

SYMPOSIUM DAY-1   WEDNESDAY, FEBRUARY 26, 2014				
8:30-9:00 am	Registration			
9:00 am-10:30 am	Plenary I & Inauguration AKU Auditorium			
10:30 am-11:00 am	Tea & Posters Viewing			
11:00 am-1:00 pm	Parallel Session-I <i>Tobacco</i> Lecture Hall-1	Parallel Session-II <i>HTN</i> AKU Auditorium	Parallel Session-III <i>Mental Health</i> Lecture Hall -3	Parallel Session-IV <i>Trauma</i> EDH
1:00-2:00 pm	Lunch			
2:00-3:00 pm	Plenary II AKU Auditorium			
3:00-3:30 pm	Tea & Posters Viewing			
4:00-6:00 pm	Parallel Session-V <i>Substance Abuse</i> Lecture Hall-1	Parallel Session-VI <i>Poverty &amp; NCDS</i> AKU Auditorium	Parallel Session-VII <i>CVD</i> EDH	Parallel Session-VIII <i>Women and Child Health</i> Lecture Hall-3
SYMPOSIUM DAY-2   THURSDAY, FEBRUARY 27, 2014				
8:30-10:30 am	Parallel Session-IX <i>Interprofessional Education</i> EDH	Parallel Session-X <i>Diabetes &amp; Metabolic Syndrome</i> Lecture Hall-1	Parallel Session-XI <i>Stroke</i> Lecture Hall-3	Parallel Session-XII <i>Advocacy</i> Auditorium
10:30– 11:00 am	Tea & Posters Viewing			
11:00 am -1:00 pm	Plenary III AKU Auditorium			
1:00-2:00 pm	Lunch			
2:00-4:00 pm	Parallel Session-XIII <i>Chronic Respiratory Diseases</i> Lecture Hall-1	Parallel Session-XIV <i>Nutrition</i> Lecture Hall-3	Parallel Session-XV <i>Media &amp; NCD's</i> EDH	Parallel Session-XVI <i>Policy</i> AKU Auditorium
4:00-4:40 pm	Closing Ceremony AKU Auditorium			
4:40 pm	Hi-Tea			



آغا خان یونیورسٹی  
THE AGA KHAN UNIVERSITY

# Public Awareness Session

Tuesday, February 25, 2014

## Seminar on

- Diabetes • Hypertension
  - Tobacco and smoking/ substance abuse
- 5:00-7:00 pm | AKU Auditorium

*Free*

## Health Stalls 3:00-5:00 pm

Weight, Height, BMI Assessment,  
Sugar, Blood Pressure Checkups

**Open for general public  
Admission is free**

For more information and details please contact:  
Conference Secretariat  
Aga Khan University, Stadium Road  
P.O. Box 3500, Karachi 74800, Pakistan  
Tel: +92 21 3493 0051 Ext: 4578/4584  
Direct: +92 21 3486 4578/4584; Fax: +92 21 3493 4294  
Email: conf.sect@aku.edu; www.aku.edu/nhsrs

Held as part of:  
**17th National Health Sciences  
Research Symposium**  
February 25-27, 2014  
Aga Khan University



**Symposium**  
**Day 1 | Wednesday, February 26, 2014**

8:30-9:00 am      Registration

**PLENARY-I & Inaugural** | AKU Auditorium  
Wednesday, February 26, 2014 | 9:00-11:00 pm

Chair: Dr Farhat Abbas, Dean, Medical College, AKU  
Moderator: Ms Saima Sachwani

9:00-9:05 am      Recitation from the Holy Quran

9:05-9:15 am      **Welcome Address**  
Dr Mohammad Wasay  
Chair, Organising Committee  
17<sup>th</sup> AKU National Health Sciences Research Symposium  
AKU

9:15-9:45 am      **Protecting the Children from Second-hand Smoke**  
Dr Kamran Siddiqui  
Clinical Senior Lecturer in Epidemiology and Public Health  
Department of Health Sciences and Hull York Medical School  
University of York, United Kingdom

9:45-10:15 am      **Chronic Kidney Disease-integration into the NCD Agenda**  
Dr Tazeen H. Jafar  
Diplomate, American Board of Internal Medicine  
Nephrology Professor, Program in Health Services & Systems Research  
Duke-NUS Graduate Medical School, Singapore

10:15-10:30 am      Remarks by Dr Farhat Abbas  
Dean, Medical College  
AKU

10:30-11:00 am      **Tea & Posters Viewing**

**Parallel Session-I | Lecture Hall-1**  
11:00 am-1:00 pm

**TOBACCO CESSATION**

Chair: Mr Shahzad Alam, World Health Organization, Islamabad  
Co-chair: Professor Nadeem Rizvi, Jinnah Postgraduate Medical Centre, Karachi  
Moderator: Professor Javaid Khan

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| 5 Minutes  | Introductory Remarks from Session Chair  |
| 30 Minutes | Invited Speaker I:<br><b>Smoking Cessation in Low Income Country</b><br>Dr Kamran Siddiqui, Leads University, United Kingdom   |
| 30 Minutes | Invited Speaker II:<br><b>Tobacco Control; a Key to Success in Prevention of NCD in Pakistan</b><br>Professor Javaid Khan, AKU |

***Oral Presentations*** (10-minute each)

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|------------|---|
| 10 Minutes | <b>Predictors of Smokeless Tobacco Use in the Adult Population of Karachi, Pakistan</b><br>Dr Karim Abdur Rehman                            |
| 10 Minutes | <b>Prevalence of Tobacco Use Among Women: A Cross-sectional Survey from a Squatter Settlement of Karachi, Pakistan</b><br>Dr Nousheen Iqbal |
| 5 Minutes  | Closing Remarks from Session Co-chair   |

**HYPERTENSION**

Chair: Dr Mohammad Sharif Chaudhry

Co-chair: Dr Waqar Kazmi, Karachi Medical Dental College, Karachi

Moderator: Dr Aysha Almas

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| 5 Minutes  | Introductory Remarks from Session Chair  |
| 40 Minutes | Keynote Speech:<br><b>Hypertension a Global Problem and a National Challenge</b><br>Dr Tazeen H. Jafar, Duke-NUS Graduate Medical School Singapore |
| 30 Minutes | Invited Speaker I:<br><b>Diagnosis of Hypertension: The Traditional and the Advanced Way</b><br>Dr Aamir Hameed Khan, AKU                          |
| 30 Minutes | Invited Speaker II:<br><b>Management of Hypertension</b><br>Dr Syed Imran Ahmad, Ziauddin Medical University, Karachi                              |

***Oral Presentations*** (10-minute each)

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| 10 Minutes | <b>Higher Morning Surge in Blood Pressure in a South Asian (Pakistani) Population in Healthy Normotensive Adults; A Cause of Concern</b><br>Dr Aysha Almas |
| 10 Minutes | <b>Prevalence, Correlates and Current Practices for Prevention of Stroke in Hypertensive Population in Karachi, Pakistan</b><br>Dr Shiraz Hashmi           |
| 10 Minutes | <b>CKD in Pakistan - Socio-demographic and Clinical Determinants</b><br>Dr Saleem Jessani  |
| 5 Minutes  | Closing Remarks from Session Co-chair  |

**MENTAL HEALTH**

Chair: Dr Tania Nadeem, AKU  
Co-chair: Dr Faheem Khan, AKU  
Moderator: Dr Ayesha Mian

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| 5 Minutes  | Introductory Remarks from Session Chair  |
| 20 Minutes | Invited Speaker I:<br><b>Pediatric Depression: Can We Catch Them Early?</b><br>Dr Ayesha Mian, AKU   |
| 20 Minutes | Invited Speaker II:<br><b>Depression in the Medically Ill</b><br>Dr Asma Humayun, Islamabad  |
| 20 Minutes | Invited Speaker III:<br><b>Women and Mental Health – Prevention, Screening and Management</b><br>Dr Nargis Asad, AKU                         |
| 30 Minutes | Invited Speaker IV:<br><b>Psychosocial Aspects of Violence in the Perspective of Terrorism</b><br>Professor Mowadat Hussain Rana, Rawalpindi |

**Oral Presentations** (10-minute each)

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| 10 Minutes | <b>The Prevalence, Classification and Characteristics of Headache in Medical Students of Karachi, Pakistan</b><br>Dr Saqib Kamran Bakhshi            |
| 10 Minutes | <b>Issue of Non-compliance in Mental Illness</b><br>Karishma Karim Halani  |
| 10 Minutes | <b>Health Professional's Knowledge about Alzheimer's Disease and their Practices in Coping with the Challenges of the Disease</b><br>Syed Shayan Ali |
| 05 Minutes | Remarks from Session Chair   |

**TRAUMA**

Chair: Dr Junaid Razzak, AKU  
Co-chair: Dr Gauhar Afshan, AKU  
Moderator: Dr Huba Atiq

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| 05 Minutes | Introductory Remarks from Session Chair   |
| 20 Minutes | Invited Speaker I:<br><b>Disaster Management</b><br>Dr Seemin Jamali, Jinnah Postgraduate Medical Centre, Karachi |
| 20 Minutes | Invited Speaker II:<br><b>Trauma Prevention</b><br>Dr Uzma Rahim Khan, AKU  |
| 20 Minutes | Invited Speaker III:<br><b>ED Care of Trauma Patient</b><br>Dr Irum Qamar Khan, AKU                               |
| 20 Minutes | Invited Speaker IV:<br><b>Poly Trauma</b><br>Dr Hasnain Zafar, AKU  |

**Oral Presentations** (10-minute each)

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| 10 Minutes   | <b>Injury Risk Assessment in School Environment in Karachi, Pakistan</b><br><b>Pedestrian Behaviors of School Children in Karachi, Pakistan</b><br>Dr Rubaba Naeem |
| 10 Minutes   | <b>First Aid and Cardiopulmonary Resuscitation Training of School Teachers in Karachi, Pakistan</b><br>Dr Nukhba Zia   |
| 10 Minutes   | <b>Establishing the Frequency of Coagulopathy and its Significance in an Emergency Neuro Trauma Facility of a Developing Asian Count</b><br>Dr Muhammad Waqas      |
| 05 Minutes   | Closing Remarks  |
| 1:00-2:00 pm | Lunch  |

**PLENARY-II | AKU Auditorium**  
Wednesday, February 26, 2014 | 2:00-3:30 pm

Chair: Dr Keith Cash, Dean, School of Nursing and Midwifery, AKU  
Moderator: Dr Salman Adil

2:00-2:20 pm	<b>Economics of Health Care in Pakistan</b> Dr Waqar Masood Khan Secretary Finance Division, Government of Pakistan
2:20-2:50 pm	<b>TBA</b> Dr Abdul Jabbar Consultant Endocrinologist, Medcare Hospital, Dubai
2:50-3:00 pm	Remark by Dr Keith Cash Dean, School of Nursing and Midwifery AKU
3:00-3:30 pm	Tea & Posters Viewing



**Parallel Session-V | Lecture Hall-1**  
4:00-6:00 pm

**SUBSTANCE ABUSE**

Chairs: Dr Sharaf Ali Shah, Bridge Consultants Foundation, Karachi  
Dr Saleem Azam, President of Pakistan Society, Karachi  
Moderator: Dr Zafar Fatmi

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| 05 Minutes | Introductory Remarks by Session Chair   |
| 20 Minutes | Invited Speaker I:<br><b>Updates on HIV/AIDS Spread and Control in Sindh-Pakistan</b><br>Dr Ashraf Memon, Referral Laboratory, Sindh AIDS Control Programme |
| 20 Minutes | Invited Speaker II:<br><b>Injecting Drug Users and HIV/AIDS in Pakistan</b><br>Dr Zafar Fatmi, AKU  |
| 20 Minutes | Invited Speaker III:<br><b>Situation Analysis of Drug Abuse in Pakistan</b><br>Dr Arshad Altaf, Bridge Consultants Foundation, Karachi                      |
| 20 Minutes | Panel Discussion<br>Panelists: Dr Sharaf Ali Shah, Dr Saleem Azam, Dr Arshad Altaf,<br>Ashraf Memon, Dr Zafar Fatmi   |
| 05 Minutes | Closing Remarks   |

**Parallel Session-VI | AKU Auditorium**  
4:00-6:00 pm

**POVERTY & NCDS**

Chair: Waqar Masood Khan, Secretary Finance Division, Government of Pakistan  
Co-chair: Dr Fauziah Rabbani, AKU  
Moderator: Dr Sameena Shah

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| 5 Minutes  | Introductory Remarks from Session Chair  |
| 20Minutes  | Invited Speaker I:<br><b>Financing Mix or Free Care for Urological Illnesses</b><br>Dr Aasim Ahmad, Dean, Kidney Center, Karachi |
| 20 Minutes | Invited Speaker II:<br><b>Economic Burden of Mental Health in Pakistan</b><br>Dr Murad Moosa Khan, AKU                           |

20 Minutes	Invited Speaker III: <b>Socio-Economic Behavior Model for NCDs</b> Mr Muhammad Ashar Malik, AKU
20 Minutes	Panel Discussion
5 Minutes	Closing Remarks by Session Co-chair

**Parallel Session-VII** | Executive Dining Hall  
4:00-6:00 pm

**CARDIOVASCULAR DISEASE PREVENTION**

Chair: Professor Shahryar Shaikh, Lahore

Co-chair: Dr Khawar Kazmi, AKU

05 Minutes	Introductory Remarks by Dr Khawar Kazmi
20 Minutes	Invited Speaker I: <b>CVD Prevention: Past, Present and Future</b> Professor Shahryar Shaikh Ex-President World Heart Federation, Lahore

**Oral Presentations** (10-minute each)

10 Minutes	<b>Effect Of Potentially Modifiable Risk Factors Associated With Myocardial Infarction In Pakistani Population: The Interheart Pakistan Study</b> Dr Khawar Kazmi
10 Minutes	<b>A Clinical Profile of Patients Enrolled in the Pakistan ACS Registry</b> Dr Sadia Arshad
10 Minutes	<b>Modifiable Risk Factors of Cardiovascular Diseases and other Non-Communicable Diseases Among Urban Dwellers - a Community Based Survey at Karachi, Pakistan</b> Dr Kotak Ranomal
5 Minutes	Closing Remarks

**WOMEN AND CHILD HEALTH**

Chair: Dr Waris Qidwai, AKU

Co-chair: Rozina Karmaliani, AKU

Moderator: Ms Saima Sachwani

5 Minutes	Introductory Remarks by Session Chair
20 Minutes	Invited Speaker I: <b>Stalling the NCDs Epidemic in Pakistan through Social Marketing</b> Dr Babar Tasneem Shaikh, Aga Khan Foundation (Pakistan) Islamabad
20 Minutes	Invited Speaker II: <b>Call to Action on NCDs: Challenges and Way Forward for Maternal and Child Health</b> Dr Niloufer Ali, AKU
20 Minutes	Invited Speaker III: <b>Mobilizing Women to Fight Against NCDs</b> Dr Rozina Karmaliani, AKU
<b>Oral Presentations</b> (10-minute each)	
10 Minutes	<b>Women with Pregnancy Induced Hypertension have Higher Risk of Developing Essential Hypertension</b> Amna Qasim
10 Minutes	<b>Association between Breast Feeding and Childhood Obesity Among School-Going Children (5-16 years of age) in Karachi, Pakistan</b> Ms Saima Sachwani
5 Minutes	Closing Remarks

**Symposium**  
**Day 2 | Thursday, February 27, 2014**

**Parallel Session-IX** | Executive Dining Hall  
8:30-10:30 am

**INTERPROFESSIONAL EDUCATION**

Chair: Dr Camer Vellani, AKU

Co-chair: Dr Mughis Sheerani, AKU

Moderator: Dr Farhan Vakani

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| 05 Minutes                                     | Introductory Remarks from Session Chair   |
| 20 Minutes                                     | Invited Speaker I:<br><b>Opportunities and Challenges for Higher Education Institution to Promote Interprofessional NCD Teaching and Learning</b><br>Professor Rakhshanda Rehman<br>College of Physicians and Surgeons Pakistan, Lahore |
| 20 Minutes                                     | Invited Speaker II:<br><b>Interprofessional Educational Approach in NCD</b><br>Professor Rukhsana Zuberi, AKU   |
| 20 Minutes                                     | Invited Speaker III:<br><b>Integrating Perspectives to Meet Challenges in NCD Educational Initiatives</b><br>Professor Mowadat Hussain Rana, Rawalpindi   |
| <br><i>Oral Presentations</i> (10-minute each) |   |
| 10 Minutes                                     | <b>Workplace Learning and the Applicability of Cognitive Apprenticeship Model in Internal Medicine Ward Rounds</b><br>Dr Muhammad Tariq   |
| 10 Minutes                                     | <b>Assessing Interprofessional Continuing Education and Planning ahead</b><br>Dr Hassan Mehmood   |
| 05 Minutes                                     | Remarks by Session Co-chair<br>(Impact of Research in Health Education)   |

**DIABETES & METABOLIC SYNDROME**

Chair: Dr Jaweed Akhter, AKU

Co-chair: Dr Najmul Islam, AKU

Moderator: Dr Asma Ahmed

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| 05 Minutes | Introductory Remarks by Dr Asma Ahmed  |
| 30 Minutes | Invited Speaker-I<br><b>Current Status of Diabetes Care in Pakistan</b><br>Professor Abdul Basit, Baqai Institute of Diabetes, Karachi |
| 30 Minutes | Invited Speaker-II<br><b>Role of Health Care Providers in Preventing Obesity</b><br>Dr Abdul Jabbar, Medcare Hospital, Dubai           |
| 30 Minutes | Invited Speaker-III<br><b>Implications of Metabolic Syndrome</b><br>Dr M Hamed Farooqi , Dubai Diabetes Center, UAE                    |

***Oral Presentations*** (10-minute each)

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| 10 Minutes | <b>Prevalence of Diabetic Foot Syndrome/Disease Amongst Type 2 Diabetic Population in Pakistan</b><br>Dr Amanullah Khan                  |
| 10 Minutes | <b>Assessment of Dietary Compliance Among Patients with Type 2 Diabetes Mellitus Receiving Text Message Reminders</b><br>Dr Gulshan Bano |
| 05 Minutes | Closing Remarks  |

### **STROKE**

Chair: Dr Jeyaraj Durai Pandian, World Stroke Organization, India

Co-chair: Sardar Alam, Peshawar

Moderator: Dr Mohammad Wasay

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| 5 Minutes  | Introductory Remarks by Session Chair  |
| 30 Minutes | Invited Speaker I:<br><b>Burden of stroke in Pakistan</b><br>Dr Mohammad Wasay, AKU  |
| 30 Minutes | Invited Speaker II:<br><b>Stroke Care in Pakistan; Challenges and Way Forward</b><br>Dr Ayesha Kamal, AKU                                    |
| 30 Minutes | Invited Speaker III:<br><b>Stroke in Developing Countries – Issues and Challenges</b><br>Dr Jeyraj Pandian, World Stroke Organization, India |

#### ***Oral Presentations*** (10-minute each)

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| 10 Minutes | <b>Socio-Demographic Differences in Distribution of Risk Factors for Hemorrhagic and Ischemic Stroke in a Tertiary Care Hospital</b><br>Dr Tariq Feroz Memon |
| 10 Minutes | <b>Ischemic Strokes in Pakistan: Observations from the National Acute Ischemic Stroke database</b><br>Dr Bhojo A Khealani                                    |
| 5 Minutes  | Remarks from Session Co-chair  |

**NCD & ADVOCACY MODELS FOR PROVINCIAL HEALTH DEPARTMENTS**

Chair: Mr Iqbal Durrani, Secretary Health, Government of Sindh

Co-chair: Dr Assad Hafeez, Director Health Services Academy, Islamabad

Moderator: Dr Rashid Jooma

20 Minutes	Invited Speaker I: <b>Noncommunicable Diseases: A global Overview</b> Dr G.N. Kazi, WHO, Islamabad
20 Minutes	Invited Speaker II: <b>Strategies for NCD Control by Provincial &amp; District Governments</b> Dr Assad Hafeez, Health Services Academy, Islamabad
20 Minutes	Invited Speaker III: <b>Development Partners and Provincial NCDs Control Programming</b> TBA
20 Minutes	Invited Speaker IV: <b>NCDs: Behaviour Change Communication and Advocacy Strategies</b> Dr Nabeela Ali, Chief of Party, John Snow Int, Islamabad
20 minutes	Invited Speaker V: <b>Provincial Legislation for NCD Control</b> Dr Rashid Jooma, AKU
5 Minutes	Concluding Remarks by Session Chair
10:30 – 11:00 am	Tea & Posters Viewing

**PLENARY-III | AKU Auditorium**  
Thursday, February 27, 2014 | 11:00 am -1:00 pm

Chair: Dr Saeed Hamid, AKU  
Moderator: Dr Hasanat Sharif

11:00-11:30 am	<b>Prevention of Metabolic Syndrome and Diabetes: The Economic Impact of Preventive Strategies</b> Dr M Hamed Farooqi Director and Consultant Endocrinologist Dubai Diabetes Center, UAE
11:30 am-12:00 pm	<b>Global Burden of Stroke and Challenges for South Asia</b> Dr Jeyaraj Durai Pandian Professor and Head, Department of Neurology Head of Research Betty Cowan Research and Innovation Center Chair, World Stroke Campaign Board of Director from Asia/Oceania Region World Stroke Organization, India
12:00-12:30 pm	<b>Allostasis: The Missing Link in Prevention of NCDs</b> Professor Mowadat Hussain Rana, Rawalpindi
12:30-1:00 pm	<b>Putting NCD Risk Factors Among South Asian Immigrants in United Arab Emirates on Surveillance Screen</b> Dr Mahboob Shah Associate Professor, Institute of Public Health, UAE University, UAE
1:00-2:00 pm	<b>Lunch</b>

**Parallel Session-XIII | Lecture Hall-1**  
2:00-4:00 pm

**CHRONIC RESPIRATORY DISEASES**

Chair: Professor Nadeem Rizvi, Jinnah Postgraduate Medical Centre, Karachi  
Co-chair: Professor Javaid A Khan, AKU  
Moderator: Dr Muhammad Irfan

05 Minutes	Introductory Remarks by Session Chair
20 Minutes	Invited Speaker I: <b>Chronic Obstructive Pulmonary Disease: Where are we Headed?</b>



Dr Naghman Bashir, Islamabad

- 20 Minutes      Invited Speaker II:  
**Diffuse Parenchymal Lung Diseases: Diagnostic and Management Challenges**  
Dr Ali Bin Sarwar Zubairi, AKU
- 20 Minutes      Invited Speaker III:  
**Occupational Lung Diseases**  
Dr Zafar Fatmi, AKU
- 20 Minutes      Invited Speaker IV:  
**Asthma and Allergic Disorder**  
Professor Nadeem Rizvi, Jinnah Postgraduate Medical Centre, Karachi

**Oral Presentations** (10-minute each)

- 10 Minutes      **The Burden of Chronic Obstructive Pulmonary Disease in the Middle East and North Africa: Results of the BREATHE study**  
Dr Esra Uzaslan
- 10 Minutes      **Frequency of Lung decline in Asymptomatic Patient by using FEV1**  
Dr Naveed Haroon Rashid
- 10 Minutes      **Quality of Life in Asthmatic Individuals using QoL Questionnaire**  
Dr Ashok Kumar
- 05 Minutes      Remarks from Session Co-chair

**Parallel Session-XIV** | Lecture Hall-3  
2:00-4:00 pm

**NUTRITION**

Chair: Dr Mahboob Shah, Associate Professor, Institute of Public Health, UAE University  
Co-chair: Dr Perwaiz Iqbal, AKU  
Moderator: Dr Romaina Iqbal

- 05 Minutes      Opening Remarks by Session Chair
- 25 minutes      Invited Speaker I:  
**Childhood Obesity from High Mountains of Pakistan to the Plains of United Arab Emirate: its role in NCDs**  
Dr Mahboob Shah, UAE University, UAE

25 Minutes      Invited Speaker II:  
**Role of Nutrition in Prevention and Treatment of Diabetes.**  
Dr Parvez Paracha, Agriculture University, Peshawar

25 Minutes      Invited Speaker III:  
**The Bitter Truth about Sugar**  
Professor Abdul Jabbar, United Arab Emirates

**Oral Presentations** (10-minute each)

10 Minutes      **Malnutrition and Quality of Life in Cirrhosis Patients in Tertiary Care Hospital, Karachi**  
Dr Om Parkash

10 Minutes      **Levels of Physical Activity and Factors Leading to Decreased Physical Activity Among Secondary School Children of Jamshed Town of Karachi**  
Dr Ismat Jabeen

10Minutes      **Relationship of Socio-Demographic Factors with Serum Levels of Vitamin D in a Pakistani Population of Diabetic Patients and Healthy Controls**  
Khalida Iqbal

05 Minutes      Closing Remarks from Session Chair

**Parallel Session-XV** | Executive Dining Hall  
2:00-4:00 pm

**MEDIA AND NCDs**  
Moderator: Dr Salman Adil, AKU

05 Minutes      **Opening remarks from Chair**

15 Minutes      Invited Speaker I:  
**A Chronic Challenge: Non-Communicable Diseases and the Media**  
Dr Mohammad Wasay

15 Minutes      Invited Speaker II:  
**The Role of Media in Health Awareness**  
Mr Mujahid Bareilvi  
Senior Journalist and Anchor  
Jaag TV

15 Minutes      Invited Speaker III:  
**Media and NCDs: The Role of Media in Health Reform Advocacy**  
Ms Huma Baqai  
Chairperson, Department of Social Sciences

Institute of Business Administration, Karachi

60 Minutes	Panel discussion
5 Minutes	Closing Remarks by Moderator

**Parallel Session-XVI | AKU Auditorium**  
2:00-4:00 pm

### **POLICY**

Chair: Mr Iqbal Durrani, Secretary Health, Government of Sindh

Co-chair: Dr Shehla Zaidi, AKU

05 Minutes	Opening Remarks by Session Chair
10 Minutes	Message from Dr Samer Jabour Regional Director of Non-communicable Diseases, WHO-EMRO (via Skype)
15 minutes	Keynote Speech: <b>Call to Action on NCDs: Strategic Responses and Residual Gaps</b> Dr Tazeen H. Jafar, Duke-NUS Graduate Medical School Singapore
15 Minutes	Invited Speaker I: <b>Integrating NCD with Primary Health Care-Snapshot of the Situation in the Eastern Mediterranean Region</b> Dr Arash Rashidian, Director, National Institute of Health Research (NIHR) and Deputy Chancellor for Public Health and Primary Care, Iran
30 Minutes	<b>Tackling NCDs in Pakistan: the Policy Makers Perspective</b> <i>(Three presentations, 10 minutes each)</i>  <ol style="list-style-type: none"><li><b>Perspective from Khyber Pakhtunkhwa</b> Dr Shabina Raza, Chief, Health Sector Reforms Unit Khyber Pakhtunkhwa</li><li><b>Perspective from Punjab</b> Mr Haroon Jehangir, Program Director, Policy &amp; Strategic Planning Unit Punjab</li><li><b>Perspective from Sindh</b> Mr Ahsan Khan, Chief, Health Sector Reform Unit Sindh</li></ol>
20 minutes	<b>From Dilemmas to Action: Role of Experts, Executives and Bureaucracy</b> Dr Assad Hafeez and Dr Rashid Jooma

15 Minutes	Discussion Moderated by Co-chair
10 Minutes	Wrap-up and Closing Remarks by Chair

**Concluding Session** | AKU Auditorium  
Thursday, February 27, 2014 | 4:30 - 4:40 pm

4:00-4:30 pm	Talk by Dr Samer Jabbour ( <i>via Skype</i> ) Regional Director of NCD, WHO EMRO Cairo, Egypt
4:30-4:40 pm	Closing Remarks and Vote of Thanks Ms Saima Sachwani Co-chair, Organising Committee 17th National Health Sciences Research Symposium AKU
4:40 pm	Hi-Tea