

Sunshine Healthcare honours World Health Day

Sunshine Healthcare Ltd (SHL), the subsidiary of diversified Sunshine Holdings, is guided by its philosophy that the ultimate aim of healthcare should be a healthier nation.

Whilst commemorating World Health Day which marks the anniversary of the founding of the World Health Organization (WHO) in 1948, SHL continuously strives to create awareness for healthy living throughout the year.

According to Shyam Sathasivam, Managing Director SHL, "We define wellness as a journey of health to happiness. Our vision is to provide customers with products and solutions that significantly improve their quality of life, through our partners and through our own workforce, bringing excellence in healthcare to everyone in the country."

Being a key stakeholder in Sri Lanka's Healthcare market SHL has the ability to be actively involved in health related community initiatives. Therefore, the company has plans in place to engage in numerous projects throughout the year that will be both beneficial to the communities and encourage healthier living.



Noteworthy among the projects is SHL's goal in lifting the wellness standards of expectant mothers. Organized recently in the Euthasinhala area, a full day event hosted for 200+ pregnant mothers and even the expectant fathers. The Ministry of Health Officer (MOH) for the area assisted in

organizing these sessions. Awareness on nutrients and suitable dietary recommendations was carried out followed by sessions to strengthen their emotional wellbeing as well.

"It's about nurturing and nourishing the mothers to be. By empowering and supporting these mothers to be through health camps. We continue to remain committed to the cause of empowering women," said Vindhya Mendis, Brand Manager of Mama Plus.

"Motherhood is such a precious thing, which we need to cherish & protect. Mama Plus is committed towards giving the best there is to the mothers to be, with the objective of caring for them at each and every step of their journey," Ms. Mendis added.

During these health camps on-site doctors will also educate mothers-to-be on the benefits of nutrients overall lifting the health of the participants.

Targeting mainly rural areas, numerous health and awareness campaigns have also been carried out towards the wellbeing of communities in those areas. Over 20 medical



camps have been sponsored in the Kandy area alone with the aim of improving the participating individuals' well-being.

Helping the participants improve their healthy lifestyle, a free medical check-up was conducted by doctors, with advice on diet and need for regular exercise. Each successful workshop catered to between 100-200 participants.

"Participants were able to understand what is needed to improve their health and lifestyle" said Aloka Perera, Assistant Brand Manager of Enlive Senior. "At these events, a series of tests akin to a medical checkup was carried out with the doctors present advising those in attendance the steps needed to improve one's quality of life"

Rural communities who lack opportunities to undergo a medical checkup of this nature greatly benefited. An attending nutritionist at the camps also offered further advice for a better life style. Promoting wellness within the organization is another way in which SHL creates awareness for better health throughout the year. As a responsible employer, the organization declared a 'No-Sugar Day' where all staff were educated on diabetes with a free screening offered.