



Dear Madam/ Sir,

As you are aware, the lack of exposure to sunlight is leading to Vitamin D deficiency amongst our population. This is primarily due to the workspaces being fully dependent on artificial lighting and there being no nudge for people to come out into the open sunlight for some time in the day.

This is leading to many deleterious consequences for the public health scenario. Vitamin D deficiency is leading to weaker bones in people. Lack of exposure to sunlight is also a reason behind the increasing incidence of depression in our society. However, concerted action can change this situation easily.

Many of our organizations have designated tea breaks which could be re-designated as #sunbreaks, which would nudge people to get out into the sun during their breaks. This might even be helpful in removing harmful intake of refined sugar and snacks during tea breaks which is a reason for increasing incidence of diabetes. Even where there are no tea breaks, the concept of having a sunbreak could be emphasized separately.

In a bid to highlight the importance of exposure to sunlight, '3S and Our Health' Society is conducting a poster design competition. School students can participate in this from their homes. All they need to do is to make a poster at home to highlight the importance of #sunbreaks in offices and schools. They could share it on social media with hashtag #3SEffect or mail it to 3Sandourhealth@gmail.org. We encourage them to use non-digital methods to prepare this poster. A photograph of the same may be then shared.

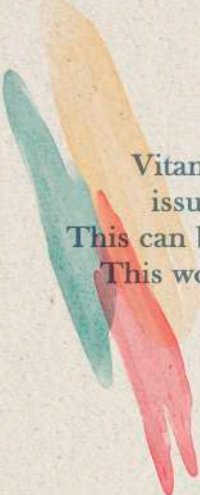
We request you to give wide publicity to this competition under your charge so that this message reaches more households in the interest of public health. A poster about the competition is attached. We are also attaching a digital copy of a poster that you could use in your office to convey the message to your staff regarding #sunbreaks.

Warm regards,

Aakash Arun,
Secretary,
3S and Our Health Society

HERE IS YOUR CHANCE TO MAKE A DIFFERENCE

DESIGN A POSTER ABOUT THE NEED TO HAVE
#SUNBREAKS IN OFFICES AND SCHOOLS.



The lack of exposure to sunlight is one of the primary reasons for Vitamin D deficiency today. This deficiency is leading to many public health issues like weaker bones and depression which are becoming widespread. This can be rectified by nudging organisations to rename their tea break as sun break. This would also help them avoid refined sugar and other unhealthy snacks which adversely affect the health of individuals leading to diabetes and associated problems.

Please make sure the poster is made with non digital methods. You could sketch or paint on a normal piece of paper and take a photograph to share the same.

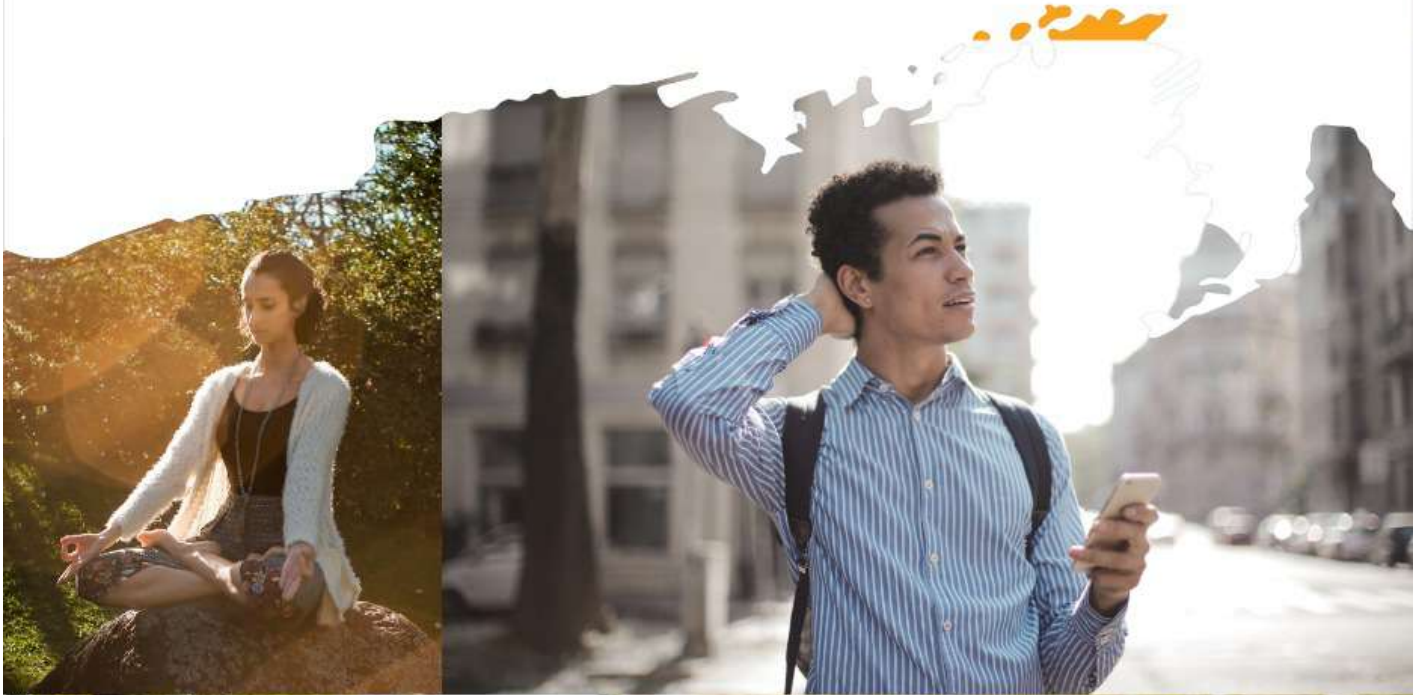
You could develop posters which highlight the togetherness that can be developed by having short walks in the sun and highlighting the health benefits in the same.

The best posters will be recommended for use by Corporates, Schools and Government offices. After making the poster, you have to tweet or post a picture of the same on social media platforms like Facebook, Twitter or Instagram with hashtag #3SEffect. Please tag your organisation like school or the person who motivated you to contribute to this cause of public health.

The best entries will be certified and will also be a given a cash prize of Rs. 5000/-. The prize will be announced on 15th August, 2020.

Last Date of Submission 13 August 5 PM

**Don't break your bones,
have your breaks in the sun!**



#sunbreak

3S
AND OUR HEALTH
www.3SandOurHealth.org