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**ADDRESS BY HIS EXCELLENCY DR.K.ROSAIAH, GOVERNOR OF TAMIL NADU AT THE LAUNCHING OF CD-CBT PROGRAMME IN GOLDEN HOUR CARE & EMERGENCY RESPONSE OF ALERT AT RAJ BHAVAN, CHENNAI ON 12.11.2011 AT 6.00 P.M.**



At the outset, I congratulate ALERT for bringing out the CD. It is a great pleasure to release the CD- "The Alert Being" – a computer based training programme for "Golden Hour Care and Emergency Response" and address the distinguished gathering here this evening. It is timely. This throws much light and lays emphasis on the need for each one of us to have basic knowledge on emergency care management. Looking at the value of life, it is necessary for us to prevent the loss of life and explore all avenues to sensitize people and train them on First Aid and Emergency response at the time of an accident. I am sure that this CD will have a significant impact in saving lives and in building an awareness and alert society. There is an alarming increase in road accidents. Statistics reveal that in India 1.33 lakh lives were lost due to accidents last year. This is an increase of 5.5 % over 2009, which had 1.26 lakh deaths. Datas show that during the decade 2000-2010 there was an increase of 50% in accidental deaths in the year 2010 when compared to the year 2000.

Tamil Nadu is second in the highest registered number of vehicles next to Maharashtra in our country. The highest number of accidents i.e. 15,409 was reported in Tamil Nadu followed by Andhra Pradesh with 15,337 in the year 2010. We need joint and concerted efforts from all quarters to minimize and prevent the cause of accidents. The traffic rules should be strictly enforced. Violation of traffic rules, unruly driving and drunken driving should be severely punished and driving licenses should be cancelled. Creation of a road sense among the public is the need of the hour. We often race with time. The habit of planning travel ahead, adhering to traffic rules should be cultivated among the people.

I am told that, Tamil Nadu accounted for 11.5% road accident deaths in the year 2010 and it is 10.5% in Andhra Pradesh. The increasing fatalities caution us to enhance our knowledge on medical emergency care and the need for prime attention at the Golden Hour. We need to impart skills and knowledge among the public to offer assistance to road accident victims. A mindset to overcome fear,

anxiety and to handle the situation with ease without tension should be cultivated.

I am happy to note that in line with the goals set by former President Dr. Abdul Kalam, ALERT has trained over 15,000 people till date. The initiatives taken by ALERT to train people on Golden Hour Care and Emergency Management deserve appreciation.

There is no wealth but life said John Ruskin. We owe a moral responsibility to do everything possible to save a human life. Initiatives like that of ALERT need to rapidly grow and spread to other NGOs. The process of creating awareness and skill needs to be accelerated. Integration of subjects on basic life support, First aid, health care into school curriculum should be brought in. I congratulate ALERT for bringing CD in Tamil and English. It should be brought in other languages also. ALERT should have a tie up with the electronic media to telecast them in their prime time repeatedly to sensitize people on First aid and Emergency care.

Road users, auto drivers, transport authorities, traffic police, traders, businessmen, entrepreneurs, housewives, staff in public and private offices must have access to such training. Increase in more number of skilled and compassionate people would enable to handle accident victims effectively in time. Support and consented efforts from the people, voluntary organizations in close coordination with the Government and police is required to minimize the road accidents and to save the life at the Golden Hour. The fear of being implied as a witness for a road accident case should be removed from the minds of the people. The police should also ensure that unnecessarily the first responders are not dragged on to enquiries. Hospitals should not delay or be hesitant to admit accident victims or provide first aid to them.

It is imperative that the priorities and goals of all these systems must be aligned to a single cause that of saving a life first. I am told that one of the projects that ALERT is currently pursuing is to make emergency medical care a fundamental right. I am happy that a panel discussion has taken place this evening involving various stakeholders of the medical emergency system.

All departments, agencies and organizations should come forward to play proactive role in collectively providing efficient medical care during emergencies. More such productive discussions and consultations are needed. We have to formulate strategies and should work with a mission to train a man and a woman in every household.

I convey my warm felicitations to the members of ALERT and to all the panelists. I wish ALERT all

success in its endeavours.

Jai Hind.



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