

Stella Maris College launches “Health 360” Campaign



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- An initiative by the Department of Public Relations for the body, mind and soul

The final year students of the Department of Public Relations conducted a Public Relations campaign on Health 360 - Towards a healthy lifestyle, that aims at covering all the aspects of an individual's good health - the body, mind and soul as it is crucial for a person to be in good shape mentally, physically and emotionally in order to be wholly healthy.

The objective of the campaign is to create awareness and advocate a healthy lifestyle to the target audience who are the youth between age group of 18 to 35. Also, to derive maximum benefits from conducting various health and fitness related events within the campus for students, staff and faculty.

The campaign was launched by chief guest Dr. Ezhilan Naganathan, Medical Practitioner, Social Activist and Member of Tamil Nadu Legislative Assembly. Dr. Ezhilan in his address highlighted the need for protecting our genetics through simple lifestyle changes that can prevent non communicable diseases. He also stated that Health 360 must be brought out to every individual as good health is an investment. Mr. Vikram Cotah, CEO GRT Hotels, Ms. Maalica KSR, Life Coach, Film Producer, Founder and Director - Evergrowth Academy, Ms. Subhiksha Venkat, Lifestyle Influencer and Founder of Kaathadi, and Ms. Mallika Fernandes, Fitness Coach were a part of the panel discussion to jumpstart the conversation towards healthy lifestyle. The Principal, Dr. Sr. Rosy Joseph and the Secretary, Sr. Judith Anita Gonsalvez, were also present for the campaign.

Dr. S. Shrinidhi, Head, Department of Public Relations, Stella Maris College, stated, "Since 2007, our students have been conducting PR campaigns on various issues concerning our society and environment. It is a notable fact that in recent times, sudden death of young adults is alarming considering the fact that unhealthy lifestyle patterns of this generation are a threat to their overall wellbeing. Advocating a healthy lifestyle and bringing small yet

necessary changes in everyday routine is a pressing need of the hour and by adopting the same an individual's approach towards life becomes better." Ms. Deekshana Rathna, student representative and member of the student-led campaign stated, "We are not promoting any diet or fitness regime as everybody is unique and each person should cultivate a lifestyle that works effectively for them. This campaign also emphasizes on the note that, the term health not just focusses on physical health but also includes mind and soul."

The students aim at creating a significant impact by conducting a 3-week campaign to build awareness on the importance of leading a healthy life by dedicating each week to body, mind and soul respectively.

The campaign includes collaborating with various health experts and brands that support healthy lifestyle by organising audience engaging events such as seminars, workshops, competitions, etc for students, staff and faculty.

The students also got an opportunity to conduct their campaign at the Department of Education pavilion of the Tourist and Industrial Trade Fair of the Tamil Nadu Government between 2 to 4 February 2023. Several games and activities were conducted for the visitors of the stall and a flashmob was performed by the students to build awareness about the wellness of the body, mind and soul.









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