National Multi-sectoral Action Plan for Prevention & Control of NCDs in India

Webinar on “Double-Duty” Policies for Improved Nutrition
7th June 2017

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Ministry of Health & FW
Proportional Mortality in India
(% of all deaths, all ages, both sexes)

Source: WHO NCD County Profiles
Trends in Prevalence of Diabetes: India
Current Burden: 69 million
Trends of Cardiovascular Diseases in India (Cases in million)
Top 15 causes of disease burden, India, 2010

Source: IHME
## Burden of NCD risk factors in India (2008)

<table>
<thead>
<tr>
<th>Risk factor</th>
<th>Prevalence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proportion of insufficiently active population (15+)</td>
<td>14%</td>
</tr>
<tr>
<td>Per capita alcohol consumption (liters of pure alcohol)</td>
<td>4.3</td>
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<tr>
<td>Proportion of population (above the age of 25 years) with raised blood pressure (140/90 mm Hg)</td>
<td>33%</td>
</tr>
<tr>
<td>Proportion of population (above the age of 20 years) who were overweight</td>
<td>11%</td>
</tr>
<tr>
<td>Proportion of population (above the age of 25 years) with raised blood glucose</td>
<td>10%</td>
</tr>
<tr>
<td>Proportion of population (above the age of 25 years, in both sexes) with raised total cholesterol</td>
<td>27%</td>
</tr>
</tbody>
</table>

Nutrition Evolution over the last 30 yrs

Decrease

- 7% decrease in energy derived from Carbs
- Decreasing intake of coarse cereals, pulses, fruits & vegetables

Increase

- 6% increase in energy derived from Fats
- Increasing intake of meat products & salt
- Sedentary lifestyle with low levels of physical activity & rapid urbanization

Nutrition Transition over the past 30 years

## National Monitoring Framework: Long Term Targets

<table>
<thead>
<tr>
<th>Indicator</th>
<th>2020</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative reduction in premature mortality from NCDs</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Obesity &amp; Diabetes Prevalence:</td>
<td></td>
<td>Halt the rise</td>
</tr>
<tr>
<td>Relative reduction in prevalence of insufficient physical activity</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Relative reduction in the prevalence of raised blood pressure</td>
<td>10%</td>
<td>25%</td>
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<tr>
<td>Relative reduction in mean intake of salt/sodium intake</td>
<td>20%</td>
<td>30%</td>
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## Long Term Targets

<table>
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<tr>
<th>Indicator</th>
<th>2020</th>
<th>2025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative reduction in alcohol use</td>
<td>5%</td>
<td>10%</td>
</tr>
<tr>
<td>Relative reduction in prevalence of current tobacco use</td>
<td>15%</td>
<td>30%</td>
</tr>
<tr>
<td>Eligible people receive drug therapy and counselling to prevent heart attacks and strokes</td>
<td>30%</td>
<td>50%</td>
</tr>
<tr>
<td>Availability of essential NCD medicines &amp; basic technologies to treat major NCDs public/private facilities</td>
<td>60%</td>
<td>80%</td>
</tr>
<tr>
<td>Relative reduction in household use of solid fuel (indoor pollution)</td>
<td>25%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Nutrition Related Monitoring Indicators

• Age-standardized prevalence of obesity among adults
• Prevalence of obesity in adolescents
• Age-standardized prevalence of raised blood glucose/diabetes among adults
• Age-standardized prevalence of raised BP among adults
• Age-standardized mean adult intake of salt per day
• Age standardized prevalence of persons consuming less than five total servings (400 grams) of fruit and vegetables per day
2. Obesity & Diabetes Prevalence: Halt the rise (2025)

Suggested Activities:

• Implement strategies under National programme for prevention and control of cancer, diabetes, CVDs and Stroke
• Implement promotion of breast feeding policies
• Develop and conduct evidence based public health campaign for early detection and treatment of obesity and diabetes and promotion of healthy food options
• Develop nutrition policies to limit content of sugar in food and non-alcoholic beverages, limit excess calorie intake, reduce portion size and energy density of foods
• Develop and implement policy measures for food producers and processors for reducing saturated fatty acids in food and replacing them with unsaturated fatty acids, and replacing transfats with unsaturated fats in food products
• Develop and implement policies and guidelines on marketing of foods and beverages to children
• Reduce tax and increase subsidies on food products containing unsaturated fats
• Create health and nutrition monitoring environments in educational institutions, work places, health facilities etc.
4. Relative reduction in the prevalence of raised blood pressure 10% (2020), 25% (2025)

Suggested Activities:

• Implement strategies under National programme for prevention and control of cancer, diabetes, CVDs & Stroke
• Implement strategies for **reducing salt intake**
• Implement strategies for **improving physical activity**
• Implement strategies for **reducing saturated and transfat** intake and promote unsaturated fat intake policies
5. Relative reduction in mean intake of salt/ sodium intake 20% (2020), 30% (2025)

Suggested Activities:

• Develop policy measures (engaging food producers/processors, other relevant commercial operators, civil society, and consumers) to **reduce the level of salt** added to prepared/processed food

• Develop and conduct evidence based **public campaign** on harmful effects of increased salt intake and measures to reduce salt in prepared food

• Engage food retailers and caterers to improve the availability, affordability and acceptability of foods with reduced salt content

• Improve the availability, affordability and acceptability of salt with low sodium content.

• Promote food products **labelling** of all nutrient content including salt
Human Resource Development

• Develop policies and strategies for promoting healthy behaviour and nutrition monitoring environments in educational institutes

• Develop, strengthen and implement multi-sectoral public policies and action plans to promote health education and health literacy

• Develop and implement policies and guidelines on availability of foods, beverages and non-availability of tobacco products to children in schools and neighbourhood

• Promoting physical activity in schools through school based programme
Agriculture

• Promoting alternate crop for tobacco and discourage the tobacco cultivation.

• More cultivation of fruits and vegetables.

• Reduce the wastage of agricultural produce through efficient transportation and marketing strategies.
Women & Child Development

• Promote, protect and support breastfeeding.
• Strengthen the implementation of the international code of marketing of breast milk substitutes.
• Promote gender based approaches for prevention and control of NCDs.
Finance

• Increased taxation on unhealthy foods. Tobacco, alcohol, processed food
• Reduce taxes on items made of fruits vegetables, gyms items such as treadmill.
Food Processing

• Develop nutrition policies to limit content of sugar in food and non-alcoholic beverages
• Develop and implement policy measures for food producers and processors for reducing saturated fatty acids and transfats and replacing with unsaturated fats in food products
• Develop policy measures (engaging food producers/processors, other relevant commercial operators, civil society, and consumers) to reduce the level of salt added to prepared/processed food
• Promote food products labelling of all nutrient content including salt
Information & Broadcasting

• Develop media plans, strategies and conduct activities for awareness building on harmful effects of tobacco and alcohol
• Develop and conduct evidence based public health campaign to raise awareness on harmful effects of indoor air pollution
• Public awareness through various media for promotion of Healthy Life-style, physical activity, healthy and unhealthy foods (rich in salt, sugar, saturated/transfats)
• Awareness regarding dangerous effects of tobacco, alcohol.
• More time should be allotted for health awareness messages throughout the day at frequent intervals.
National Consultation for Development of National Multi-sectoral Action Plan for Prevention & Control of NCDs

- Organized jointly by Ministry of Health & FW & WHO-India on 22-23 May 2014, New Delhi
- Delegates included officers from various sectors, academia, NGOs and International agencies
- Deliberations were held on four themes
  - Multi-sectoral approach
  - Health systems strengthening
  - Health promotion and advocacy
  - Monitoring and evaluation
National Multi-sectoral Action Plan

Whole of Government Response – All Ministries and States Participate

Leading Multi-sectoral Action
Health Promotion
Health System Strengthening
Monitoring and Evaluation

Private Sector & Civil Society Partners - Whole of Society Response
Next steps proposed in India...

1. Constitute structure for taking decisions on healthy public policies for multi-sectoral approach and population based interventions
2. Strengthen Healthcare System for NCDs
3. Increase budget allocation for NCDs; explore alternate financial mechanisms
4. Evolve mechanism for involving voluntary organizations and private health sector
5. Strengthen health information system & surveillance
SDG Goal 3: Ensure healthy lives and promote well-being for all at all ages

- **Target 3.4**: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well being
- **Target 3.5**: Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol
- **Target 3.6**: By 2020, halve the number of global deaths and injuries from road traffic accidents
- **Target 3.8**: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all
- **Target 3.9**: By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination
- **Target 3a**: Strengthen the implementation of the World Health Organization Framework Convention on Tobacco Control in all countries, as appropriate
- **Target 3b**: Support the research and development of vaccines and medicines for the communicable and non-communicable diseases
Simple ways to prevent Lifestyle Disease