

AGRA MOVES BETTER - 2026

ACTIVITY DOSSIER | 7 AUGUST 2026



From airwaves to classrooms: taking posture, movement and musculoskeletal-health awareness into the community.

AKASHVANI VARTA • SCHOOL OUTREACH

Move Better • Sit Better • Grow Better

2

community outreach activities

2

communication channels: radio + school

1

shared prevention message across age groups

Prepared for activity documentation and sharing with AOS / UPOA / IOA stakeholders

7 AUGUST 2026 - EXECUTIVE SUMMARY

Agra Moves Better - 2026 | Public awareness through mass communication and school engagement

CAMPAIGN SNAPSHOT

A day built around prevention, awareness and early healthy habits

On 7 August 2026, Agra Orthopaedic Society (AOS) extended Agra Moves Better - 2026 through two complementary outreach formats: an Akashvani radio interaction for city-wide public awareness and an in-person school programme at G.L. Public School for children and educators. The common theme was simple: many future bone, joint, muscle and spine problems can be reduced by learning correct movement and posture early, staying physically active and adopting healthy daily habits.

1 AKASHVANI VARTA

- Public conversation on bone, joint, muscle and spine health.
- Emphasis on correct sitting, standing, walking and safe daily movement.
- Lifestyle messages: regular exercise, balanced nutrition and avoidance of tobacco/alcohol.
- Awareness of posture, ergonomics and prevention across age groups.

2 G.L. PUBLIC SCHOOL

- Student-focused session on posture and musculoskeletal health.
- Correct sitting and study posture; avoid remaining in one position for long periods.
- Regular sports and exercise; sensible screen/mobile use.
- Safe school-bag handling and balanced nutrition for growing children.

PUBLIC HEALTH MESSAGES

Core messages documented on the day

- Healthy musculoskeletal habits should begin in childhood, before pain becomes a routine part of life.
- Movement matters: regular activity and exercise help maintain muscles, joints, balance and healthy body weight.
- Posture is not about staying rigid; it is about using comfortable, efficient positions and changing position regularly.
- Screen time and prolonged sitting should be interrupted by frequent movement breaks.
- Balanced nutrition supports bone and muscle development; unhealthy lifestyle habits increase long-term risk.
- For older adults, awareness of osteoporosis and fall prevention remains an important part of the wider Agra Moves Better campaign.

Campaign alignment: The 7 August activities continued AOS participation in Bone & Joint Week / Month public-awareness efforts and the broader “Agra Moves Better - 2026” prevention campaign, taking the same message to both the general public and school-age children.

ACTIVITY 1 - AKASHVANI VARTA

Mass communication | Bone, joint, posture and healthy-living awareness

PUBLIC COMMUNICATION

Taking “Agra Moves Better” from the clinic to the airwaves



Akashvani studio on 7 August 2026.

Purpose

- To make bone and joint health a household conversation, not just a hospital discussion.
- To explain that prevention begins with everyday habits: how we sit, stand, walk, work and exercise.
- To connect posture, regular physical activity, healthy weight and nutrition with long-term musculoskeletal wellbeing.

Key emphasis

- Correct ways of sitting, standing, walking and sleeping.
- Regular exercise and active living.
- Balanced and nutritious diet.
- Avoidance of tobacco and excessive alcohol.
- Awareness of posture-related problems, screen habits and osteoporosis risk.

REACH

Why radio mattered for this campaign

The Akashvani interaction added a city-wide communication layer to the on-ground camps and institutional programmes being conducted during August. It enabled AOS to carry the same prevention-first message into homes, workplaces and family conversations, including listeners who may not attend a medical camp or hospital programme.

“Correct movement, regular activity and healthy habits today can prevent many musculoskeletal problems tomorrow.”

ACTIVITY 2 - G.L. PUBLIC SCHOOL

School outreach | Healthy Students • Healthy Spine • Better Future

SCHOOL PROGRAMME

Building healthy movement habits early

At G.L. Public School, the Agra Moves Better team delivered a child-focused awareness programme on posture, movement, exercise and healthy daily routines. The session translated musculoskeletal-health advice into simple habits that students can use while studying, using screens, carrying school bags and participating in sports.



Ceremonial inauguration of the school awareness programme.



AOS team welcomed by school representatives.



AOS and school team with students during the programme.

PRACTICAL LEARNING

Student take-home points

Sit smart

Supported back and a sensible study height.

Lift the bag safely

Use both straps and avoid unnecessary load.

Move often

Break long sitting; play and move regularly.

Eat for growth

Balanced food supports bones and muscles.

Use screens wisely

Avoid prolonged slouched mobile viewing.

Stay active

Sports and regular exercise support healthy growth.

DOCUMENTATION

Print coverage



Headline

“सही उठने-बैठने से भविष्य की दिक्कतों से होगा बचाव”

The report links the Akashvani interaction and the school programme, highlighting correct sitting/standing, physical activity, healthy diet, reduced screen-related strain, safe bag handling and prevention of future musculoskeletal problems.

This clipping provides independent print documentation that both the mass-media and school components of the campaign were publicly communicated.

ONLINE MEDIA

Digital coverage supplied for the dossier

Platform	Coverage / title	Link
Hindustan Varta	आकाशवाणी से घर-घर और स्कूल में बच्चों तक पहुंचा 'Agra Moves Better-2026' का संदेश	Open source
YouTube	आगरा में शुरू हुआ 'Agra Moves Better' अभियान, बच्चों को सिखाए स्वस्थ रहने के तरीके	Open source

Date discipline: Mental Hospital and Kapoor Orthopaedic Center activities are dated 8 August and are not counted as 7 August activities. Related campaign coverage supplied separately: [BMD report \(8 Aug\)](#)

DOCUMENTATION VALUE & CAMPAIGN CONTINUITY

How the 7 August activity supports AOS public-awareness reporting

DOSSIER CHECKLIST

Evidence captured for institutional reporting

Activity photographs	Akashvani studio documentation and multiple school-programme photographs.
Print evidence	Newspaper clipping reporting the core prevention messages and both outreach channels.
Digital evidence	Online news and YouTube coverage supplied for the campaign record.
Programme identity	AOS / Agra Moves Better / Bone & Joint Week material visible within the school activity setting.
Public-health relevance	Posture, movement, exercise, nutrition, screen habits and prevention communicated in practical language.
Audience diversification	The same campaign message reached general listeners through radio and children directly through school engagement.

REPORTING

Suggested activity classification for UPOA / IOA records

- Public Awareness / Bone & Joint Week activity
- Mass-media education - Radio / Akashvani
- School health and posture awareness
- Preventive orthopaedics / musculoskeletal health promotion
- Community outreach under Agra Moves Better - 2026

AGRA MOVES BETTER - 2026

Better Bones • Better Movement • Better Agra

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