

DAY 1 – MONDAY, 3RD AUGUST 2026

GROW STRAIGHT INDIA

"One School • One Hour • One Healthier Future"

The poster is for the IOA Bone & Joint Week 2026, Day 1 – Monday, 3rd August 2026. It features the IOA logo on the left and right, with a central banner reading "GROW STRAIGHT INDIA" and the tagline "One School • One Hour • One Healthier Future". Below the banner is an "OBJECTIVE" box stating that each orthopaedic surgeon is requested to adopt just one nearby school for one hour. The main body of the poster is divided into four steps: Step 1 (10 minutes) - Short Awareness Talk, Step 2 (30 minutes) - Quick Screening, Step 3 (10 minutes) - Demonstrate Five Simple Exercises, and Step 4 (10 minutes) - Take the Grow Straight Pledge. To the right of these steps is a "HOSPITAL ACTIVITY (OPTIONAL - SAME DAY)" section. Below the steps are sections for "WHAT EVERY CHAPTER NEEDS", "DOCUMENTATION", "NATIONAL TARGET", and "CAMPAIGN SLOGAN". The slogan is "ONE ORTHOPAEDIC SURGEON • ONE SCHOOL • ONE HOUR • ONE HEALTHIER GENERATION." The bottom of the poster features a green banner with the text "TOGETHER, LET'S BUILD A STRAIGHTER, STRONGER AND HEALTHIER INDIA. Healthy Spine • Strong Bones • Bright Future" and contact information for uploading to the IOA CSRC WhatsApp group and emailing reports to chairman.csocio@gmail.com.

IOA BONE & JOINT WEEK 2026
DAY 1 – MONDAY, 3RD AUGUST 2026
GROW STRAIGHT INDIA
"One School • One Hour • One Healthier Future"

OBJECTIVE
Each orthopaedic surgeon is requested to adopt just one nearby school for one hour. This makes the campaign practical and scalable.

SIMPLE ONE-HOUR SCHOOL PROGRAM

STEP 1 (10 MINUTES)
SHORT AWARENESS TALK
TOPICS
• Importance of good posture
• Proper school bag weight
• Healthy sitting habits
• Daily exercise
• Nutrition and Vitamin D
• Importance of early detection of deformities

STEP 2 (30 MINUTES)
QUICK SCREENING
Screen only for easily identifiable conditions:
• Spine deformity (scoliosis/kyphosis)
• Knock knees
• Bow legs
• Flat feet
• Abnormal gait
• Limb length discrepancy (obvious cases)
Children with suspected problems receive a referral slip for detailed evaluation.

STEP 3 (10 MINUTES)
DEMONSTRATE FIVE SIMPLE EXERCISES
• Standing posture correction
• Shoulder roll
• Neck stretch
• Hamstring stretch
• Squats
Ask every student to repeat them.

STEP 4 (10 MINUTES)
TAKE THE GROW STRAIGHT PLEDGE
"I will sit straight, stand straight, carry my school bag correctly, play every day, eat healthy food, and encourage my friends to keep their bones strong."
Group photograph.

HOSPITAL ACTIVITY (OPTIONAL – SAME DAY)
Instead of organizing a separate camp, simply:
✓ Keep one "Grow Straight India" Help Desk in the OPD.
✓ Offer priority consultation for children with deformities.
✓ Display one awareness poster.
✓ Counsel parents for 2–3 minutes during routine consultations.
No additional infrastructure is required.

TEACHER TAKE-HOME MESSAGE
TEACH THESE 5 GOLDEN RULES:
1. School bag should be less than 10% of body weight.
2. Avoid prolonged mobile use.
3. Encourage outdoor play for at least one hour daily.
4. Ensure adequate sunlight and balanced nutrition.
5. Refer children with abnormal posture or gait early.

WHAT EVERY CHAPTER NEEDS
✓ One nearby school
✓ One orthopaedic surgeon
✓ One physiotherapist (optional)
✓ One volunteer
✓ Awareness poster
✓ Mobile phone for photographs

DOCUMENTATION
Just submit:
✓ 5–10 photographs
✓ One group photograph
✓ Number of students screened
✓ Number referred
✓ One-page report

NATIONAL TARGET
If each IOA member adopts just one school:
✓ 1,000+ schools covered
✓ 1–2 lakh children reached
✓ Thousands of deformities identified early
✓ Minimal cost, maximum impact

CAMPAIGN SLOGAN
"ONE ORTHOPAEDIC SURGEON • ONE SCHOOL • ONE HOUR • ONE HEALTHIER GENERATION."

TOGETHER, LET'S BUILD A STRAIGHTER, STRONGER AND HEALTHIER INDIA.
Healthy Spine • Strong Bones • Bright Future
UPLOAD TO IOA CSRC WHATSAPP GROUP EMAIL REPORT TO: chairman.csocio@gmail.com

Objective

Each orthopaedic surgeon is requested to **adopt just one nearby school for one hour**. This makes the campaign practical and scalable.

GIVE THE SONG TO THE SCHOOL FOR PLAYING AND DISTRIBUTION.

Simple One-Hour School Program

Step 1 (10 Minutes)

Short Awareness Talk

Topics:

- Importance of good posture
- Proper school bag weight
- Healthy sitting habits
- Daily exercise
- Nutrition and Vitamin D

- Importance of early detection of deformities

Step 2 (30 Minutes)

Quick Screening

Screen only for easily identifiable conditions:

- Spine deformity (scoliosis/kyphosis)
- Knock knees
- Bow legs
- Flat feet
- Abnormal gait
- Limb length discrepancy (obvious cases)

Children with suspected problems receive a referral slip for detailed evaluation.

Step 3 (10 Minutes)

Demonstrate Five Simple Exercises USE THE VIDEO TOO

- Standing posture correction
- Shoulder roll
- Neck stretch
- Hamstring stretch
- Squats

Ask every student to repeat them.

Step 4 (10 Minutes)

Take the Grow Straight Pledge

"I will sit straight, stand straight, carry my school bag correctly, play every day, eat healthy food, and encourage my friends to keep their bones strong."

Group photograph.

Hospital Activity (Optional – Same Day)

Instead of organizing a separate camp, simply:

- Keep one **"Grow Straight India" Help Desk** in the OPD.
- Offer **priority consultation** for children with deformities.
- Display one awareness poster.
- Counsel parents for 2–3 minutes during routine consultations.

No additional infrastructure is required.

Teacher Take-Home Message

Teach these **5 Golden Rules**:

1. School bag should be **less than 10% of body weight**.
2. Avoid prolonged mobile use.
3. Encourage outdoor play for at least one hour daily.
4. Ensure adequate sunlight and balanced nutrition.
5. Refer children with abnormal posture or gait early.

What Every Chapter Needs

- One nearby school
- One orthopaedic surgeon
- One physiotherapist (optional)
- One volunteer
- Awareness poster
- Mobile phone for photographs

Documentation

Just submit:

- 5–10 photographs
- One group photograph
- Number of students screened
- Number referred
- One-page report

Upload to the **IOA CSRC WhatsApp Group** and email to chairman.csrcioa@gmail.com.

National Target

If each IOA member adopts **just one school**:

- **1,000+ schools** covered
- **1–2 lakh children** reached
- Thousands of deformities identified early
- Minimal cost, maximum impact

Campaign Slogan

"One Orthopaedic Surgeon • One School • One Hour • One Healthier Generation."

This simplified model is easy to replicate, requires very little preparation, and can be completed within a single morning or afternoon while fitting around the surgeon's regular clinical practice.

THE SONG CAN BE TRANSLATED INTO REGIONAL LANGUAGE AND CAN BE MADE ON SUNO.AI

GROW STRAIGHT INDIA

Healthy Growth • Bright Future

🎵 *From Orthopaedic Surgeons with love and care,
The Indian Orthopaedic Association is always there.
This is our promise, our gift to every child,
Grow strong, grow straight, dream big and smile.* 🎵

Stand up tall, lift your head high,
Reach your dreams and touch the sky.
Strong young bones, a healthy spine,
A brighter future starts in time.

Play each day, run and smile,
Healthy habits all the while.
Good posture, sunshine, exercise,
Growing strong is the greatest prize.

🎵 **Grow Straight India, proud and free,
Healthy children are our destiny.**

**Stand tall together, hand in hand,
Building tomorrow across our land.
Grow Straight India... come and see,
Strong today for eternity! 🎵**

One child, one school, one brighter way,
Let's build a stronger India—starting today!

Suggested Music Style WHICH CAN BE GIVEN AS PROMPT

- Duration: **60 seconds**
- Style: Inspirational children's choir with modern pop orchestration
- Tempo: **120–125 BPM**
- Instruments: Acoustic guitar, piano, claps, uplifting drums, strings, children's choir, and light flute
- Mood: Positive, energetic, patriotic, and memorable
- Ending: Children chanting "**Grow Straight India!**" followed by a triumphant orchestral finish.

This format works well as a school anthem and can be easily adapted into Hindi or regional languages while retaining the same melody.

AVAILABLE ON YOUTUBE FOR SOCIAL MEDIA

<https://www.youtube.com/watch?v=mQkH9cHXZf8>

THIS IS JUST AN EXAMPLE, SIMILARLY PLEASE UPLOAD ON THE LOCAL YOUTUBE WITH DETAILS AND FORWARD, USE FACEBOOK, INSTAGRAM ETC.