



World Plastic Surgery Day – 2024
A Weeklong Celebration – 8th to 14th July, 2024



It has been 13 years since we first celebrated our National Plastic Surgery Day on 15th of July every year. This was a great Initiative by Dr S Raja Sabapathy, our president of the year 2011. It provided a platform to showcase to the world, what we do as a speciality across the country. Due to the energetic participation of our members it achieved worldwide attention. Dr Rakesh Khazanchi, our President of the year **2020** attended the **Leaders Forum** at the Virtual American Society of Plastic Surgeons' meeting in **Oct, 2020**. Dr Khazanchi detailed the progress we have made in promoting Plastic Surgery among the masses through the National Plastic Surgery Day and the Leader's Forum adopted the day of July 15th as the World Plastic Surgery Day.

Source: American Society of Plastic Surgeons

<https://search.app/k5wCkd6GZB2mLZ2u6>

Proposal for Celebrations for the year 2024 - A Call for Participation
(Transforming Lives, Restoring Hope: Plastic Surgery Week 2024)

We propose to have a week long activities from 8th July, 2024 to 14th July, 2024, ending with the **World Plastic Surgery Day Celebrations on 15th July 2024**.

As your President, I request all of you to join in the endeavour and help make a big difference in the lives of people and in contributing to national development. This step will make the world take notice of plastic surgery as a speciality. I propose the following:

1. **Complimentary Plastic Surgery Services:** All Plastic Surgeons, MCh and DNB students of India are requested to perform at least 1 free surgery daily for 1 week from 8.7.24 to 14.7.2024 to achieve the target of 15724 free surgeries together. We currently have around 2301 members. So it is a doable thing and we can be proud of the difference in the lives of people around us. If you are doing already doing surgeries free as in Government, take efforts to a little extra and send us the details.

2. **Plastic Surgery Public Awareness Initiative:** Seven themes over seven days can be highlighted. They could be Congenital anomalies, Burn care, Trauma Reconstruction, Oncologic reconstruction, Transgender health, Aesthetic, Hand Surgery, Lymphedema (one kept extra for use as per the need of the place). Every plastic surgeon to educate at least 10 people on a daily basis, so that at least 1,57,240 people know about the spectrum of plastic surgery over the week. The themes can be based on the type of practice seen in each hospital and the sub specialities commonly operated at different centres.

3. **Collaboration with Media and NGO's:** I request all heads of department and senior Plastic Surgeons to Work with local media to run special features, interviews and informational segments to reach a broader audience.

4. **Social Media Campaigns:** Members are encouraged to run social media campaigns to spread awareness, share success stories, and provide educational content about plastic surgery. Members may also provide patient testimonials to APSI to be included on APSI platforms.

5. **Support from APSI:**

a. APSI will provide banners and backdrop posters to all enrolling members to get a uniform appearance of photos and videos of the proceedings. Awards will be given to members showing extraordinary involvement. Example – Best educator, Best surgeon, Best Team, Best female surgeon, Best Trainee Effort, Best regional society award etc. You can enrol to participate in the Plastic Surgery week celebration by sending an email to apsicon2024@yahoo.com

b. We will designate regional and central coordinators to facilitate the process and monitor the progress. A google form will be made available in which all the data can be uploaded. The data will then be compiled and will be put up on the APSICON 2024 website and shared in national newspapers.

Let us celebrate the “**World Plastic Surgery Day**” by making a difference in the lives of people.

In a few days you will hear more about it. Keep tuned and get ready.

Your President

Hari Venkatramani

