for first-aid training, Kala Balasundaram, founder of the NGO Alert, said, "First respondents can play a vital role in saving lives, but they are not people with special qualities; just the right training for situations," she said.

In the past eight years since starting Alert, which trains people to respond in emergencies, Ms. Balasundaram says there has been a huge rise in the level of awareness. On Saturday, her organisation, along with the 108 ambulance, Chennai city traffic police and Stunt Union, conducted a mock drill on Marina beach on the ideal response to an emergency.

Survival Instincts, another NGO working in emergency response, conducted a similar programme at Express Avenue. They trained school and college students along with the traffic police, Tamil Nadu State Council FIC- CI and Fortis Malar Hospital.



MY FLAG MY INDIA – GUINNESS RECORD FOR LARGEST HUMAN FORMATION OF NATIONAL FLAG – FIRST AID PARTNERS

ALERT was the first aid partners for the largest human formation of the National Flag. Over 50,000 people in Chennai had participated in the formation and India beat Pakistan in bagging the particular record. ALERT volunteers handled over 50 incidents of emergencies effectively in support of the grand attempt



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Plans in Immediate Future

Simulation Lab

2014 has been a milestone year in the journey of ALERT wherein high end equipment for India's first simulation lab for emergency management was procured by ALERT. By 2015, a fully functional simulation lab would be set up and dedicated to the general public for skill development in emergency care.

Implementation of Credit course in Emergency Management at IIT

2014 has been a milestone year in the journey of ALERT wherein approval for Emergency Management to be introduced as a credit course to the students has been received. By 2015, the course would go live.

Scale up training programmes – regular and skill

With more number of equipment coming by, we plan to generate more trainers and thereby reach out to more people through our regular workshops and skill programme.

Launch collaboration with schools/universities abroad.

Based on the experience and feedback from one student who visited from Brookstone high school, USA, we plan to launch a programme open for students from abroad to spend time with ALERT and its activities.

International Center for Training for AHA

By setting up a state of the art lab, ALERT plans to become a recognized international center for training by the American Heart Association.

Challenges

Funds – Sponsorships and funding continue to be a challenge. With pure passion to give back something to the society fueling ALERT to do all the service it has done so far, ALERT is in tremendous need for funds to effectively carry out programmes to reach large scale benefits to the society.

Volunteers - Volunteer base needs to be strengthened even though the last year has seen a good inflow of volunteers into the ALERT mission.



A Real Life Incident handled by an ALERT member

- GIRIJA, Chennai



"I wanted to share with the readers on how a normal evening in the holiday season turned out to be a memorable one for life, in a fashion.

My family and I were travelling back to Dwaraka from Somnath on road while we saw a Tavera standing in the middle of the road in a way that vehicles were not supposed to, on a highway. Since it was 8 O'clock at night, we were not able to see if it was intentional or otherwise.

The driver of our quails, a Dwaraka native, literally, was deaf to my cries to stop the vehicle. I had to really scream at him to stop the vehicle. His explanation later was 'anyways it looked like an accident, why stop and get into trouble.... police case ma'!!

I got out of the vehicle followed by none else but my father and ran to the Tavera and found to my shock that it was an accident indeed and the driver, a young man from Ahmedabad of about 22 yrs, was jammed between the front seat and steering wheel and was barely alive. Honestly, I dint know how to react at that juncture and was swiftly considering options.

It was then my dad and I noticed some commotion on the other side of the road. We ran immediately to the opposite side and, readers, you won't believe... there was a fully crowded bus that had overturned in the roadside pit. It was a tourist bus with lot of people inside, mostly small kids.

By this time, a few other vehicles also had stopped to check on the Tavera and on us. Together with their help, we immediately sprung to action. Few men broke the glasses of the bus and pulled the passengers out to safety. Luckily for the victims, in spite of loads of broken teeth and bleeding, there were hardly any major life-threatening injuries.

There was of course an unforeseen challenge while all this rescue operation happened. Due to some Victorian restrictions, the male rescuers were totally hesitant in touching the female victims, let alone pull them out. That was also overcome eventually and all of the bus passengers were pulled out of the bus. The saddest part was that we stood helpless as the young Tavera driver breathed his last as he was pulled out of the jammed vehicle by the medicos.

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In this particular accident, the need of the hour, more than the first aid, was handling of trauma of the victims... which I have to admit, none of us were that great at. Anyways, with the speedy arrival of couple of 108 ambulances the situation was brought under control within some time.

I can confidently say that it was ONLY due to my training at ALERT that I was able to shed my initial inhibition and raise to the occasion. Else I would also have been a usual passer-by expressing my two-minute-concern over such events and moving on.

Though our driver called me a crazy lady... and my family people were initially reluctant, they later commended my efforts. Also, my actions that day have inspired my family members also to join ALERT and become 'road-ly wise'. “

