

PRB Coverage Dossier (July, 2016)



Population Reference Bureau

Print				
Date	Publication	Headline	Journalist	Edition
22.07.2016	The Hindu Business Line	India's young are in the grip of sickly 'affluenza'	-	Print & Online
22.07.2016	The Indian Express	Tobacco, unhealthy diet, no exercise top risk factors for Indian youth, says report	Anuradha Mascarenhas	Print & Online
22.07.2016	The Statesman	For the sake of Gen-Y	Ajita Singh	Print
22.07.2016	Mail Today	Tobacco bigger risk for Indian youth	Neetu Chandra	Print & Online
22.07.2016	Deccan Herald	1 in every 5 kids obese, overweight	Kalyan Ray	Print & Online
22.07.2016	Hindustan	Physical inactivity increases the risk of non-communicable diseases in youngsters	Madan Jaira	Print
22.07.2016	DNA	7 out of 10 children exercise for less than 60 mins in a day: report	-	Print & Online
Online				
21.07.2016	Hindustan Times	Nudge teens to live healthy to stop epidemic of lifestyle diseases	-	Online
21.07.2016	Menafn	Catch Them Young to Keep them Healthy, Says New Report by PRB	-	Online
21.07.2016	Business Standard	7 out of 10 children exercise for less than 60 mins in a day: report	PTI	Online
21.07.2016	India today	7 out of 10 children exercise for less than 60 mins in a day: report	PTI	Online

21.07.2016	Sify.com	7 out of 10 children exercise for less than 60 mins in a day: report	PTI	Online
21.07.2016	Business Standard	Teens switching bidis	IANS	Online
21.07.2016	Sify.com	Teens switching bidis	IANS	Online
21.07.2016	Yahoo.com	Teens switching bidis	IANS	Online
21.07.2016	India online	Teens switching bidis	IANS	Online
21.07.2016	NewsX	Teens switching bidis	IANS	Online
21.07.2016	Daily world	Teens switching bidis	IANS	Online
21.07.2016	One World South Asia	Physical inactivity adding to India's NCD burden: report	Ashok Kumar	Online
21.07.2016	Udaipur Kiran	Catch them young to keep them healthy, says new Report by PRB	-	Online
21.07.2016	The Free Press Journal	Catch them young to keep them healthy, says new Report by PRB	-	Online
21.07.2016	Corporate Headlines	Catch them young to keep them healthy, says new Report by PRB	-	Online
21.07.2016	The News	Catch them young to keep them healthy, says new Report by PRB	-	Online
21.07.2016	BLive	Catch them young to keep them healthy, says new Report by PRB	-	Online
21.07.2016	The First Mail	7 out of 10 children exercise for less than 60 mins in a day: Report	PTI	Online
22.07.2016	The Times of India	Teens switching to bidis: Report	IANS	Online

22.07.2016	Business Standard	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	NDTV	7 Out of 10 children exercise for less than 60 minutes in a day: report	IANS	Online
22.07.2016	Mid-day	Teens switching to bidis: Report	IANS	Online
22.07.2016	The India Saga	Indians have a 26 per cent chance of dying prematurely due to four major non communicable diseases: new report	Aarti Dhar	Online
22.07.2016	Bio Voice	Catch them young to keep them healthy, says new report	-	Online
22.07.2016	International Business Time	Cigarettes, alcohol, no exercise making Indian teens prone to non-communicable diseases	Bismah Malik	Online
22.07.2016	Governance Now	Exposure to tobacco, alcohol, unhealthy diet cause non communicable diseases	-	Online
22.07.2016	Punjab Tribune	Teens switching to bidis: Report	IANS	Online
22.07.2016	Samachar Jagat	7 Out of 10 children exercise for less than 60 minutes in a day: report	PTI	Online
22.07.2016	ANI	Catch them young to keep them healthy, says PRB report	-	Online
22.07.2016	The Times of India	Catch them young to keep them healthy, says PRB report	ANI	Online

22.07.2016	HT Syndication	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	Daijiworld.com	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	Kolkatatoday.com	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	NPR	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	The Cobai Post	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	Kerala Biz News	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	Edu Next Gen	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	APN News	Catch them young to keep them healthy, says PRB report	ANI	Online
22.07.2016	Kashmir Times	Catch them young to keep them healthy, says PRB report	ANI	Online
23.07.2016	3 Live News	Catch them young to keep them healthy, says PRB report	ANI	Online
25.07.16	Zee News	Physical inactivity adding to India's NCD burden: Report	-	Online

Date: 22nd July, 2016

Publication: The Hindu Business Line

Headline: India's young are in the grip of sickly 'affluenza'

URL: <http://www.thehindubusinessline.com/economy/indias-young-are-in-the-grip-of-sickly-affluenza/article8882272.ece>

India's young are in the grip of sickly 'affluenza'

Early use of alcohol, tobacco may drain India's demographic advantage

OUR BUREAU

New Delhi, July 21

Is a puff of a cigarette or a swig of a drink taking India's demographic advantage away? Early adoption of alcohol and tobacco products, owing to rising incomes, is wreaking havoc on the country's health, according to a new study.

Indians, who are genetically prone to heart diseases and diabetes as well as chronic respiratory diseases and cancer, are becoming more exposed to such ailments with changing

lifestyle habits, the report by the Population Reference Bureau noted.

The statistics narrate a grim story. In India, non-communicable diseases (NCDs) account for about 40 per cent of all hospital stays, 35 per cent of outpatient visits, and 60 per cent of all deaths. Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs, notes the report. Addressing Non Communicable Disease Risk Factors Among Young

UNHEALTHY INDIA

- **1 in 3** young people live in either India or China
- **7 out of 10** children in 13-15 year age group get less than 60 minutes exercise per day
- **1 out of 5** (13-15 years-old) is overweight or obese
- **575 million** people use tobacco in India and China
- **19% of boys** and **8% girls** (13-15 years) have used tobacco in last month

People: Asia's Window of Opportunity to Curb a Growing Epidemic.

With 253 million adolescents, the report says that India, along with the rest of Asia, is at a crucial juncture health-wise, which could be changed by making lifestyle changes, such as changing eating habits and

increasing exercise. The problem is about to worsen. "In 2050 when today's young people have all reached ages 45 and older—the time when NCDs typically hit hardest — the over-45 population is projected to be 2.3 times the size it is today in South Asia, two times larger in Southeast Asia,

and 1.4 times larger in East Asia," the report notes.

Among low and middle-income countries, such as India and many other Asian countries (which formed the scope of the study), such diseases also claim lives at younger, more productive ages, compounding the economic loss for the nation.

Besides recommending strict control over tobacco (which claims six million lives worldwide every year) and alcohol consumption, the study recommends regulation of the processed foods industry to rein in the risks associated with diet.

Date: 22nd July, 2016

Publication: The Indian Express

Journalist: Anuradha Mascarenhas

Headline: Tobacco, unhealthy diet, no exercise top risk factors for Indian youth, says report

URL: <http://indianexpress.com/article/lifestyle/health/tobacco-unhealthy-diet-no-exercise-top-risk-factors-for-indian-youth-2928754/>

Tobacco, unhealthy diet, no exercise top risk factors for Indian youth, says report

ANURADHA MASCARENHAS
PUNE, JULY 21

■ Seven of every 10 boys and girls in the 13-15 years age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing non-communicable diseases (NCDs)

■ Among school students in India aged between 13 and 15 years, 19 per cent boys and 8 per cent girls have used a tobacco product in the past month

TOBACCO AND alcohol use, unhealthy diet and physical inactivity have emerged as top risk factors among youth, say Toshiko Kaneda and Reshma Naik, authors of a new report by Population Reference Bureau that was released in New Delhi Thursday.

This report comes close on the heels of a World Health Organisation report released two days ago, emphasising how big a problem NCDs are in the region. According to WHO, NCDs account for 60 per cent of all deaths in India. In India, there is a 26 per cent chance of dying prematurely — aged between 30

and 70 — due to the four major NCDs.

"Promoting healthy behaviour among young people is key to curbing a growing epidemic of non-communicable diseases," Kaneda, senior research associate, and Naik, senior policy analyst, told *The Indian Express*.

The four main NCDs — cardiovascular diseases, chronic respiratory diseases, diabetes and cancers — are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

The food processing industry, which is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 per cent of sugar, salt and fats consumed, makes it challenging to encourage youngsters to stick to a healthy diet.

The report authored by Kaneda and Naik, *Addressing Non-Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic* points out that establishing healthy behaviour early in life could change the course of NCDs within a generation.

"India is taking relevant steps

to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public. There is an urgent need to focus even more on fostering healthy behaviour among India's youth," Kaneda said.

The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

Date: 22nd July, 2016
Publication: The Statesman
Journalist: Ajita Singh
Headline: For the sake of Gen-Y

TOBACCO, ALCOHOL USE AMONG TOP RISKS TO YOUTH

For the sake of Gen-Y

AJITA SINGH

ajitasingh@thestatesman.net
New Delhi, 21 July

Tobacco, alcohol use, unhealthy diet and physical inactivity have emerged as top risk factors among Indian youth. "Promoting healthy behaviour among 253 million adolescents and the young generation is the key to curbing a growing epidemic of non-communicable diseases (NCDs)," said senior research associate Toshiko Kaneda and senior policy analyst Reshma Naik, the authors of a new report by the Population Reference Bureau.

Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 per cent of

all deaths in India, according to the WHO.

The four main NCDs – cardiovascular diseases (CVDs), diabetes, and cancers – are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that habits that get set in adolescence determine health and well being for a lifetime. Thus, establishing healthy behaviour early in life could change the course of NCDs within a generation, according to the report, addressing "Non Communicable Disease Risk Factors Among Young



People: Asia's Window of Opportunity to Curb a Growing Epidemic." Seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them are overweight or obese, placing them at a high risk of developing NCDs. The report highlighted that India is taking relevant steps to address

the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public. Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers, said the report. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths, it added.

The authors of the report also suggested the creation of safe public spaces and infrastructure for sports, active transport and other forms of

physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

As we live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population," Dr Anand Krishnan, Professor, Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report.

Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to implement interventions in early stages to prevent NCDs."

Date: 22nd July, 2016

Publication: Mail Today

Journalist: Neetu Chandra

Headline: Tobacco bigger risk for Indian youth

URL: <http://indiatoday.intoday.in/story/smoking-kills-tobacco-tobacco-related-diseases-alcohol-quit-somking-indian-youth/1/721038.html>

Mail Today, New Delhi, Friday, July 22, 2016

NEWS 3

By **Neetu Chandra Sharma**
in New Delhi

YOUTH in India are at a greater risk of contracting tobacco-related diseases in comparison to diseases related to consumption of alcohol, physical inactivity and unhealthy diet, a 2016 edition report of the Population Reference Bureau (PRB) revealed.

The report has come up with the latest data on Non-Communicable Diseases (NCD) risk factors among the youth in 28 countries and territories across east, southeast and south Asia, considering that the areas are facing a growing epidemic of NCDs — cardiovascular diseases, cancer, diabetes, and chronic respiratory diseases. As per the core indicators (high — more than 16 per cent, medium — 7-15 per cent; and low — less than 7 per cent), and usage in the past 30 days of each of cigarettes, other tobacco products and any tobacco products among 13- to 15-year-



A report reveals that Indian youth are at a greater risk of contracting tobacco-related ailments than those related to alcohol.

Tobacco bigger risk for Indian youth

old students, Indian youth fall in the high-risk category.

Similarly, for physical inactivity indicators (more than 70 per cent, medium — 50-69 per cent; and low — less than 50 per cent, Indian youth fall in medium-risk category and interestingly, in alcohol usage (high — over 40 per cent; medium — 20-39 per cent and low — less than 20

per cent, Indian youth fall in the low-risk zone. "Although all of the state-level bans indicate an important success, stronger implementation and more consistent enforcement of punishments are still critically needed. India, a country with a large and widely popular film industry, has implemented legislation to reduce tobacco imagery on

screen. Strong evidence shows that depictions of tobacco use in movies and television programmes promote smoking among young people," the report stated.

While in India, NCDs already account for about 40 per cent of all hospital stays and 35 per cent of outpatient visits, in India and China alone, 575 million people use tobacco.

UP IN SMOKE

- In tobacco use, Indian youth (male and female) fall in high-risk category
- In physical inactivity, Indian youth is in medium-risk category
- In alcohol use, Indian youth is in the low-risk zone

Date: 22nd July, 2016

Publication: Deccan Herald

Journalist: Kalyan Ray

Headline: 1 in every 5 kids obese, overweight

URL: <http://www.deccanherald.com/content/559440/1-every-5-kids-obese.html>

'1 in every 5 kids obese/overweight'

Kalyan Ray

NEW DELHI: One in every five children in India is either overweight or obese, placing them at a high risk of developing serious diseases.

What compounds the risks is the amount of time children spend on outdoor activities. Seven out of every 10 children in the age group of 13-15 years exercise for less than 60 minutes every day, according to a Population Reference Bureau report released here on Thursday.

Unhealthy diets coupled with barely any physical activity contributes to overweight and obesity in almost 20% of the children in India, making them prone to non-communicable diseases like Type 2 diabetes, cardiovascular disorders, strokes and some types of cancers.

"Almost 25% of children spend more than three hours

watching television and using computers," said Anand Krishnan, professor, Centre for Community Medicine, All India Institute of Medical Sciences, here.

While a change in the lifestyle and the use of tobacco products drive the surge in non-communicable diseases in India, the report has also found fault with the food industry.

"In India, a country home to 243 million adolescents (a quarter of the global adolescent population), the food processing industry is one of the fastest growing sectors and accounts for about 50-60% of the consumption of edible sugar, salt and fats. About 85% of the food products consumed in India are processed," it said. The high consumption of carbonated drinks is a contributing factor too, it added.

» **Kids, Page 8**

Health matters

- Population Reference Bureau releases report
- Seven out of every 10 children in India exercise for less than 60 minutes a day
- Overweight children prone to non-communicable diseases
- Processed foods high in salt, sugar and fats contributing factors

20% children overweight...

Kids, from Page 1

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating

chances of dying prematurely in India. Officials of the Union health ministry have drawn up a pilot programme in 10 districts wherein government school teachers will

Date: 22nd July, 2016

Publication: Hindustan

Journalist: Madan Jaira

Headline: Physical inactivity increases the risk of non-communicable diseases in youngsters

आलस्य स युवाओं का गैर संचारी रोगों का खतरा

चेतावनी

नई दिल्ली | मदन जैड़ा

देश की युवा पीढ़ी के समक्ष गैर संचारी रोगों का खतरा सबसे ज्यादा है। एक ताजा अध्ययन में यह बात कही गई है। इस अध्ययन के अनुसार देश के तकरीबन 70 फीसदी किशोर शारीरिक रूप से निष्क्रिय हैं।

यह प्रतिशत बहुत ज्यादा है। दूसरे, जीवनशैली से जुड़ी चार प्रमुख गलतियों के कारण भी उन्हें गैर संचारी रोगों का खतरा सबसे ज्यादा है।

अमेरिका में कार्यरत एक संगठन पापुलेशन रिसर्च ब्यूरो ने गुरुवार को जारी अपनी रिपोर्ट में गैरसंचारी रोगों की भयावहता का जिक्र किया है। इस रिपोर्ट के अनुसार भारत की स्थिति पड़ोसी देशों



धूमपान और तंबाकू सेवन

अध्ययन में पाया गया कि उपरोक्त आयु वर्ग में 5.8 फीसदी लड़के और 2.4 फीसदी लड़कियां सिगरेट का सेवन करते हैं जबकि 16.2 फीसदी लड़के अन्य रूप में तंबाकू सेवनकर्ता पाए गए। जबकि 7.2 फीसदी लड़कियां तंबाकू के अन्य रूपों का सेवन करती हैं।

नेपाल एवं बांग्लादेश से भी खराब है। दरअसल, ब्यूरो ने शराब और तंबाकू के सेवन, खानपान और शारीरिक सक्रियता पर आंकड़े एकत्र किए हैं।

गैर संचारी रोगों मसलन मधुमेह, दिल के रोग, दौरे, कैंसर आदि के लिए ये चार प्रमुख कारण ही जिम्मेदार होते हैं। यह अध्ययन भारत में किशोरों पर किया गया, जिसके नतीजे बेहद चिंताजनक हैं।

70 फीसदी किशोर शारीरिक रूप से निष्क्रिय

रिपोर्ट के अनुसार 13-15 साल के करीब 70 फीसदी किशोरों को शारीरिक गतिविधियों में निष्क्रिय पाया गया। 69 फीसदी लड़के और 70.9 फीसदी लड़कियां निष्क्रिय पाई गईं। वे आलसी हैं। यानी वे जरूरत भर के लिए भी व्यायाम, सैर या ऐसा कोई कामकाज नहीं कर रहे थे जिससे शरीर सक्रिय बना रहे।

चिंताजनक

- भारत की स्थिति पड़ोसी देशों नेपाल एवं बांग्लादेश से भी खराब
- गैर संचारी रोगों में मधुमेह, दिल के रोग, दौरे आदि के जिम्मेदार

शराब

रिपोर्ट के अनुसार 15-19 आयु वर्ग के 11 फीसदी युवक एवं एक फीसदी युवतियां शराब को सेवनकर्ता थीं।

मोटापा

रिपोर्ट के अनुसार 13-15 आयु वर्ग के किशोरों में 11.6 फीसदी लड़के एवं 9.7 फीसदी लड़कियां मोटापे की चपेट में थीं। उनका वजन ज्यादा था। इसकी वजह खानपान की आदतें और शारीरिक रूप से निष्क्रिय रहना बताया गया है। रिपोर्ट में कहा गया है कि किशोरों में यह स्थिति चिंताजनक है। अब भी भारतीयों के लिए गैर संचारी रोग चिंताजनक स्थिति में पहुंच चुके हैं। मसलन, 30-70 साल के आयु वर्ग के लोगों को इन बीमारियों के चलते समय पूर्व मृत्यु का खतरा 26 फीसदी रहता है। लेकिन आने वाले समय में यह और बढ़ सकता है।

Date: 22ndJuly, 2016

Publication: DNA

Journalist: Bureau

Headline: 7 out of 10 children exercise for less than 60 mins in a day: report

7 out of 10 children exercise for less than 60 mins in a day: Report

New Delhi: Seven out of every 10 children in the age group of 13-15 years exercise for less than 60 minutes per day while more than one in five are overweight, placing them at a high risk of developing Non-Communicable Diseases (NCDs) which account for 60 per cent of all deaths in India, according to a report. Stressing that there is a need to promote healthy behaviour among youths, the report said 19 per cent of boys and eight per cent of girls in the same age group have used a tobacco product in the past month. The Population Reference Bureau (PRB) report released on Thursday also recommended strengthening regulations concerning food industry and setting a maximum salt, sugar and saturated fat content in food products in the country.

Date: 21stJuly, 2016

Publication: Hindustan Times

Journalist: -

Headline: Nudge teens to live healthy to stop epidemic of lifestyle diseases

<http://www.hindustantimes.com/india-news/nudge-teens-to-live-healthy-to-stop-epidemic-of-lifestyle-diseases/story-Y6gA3pmmjoKcwgeKCJ64AL.html>

The four risk behaviours fuel almost all non-communicable diseases (NCDs) that kill an estimated 40 million people (NCDs) globally are tobacco use, alcohol overuse, physical inactivity and unhealthy diet, and adopting policies encouraging adolescents to lead healthy lives can prevent millions of deaths by 2050, says a new report.

NCDs, which include heart disease, cancers, diabetes, and chronic respiratory diseases, caused 68 percent of global deaths in 2012, taking 38 million lives.

“One in three young people live in either India or China, making Asia the home to 981 million young people ages 10 to 24, which is more than half of the world’s young population. Helping them make the right choices and adopt healthy behaviours can potentially prevent millions of premature deaths,” says Toshiko Kaneda, senior researcher and author of the Population Reference Bureau’s Addressing non-communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic. The report was released on Thursday.

The report recommends school-, family- and community-based interventions for adolescents can lead to healthy behaviours such as healthy eating and exercising through life, just as they can prevent alcohol, tobacco and drug use.

Threat ahead

Asia, home to nearly half of the world’s population, accounts for 54 percent of global deaths from NCDs. “NCDs make up almost three-quarters of deaths in half of the 28 countries across East, Southeast, and South Asia, and in most of the rest, account for at least half of all deaths,” said co-author Reshma Naik, senior researcher at PRB, Washington.

Compared to high-income countries, NCDs in low- and middle-income countries claim lives at younger ages, when people are at the peak of their economic productivity. “In Asia, the likelihood of dying prematurely between ages 30 and 70 is 22 percent in low- and middle-income countries where 95 percent of the region’s population lives, compared to 9 percent in developed countries,” said Naik.

NCD's killed accounted for close to 60 per cent of all deaths in India in 2014, and about 40 percent of all hospital stays and 35 percent of outpatient visits.

"India is among global leaders in tobacco control and healthy diet and nutrition policies, which is not the case in many other Asian countries, but a lot more needs to be done to control alcohol abuse and increase physical activity, as all four are critically important," said Kaneda.

Date: 21st July, 2016
Publication: Menafn
Journalist: -

Headline: Catch Them Young to Keep them Healthy, Says New Report by PRB

<https://www.google.com/url?hl=en&q=http://www.menafn.com/1094865557/Catch-Them-Young-to-Keep-them-Healthy-Says-New-Report-by-PRB&source=gmail&ust=1469193633051000&usq=AFOjCNFdfZbhm4VKsAUOkLzC-W7ALqKSNg>

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs— cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers—are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, *Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic*, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19percent of boys and 8percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability",said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: Business Standard

Journalist: PTI

Headline: 7 out of 10 children exercise for less than 60 mins in a day: report

URL: http://www.business-standard.com/article/pti-stories/7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day-116072101190_1.html

Seven out of every 10 children in the age group of 13-15 years exercise for less than 60 minutes per day while more than one in five are overweight, placing them at a high risk of developing Non-Communicable Diseases (NCDs) which account for 60 per cent of all deaths in India, according to a report.

Stressing that there is a need to promote healthy behaviour among youths, the report said 19 per cent of boys and eight per cent of girls in the same age group have used a tobacco product in the past month.

The Population Reference Bureau (PRB) report released today also recommended strengthening regulations concerning food industry and setting a maximum salt, sugar and saturated fat content in food products in the country.

"Seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs," the report said.

It also recommended the creation of safe public spaces and infrastructure for sports and introduction of effective school-based interventions on diet and physical activity.

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)," said Toshiko Kaneda and Reshma Naik, who are the authors of the report 'Addressing NCD Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic'.

This comes in the wake of a recent World Health Organization (WHO) report which highlighted the problem of NCDs in India. Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs and they account for 60 per cent of all deaths in the country, according to the WHO.

The four main NCDs--cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little exercise. These behaviours often begin in young age.

"Among 13-15 year old secondary school students in India, 19 per cent of boys and 8 per cent of girls have used a tobacco product in the past month.

"Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves," the report said.

Anand Krishnan, Professor at the Centre for Community Medicine in AIIMS, said both in urban and rural India, people are increasingly eating processed and fast food, leading to a rapid increase in the obese population.

"There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said.

The PRB report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International with local NGO partners.

Noting that the food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 per cent of the sugar, salt and fats consumed, the report termed as "challenging" to encourage healthy diets among young people.

Although India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale amongst others, there is an urgent need to focus on fostering healthy behaviours among India's youth, the report said.

"Strong tobacco control policy measures in some countries like India, Nepal and Sri Lanka have set best practices for the region and the globe.

"India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted. Monika Arora, Director, Public Health Foundation of India said India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden, it said.

Date: 21st July, 2016

Publication: India today

Journalist: PTI

Headline: 7 out of 10 children exercise for less than 60 mins in a day: report

URL: <http://indiatoday.intoday.in/story/7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day/1/720723.html>

New Delhi, Jul 21 (PTI) Seven out of every 10 children in the age group of 13-15 years exercise for less than 60 minutes per day while more than one in five are overweight, placing them at a high risk of developing Non-Communicable Diseases (NCDs) which account for 60 per cent of all deaths in India, according to a report.

Stressing that there is a need to promote healthy behaviour among youths, the report said 19 per cent of boys and eight per cent of girls in the same age group have used a tobacco product in the past month.

The Population Reference Bureau (PRB) report released today also recommended strengthening regulations concerning food industry and setting a maximum salt, sugar and saturated fat content in food products in the country.

"Seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs," the report said.

It also recommended the creation of safe public spaces and infrastructure for sports and introduction of effective school-based interventions on diet and physical activity.

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)," said Toshiko Kaneda and Reshma Naik, who are the authors of the report Addressing NCD Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic.

This comes in the wake of a recent World Health Organization (WHO) report which highlighted the problem of NCDs in India. Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs and they account for 60 per cent of all deaths in the country, according to the WHO.

The four main NCDs—cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers—are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little exercise. These behaviours often begin in young age.

"Among 13-15year old secondary school students in India, 19 per cent of boys and 8 per cent of girls have used a tobacco product in the past month.

"Most of this consumption is of non-commercially produced cigarettes? tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves," the report said.

Date: 21st July, 2016
Publication: Sify.com
Journalist: PTI

Headline: 7 out of 10 children exercise for less than 60 mins in a day: report

URL: <http://www.sify.com/news/teens-switching-to-bidis-report-news-others-qhvwajagfggbi.html>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. "Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes.

The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report. "Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people.

Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: Business Standard

Journalist: IANS

Headline: Teens switching bidis

URL: http://www.business-standard.com/article/news-ians/teens-switching-to-bidis-report-116072101501_1.html

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI). According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: Sify.com

Journalist: IANS

Headline: Teens switching bidis

URL: <http://www.sify.com/news/teens-switching-to-bidis-report-news-others-qhwajagfggbi.html>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. "Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes.

The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report. "Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people.

Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI). According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: Yahoo.com

Journalist: IANS

Headline: Teens switching bidis

URL: <https://in.news.yahoo.com/teens-switching-bidis-report-161004186.html>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise.

These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: India online

Journalist: IANS

Headline: Teens switching bidis

URL: <http://news.indiaonline.in/Teens-switching-to-bidis-Report-1317404>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise.

These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: NewsX

Journalist: IANS

Headline: Teens switching bidis

URL: <http://www.newsx.com/lifestyle/35671-report-teens-switching-to-bidis>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise.

These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: Daily world

Journalist: IANS

Headline: Teens switching bidis

URL: <http://dailyworld.in/teens-switching-to-bidis-report/>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

“Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online,” said the report.

“Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named “Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic” also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers — are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise.

These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 21st July, 2016

Publication: One World South Asia

Journalist: Ashok Kumar

Headline: Physical inactivity adding to India's NCD burden: report

URL: <http://southasia.oneworld.net/news/physical-inactivity-adding-to-indias-ncd-burden-report#.V5GljdJ97IV>

According to the report, non-communicable diseases (NCDs) are on the rise due to unhealthy diet and physical inactivity.

New Delhi: According to a new report, promoting healthy behaviours among young people is a key to curbing a growing epidemic of non-communicable diseases (NCDs). The report by *Population Reference Bureau* highlights how establishing healthy behaviours early in life could be instrumental in changing the course of NCDs within one generation.

Authored by Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the report underlines how these behaviours that often begin during adolescence or young adulthood, linger on and create conditions for NCDs in later part of life.

Major NCDs including cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers are primarily caused by exposure to tobacco, harmful use of alcohol, unhealthy diet, and very little exercise.

Experts believe that behaviours starting in adolescence determine health and wellbeing for a lifetime. This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing on the magnitude of NCDs in the region including India.

The report cautions that without lasting lifestyle changes, NCDs would result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus on fostering healthy behaviours among India's youth.

The report also recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The report also suggests the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families,

schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diet and minimal physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people.

Moreover, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, around less than 60 minutes per day. More than one in five of them are overweight or obese, placing them at a high risk of developing NCDs.

Dr Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, believes that aggressive marketing of these foods sets eating patterns for life from early childhood. "We live in an age of convenience where both urban and rural people are increasingly eating processed food and fast food, leading to a rapid increase in the obese population."

Krishnan noted that international burger-pizza chains are not the only culprits as even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said.

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves.

Dr. Monika Arora, Director, Health Promotion Division, Public Health Foundation of India, said that easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability. "Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people," she said.

Date: 21st July, 2016

Publication: Udaipur Kiran

Journalist: Bureau

Headline: Catch them young to keep them healthy, says new Report by PRB

URL: <http://udaipurkiran.com/catch-them-young-to-keep-them-healthy-says-new-report-by-prb/>

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers–are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

“We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population.” Dr. Anand Krishnan, Professor – Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. “Aggressive marketing of these foods sets eating patterns for life from early childhood.” He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. “There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation,” he said. “The threat of obesity looms large at adolescence and needs to be nipped right then.”

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

“Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability” said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, “Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted.”

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, “This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca’s Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future.”

The Population Reference Bureau’s report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: The Free Press Journal

Journalist:-

Headline: Catch Them Young to Keep them Healthy, Says New Report by PRB

URL: http://www.freepressjournal.in/wirenews?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.freepressjournal.in%2Fwire-news

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the *Population Reference Bureau*. The four main NCDs— cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers—are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, *Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic*, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. *"Aggressive marketing of these foods sets eating patterns for life from early childhood."* He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. *"There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation,"* he said. *"The threat of obesity looms large at adolescence and needs to be nipped right then."*

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, *"Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and*

the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, *"This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."*

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: Corporate Headlines

Journalist: -

Headline: Catch Them Young to Keep Them Healthy, Says New Report by PRB

URL:http://corporateheadlines.in/newsvoir/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.corporateheadlines.in%2Fnewsvoir%2F

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: The News

Journalist: -

Headline: Catch Them Young to Keep them Healthy, Says New Report by PRB

URL:http://www.thenewsinternational.com/newsvoir?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.thenewsinternational.com%2Fnewsvoir

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: BLive

Journalist: -

Headline: Catch Them Young to Keep them Healthy, Says New Report by PRB

URL:http://b-live.in/newsvoir-feeds/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fb-live.in%2Fnewsvoir-feeds%2F

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the *Population Reference Bureau*. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, *Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic*, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. *"Aggressive marketing of these foods sets eating patterns for life from early childhood."* He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. *"There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation,"* he said. *"The threat of obesity looms large at adolescence and needs to be nipped right then."*

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. *She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."*

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, *“This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca’s Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future.”*

The Population Reference Bureau’s report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 21st July, 2016

Publication: The First Mail

Journalist: PTI

Headline: 7 out of 10 children exercise for less than 60 mins in a day: Report

URL:[http://thefirstmail.in/news/news-details/127934-](http://thefirstmail.in/news/news-details/127934-7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day-report#sthash.wh70HPWV.xR35U8st.dpbs)

[7 out of 10 children exercise for less than 60 mins in a day report#sthash.wh70HPWV.xR35U8st.dpbs](http://thefirstmail.in/news/news-details/127934-7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day-report#sthash.wh70HPWV.xR35U8st.dpbs)

Seven out of every 10 children in the age group of 13-15years exercise for less than 60 minutes per day while more than one in five are overweight, placing them at a high risk of developing Non-Communicable Diseases (NCDs) which account for 60 per cent of all deaths in India, according to a report.

Stressing that there is a need to promote healthy behaviour among youths, the report said 19 per cent of boys and eight per cent of girls in the same age group have used a tobacco product in the past month.

The Population Reference Bureau (PRB) report released today also recommended strengthening regulations concerning food industry and setting a maximum salt, sugar and saturated fat content in food products in the country.

"Seven of every 10 boys and girls in the 13-15year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs," the report said.

It also recommended the creation of safe public spaces and infrastructure for sports and introduction of effective school-based interventions on diet and physical activity.

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)," said Toshiko Kaneda and Reshma Naik, who are the authors of the report 'Addressing NCD Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic'.

This comes in the wake of a recent World Health Organization (WHO) report which highlighted the problem of NCDs in India. Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs and they account for 60 per cent of all deaths in in the country, according to the WHO.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little exercise. These behaviours often begin in young age.

"Among 13-15year old secondary school students in India, 19 per cent of boys and 8 per cent of girls have used a tobacco product in the past month.

"Most of this consumption is of non-commercially produced cigarettes tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves," the report said.

Anand Krishnan, Professor at the Centre for Community Medicine in AIIMS, said both in urban and rural India, people are increasingly eating processed and fast food, leading to a rapid increase in the obese population.

"There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said.

The PRB report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International with local NGO partners.

Noting that the food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 per cent of the sugar, salt and fats consumed, the report termed as "challenging" to encourage healthy diets among young people.

Although India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale amongst others, there is an urgent need to focus on fostering healthy behaviours among India's youth, the report said.

"Strong tobacco control policy measures in some countries like India, Nepal and Sri Lanka have set best practices for the region and the globe.

"India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

Monika Arora, Director, Public Health Foundation of India said

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden, it said.

Date: 22nd July, 2016

Publication: The Times of India

Journalist: IANS

Headline: Teens switching to bidis: Report

URL:<http://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Teens-switching-to-bidis-Report/articleshow/53335007.cms>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 22nd July, 2016

Publication: Business Standard

Journalist: ANI

Headline: Catch them young to keep them healthy, says PRB report

URL: http://www.business-standard.com/article/news-ani/catch-them-young-to-keep-them-healthy-says-prb-report-116072200689_1.html

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from

street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg

School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: NDTV

Journalist: IANS

Headline: 7 Out of 10 children exercise for less than 60 minutes in a day: report

URL:<http://food.ndtv.com/beauty/7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day-1434756>

Seven out of every 10 children in the age group of 13-15 years exercise for less than 60 minutes per day while more than one in five are overweight, placing them at a high risk of developing Non-Communicable Diseases (NCDs) which account for 60 per cent of all deaths in India, according to a report.

Stressing that there is a need to promote healthy behaviour among youths, the report said 19 per cent of boys and eight per cent of girls in the same age group have used a tobacco product in the past month.

The Population Reference Bureau (PRB) report released today also recommended strenol-based interventions on diet and physical activity. "Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)," said Toshiko Kaneda and Reshma Naik, who are the authors of the report 'Addressing NCD Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic'.

This comes in the wake of a recent World Health Organization (WHO) report which highlighted the problem of NCDs in India. Indians have a 26 per cent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs and they account for 60 per cent of all deaths in the country, according to the WHO.

The four main NCDs--cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little exercise. These behaviours often begin in young age.

"Among 13-15year old secondary school students in India, 19 per cent of boys and 8 per cent of girls have used a tobacco product in the past month, most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves,"

Date: 22nd July, 2016
Publication: Mid-day
Journalist: IANS

Headline: Teens switching to bidis: Report

URL:<http://www.mid-day.com/articles/teens-switching-to-bidis-report/17457162>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted. The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 22nd July, 2016

Publication: The India Saga

Journalist: Aarti Dhar

Headline: Indians have a 26 per cent chance of dying prematurely due to four major non communicable diseases: new report

URL: <http://theindiasaga.com/variety/health/453-indians-have-a-26-per-cent-chance-of-dying-prematurely-due-to-four-major-non-communicable-diseases-new-report>

Indians have a 26 per cent chance of dying prematurely between the ages of 30 to 70 years due to the four major non communicable diseases (NCDs) unless healthy behaviors are promoted among young people, a new report by the Population Reference Bureau has said. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

The four main NCDs—cardio-vascular diseases, chronic respiratory diseases, diabetes and cancers – are primarily caused by exposure to tobacco, harmful use of alcohol, unhealthy diet and too little physical exercise. According to the World Health Organisation (WHO), NCDs account for 60% of all deaths in India.

Among 13 to 15-year-old secondary school students in India, 19 per cent of boys and 8 per cent of girls have used a tobacco product in the past one month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidis, inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places used more than cigarettes. The rising popularity of e-cigarettes is another area of concern as these do not produce smoke but they still contain nicotine and other harmful substances. These substances are marketed to youth and easily available online, the report says.

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 per cent of 13 to 15-years-old secondary school students have used alcohol in the previous 30 days. But, in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 per cent or higher.

Promoting healthy behaviours among young people is key to curbing a growing epidemic on non-communicable diseases," say Toshiko Kaneda, a senior research

associate and Reshma Naik, senior policy analyst at the PRB and authors of the new report. Evidence shows that behaviours that start in adulthood can determine health and well-being for a lifetime.

Kerala government's decision to impose tax on junk food was appreciated by the two researchers as was the Punjab government's policy on allowing only some beverages to be sold in schools.

Establishing healthy behaviours early in life could change the cause of NCDs within a generation, according to the report "Addressing Non Communicable Disease risk factors Among Young people: Asia's Window of Opportunity to Curb a Growing Epidemic." The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances like tobacco by introducing healthy warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labeling, and taxes on soda.

The authors of the report also suggest creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to rapid increase in the obese population," said Dr Anand Krishnan, Professor Centre for Community Medicines, AllMS. He said aggressive marketing of these foods sets eating patterns for life from early childhood while strongly recommending the need for both the government and private sector to adopt an integrated approach, and work in close coordination to identify effective solutions and reduce NCD burden of the nation.

According to Dr Monika Arora, Director, Health Promotion Division and Associate professor, Public Health Foundation of India, 2.5 million children in India were currently using tobacco and 5,500 young people were initiating into smoking every day.

Date: 22nd July, 2016
Publication: Bio Voice
Journalist: Bureau

Headline: Catch them young to keep them healthy, says new report

URL: <http://www.biovoicenews.com/catch-young-keep-healthy-says-new-report/>

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers–are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr Anand Krishnan, Professor – Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector

to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: International Business Time

Journalist: Bismah Malik

Headline: Cigarettes, alcohol, no exercise making Indian teens prone to non-communicable diseases

URL: <http://www.ibtimes.co.in/cigarettes-alcohol-no-exercise-making-indian-teens-prone-non-communicable-diseases-687502#RVdbHE5QV1CkkYRW.97>

Indian teenagers in the age group of 13-15 years are gradually turning to the consumption of tobacco products such as beedis, cigarettes and e-cigarettes. This was disclosed in a report by the Population Reference Bureau (PRB), which was released during a conference in New Delhi on Thursday. PRB provides information about health, population and environment indicators globally.

According to the PRB report, 19 percent of boys and 8 percent of girls in India have used a tobacco product in the past month.

"Most of this consumption is of non-commercially produced cigarettes — tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes," the report, a copy of which is available with International Business Times, India, said.

It added that the rising popularity of e-cigarettes is also a matter of concern as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. "These devices are marketed to youth and are easily available online," according to the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," Monika Arora, director of Health Promotion Division and associate professor at Public Health Foundation of India said during the conference.

The report has dwelt on various factors that have led to an increased incidence of non-communicable diseases (NCDs) among young Indians. It said that smoking, alcohol consumption and unhealthy diets along with least physical activity are major contributors to the prevalence of NCDs, which include cancer, diabetes, hypertension and heart diseases, among other chronic illnesses.

The report said that seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, (less than 60 minutes per day). More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the

obese population," Anand Krishnan, professor at Centre for Community Medicine, AIIMS, New Delhi, said during the release of the report.

Anand said that the blame cannot be only put on western-style burger, pizza fast foods but even Indian foods that are unhealthy and loaded with calories.

"There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said.

The report comes two days after the World Health Organization said that NCDs will result in a large number of premature deaths. The WHO said that one in four Indians in the age group of 30-70 years have a chance of dying prematurely because of NCDs.

Date: 22nd July, 2016

Publication: Governance Now

Journalist: Bureau

Headline: Exposure to tobacco, alcohol, unhealthy diet cause non communicable diseases

URL:<http://www.governancenow.com/news/regular-story/exposure-bacco-alcohol-unhealthy-diet-cause-non-communicable-diseases->

The four main non-communicable diseases (NCDs) – cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes and cancers – are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise, says Toshiko Kaneda and Reshma Naik, authors of a new report by the Population Reference Bureau.

The report titled 'Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic' says that these behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

This policy report comes just after World Health Organization (WHO) released a report emphasising the problems of NCDs. According to WHO, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India.

The WHO report highlights the need to intensify national action to meet the global targets governments have agreed to protect people from heart disease, cancers, diabetes, and lung diseases. Globally, these four NCDs represent the largest cause of death in people aged less than 70 years, posing a major threat to sustainable development.

Some of the key suggestions in the Population Reference Bureau report are:

- Strengthening regulations of the food industry like setting maximum salt, sugar or saturated fat content in food products and food labelling and taxes on soda.
- The food processing industry accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people.
- Seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them are overweight or obese, placing them at a high risk of developing NCDs.
- Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves.

Date: 22nd July, 2016

Publication: Punjab Tribune

Journalist: IANS

Headline: Teens switching to bidis: Report

URL: <http://punjabtribune.com/teens-switching-to-bidis-report/>

Nineteen per cent boys and eight per cent girls in the age group of 13-15 have used tobacco products in recent months, mostly in the form of non-commercially produced cigarettes such as bidis, hand-rolled cigarettes made of unprocessed tobacco wrapped in leaves, said a report.

According to the report by the Population Reference Bureau, the usage of such products has prevailed because they are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks.

"Smokeless tobacco products and snuff are commonly used in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online," said the report.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability, said Monika Arora, Director, Health Promotion Division and Associate Professor, Public Health Foundation of India (PHFI).

According to Arora, India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 per cent reduction in tobacco use prevalence by 2025 that the country has adopted.

The report named "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic" also poured light on the four main Non Communicable Diseases- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers -- are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise.

These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Date: 22nd July, 2016

Publication: Samachar Jagat

Journalist: PTI

Headline: 7 Out of 10 children exercise for less than 60 minutes in a day: report

URL: <http://www.samacharjagat.com/news/national/7-out-of-10-children-exercise-for-less-than-60-mins-in-a-day-73294>

एक रिपोर्ट के अनुसार 13-15 साल उम्रवर्ग के 10 बच्चों में से सात रोजाना 60 मिनट से भी कम शारीरिक अभ्यास करते हैं जबकि पांच में एक से अधिक बच्चे अधिक वजन के होते हैं जिससे उनके गैर संक्रामक रोग के चपेट में आने का अधिक खतरा होता है। भारत से करीब 60 फीसदी मौतें गैर संक्रामक रोगों के चलते होती हैं।

इस रिपोर्ट में बच्चों में स्वास्थ्यवर्धक आचरण को बढ़ावा देने की जरूरत पर बल दिया गया है। इसी उम्रवर्ग के 19 फीसदी लड़कों और आठ फीसदी लड़कियों ने पिछले महीने तंबाकू उत्पादों का सेवन किया।

पापुलेशन रेफरेंस ब्यूरो पीआरबी की आज जारी रिपोर्ट में देश में खाद्य उद्योग से संबंधित विनियमों को कड़ा बनाने तथा खाद्य उत्पादों में नमक, चीनी और संतृप्त वसा की अधिकतम मात्रा तय करने की भी सिफारिश की गई है।

रिपोर्ट कहती है, भारत में 13-15 साल उम्रवर्ग के 10 लड़के-लड़कियों में सात बहुत कम शारीरिक अभ्यास करते हैं, इसका मतलब रोजाना 60 मिनट से भी कम अभ्यास। उनमें पांच में एक से अधिक बच्चे अधिक वजन के होते हैं और उनमें गैर संक्रामक रोग होने का अधिक खतरा होता है।

उसने खेलकूद के लिए सुरक्षित सार्वजनिक स्थानों एवं बुनियादी ढांचों के निर्माण तथा भोजन एवं शारीरिक अभ्यास में प्रभावी स्कूल आधारित हस्तक्षेप की भी सिफारिश की है।

यह रिपोर्ट ऐसे समय में आई है जब हाल ही में विश्व स्वास्थ्य संगठन ने भारत में गैर संक्रामक रोगों की समस्या को प्रमुखता से उठाया है। भारतीयों में चार बड़े गैर संक्रामक रोगों --हृदयरोग, श्वसन रोग, मधुमेह और कैंसर से 30-70 साल की उम्र में समय से पहले मर जाने की 26 फीसदी संभावना होती है। भारत में करीब 60 फीसदी मौतें गैर संक्रामक रोगों के चलते होती हैं।

Date: 22nd July, 2016

Publication: ANI

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:<http://aninews.in/newsdetail-MTByVGIOZw/MjczMDk3cIRpTmc/catch-them-young-to-keep-them-healthy-says-prb-report.html>

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, senior research

associate, and Reshma Naik, senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs— cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers—are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, *Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic*, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr Anand Krishnan, Professor – Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

“Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability”, said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, “Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted.”

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy,

productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: The Times of India

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL: <http://timesofindia.indiatimes.com/life-style/health-fitness/health-news/Catch-them-young-to-keep-them-healthy-says-PRB-report/articleshow/53339152.cms>

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research

Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and

accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary

school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: HT Syndication

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:<http://www.htsyndication.com/htsportal/article/Catch-them-young-to-keep-them-healthy%2C-says-PRB-report/14599991>

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the authors of a new report by the

Population Reference Bureau. The four main NCDs— cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers—are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, *Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic*, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr Anand Krishnan, Professor – Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

“Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability”, said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, “Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted.”

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy,

productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: Kolkatatoday.com

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:http://www.kolkatatoday.com/india-business/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.kolkatatoday.com%2Findia-business%2F

“TOBACCO AND ALCOHOL USE, UNHEALTHY DIET AND PHYSICAL INACTIVITY EMERGE AS TOP RISK FACTORS AMONG YOUTH” say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, Senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15year age group in India get too little exercise, meaning less

than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"Dr. Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, New Delhi, said upon release of the report. He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. he said."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online. said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: NPR

Journalist: ANI

Headline: Catch them young to keep them healthy, says PRB report

URL: <https://newspr.wordpress.com/2016/07/21/catch-them-young-to-keep-them-healthy-says-new-report-by-prb/>

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and

involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions

to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: The Cobai Post

Journalist:-

Headline: Catch them young to keep them healthy, says PRB report

URL:http://www.covaiipost.com/news-cache/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.covaiipost.com%2Fnews-cache%2F

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and

involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions

to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: Kerala Biz News

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:http://keralabiznews.com/newswires/newsvoir?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fkeralabiznews.com%2Fnewswires%2Fnewsvoir

“Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)”, say Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the authors of a new report by the Population Reference Bureau. The four main NCDs– cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers–are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report, Addressing Non Communicable Disease Risk Factors Among Young People: Asia’s Window of Opportunity to Curb a Growing Epidemic, by Toshiko Kaneda and Reshma Naik.

This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India’s youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting

maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr Anand Krishnan, Professor – Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective

solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability", said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30% reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old

secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: Edu Next Gen

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:http://www.edunextgen.com/newsvoir/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.edunextgen.com%2Fnewsvoir%2F

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: APN News

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:http://www.apnnews.com/news-voir/?c_article_id=7128&c_author_id=6976&originurl=http%3A%2F%2Fwww.apnnews.com%2Fnews-voir%2F

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15 year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added," Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 22nd July, 2016

Publication: Kashmir Times

Journalist: -

Headline: Catch them young to keep them healthy, says PRB report

URL:http://www.kashmirtimes.com/news.aspx?c_article_id=7128&c_author_id=6976&q=Business&originurl=http%3A%2F%2Fwww.kashmirtimes.com%2Fnews.asp
[X](#)

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 23rd July, 2016

Publication: 3 Live News

Journalist: -

Headline: Catch Them Young to Keep them Healthy, Says New Report by PRB

URL:<http://www.w3livenews.com/2016/07/23/Catch-them-young-to-keep-them-healthy-says-PRB-report/3286733>

"Promoting healthy behaviours among young people is key to curbing a growing epidemic of non-communicable diseases (NCDs)", say Toshiko Kaneda, Senior Research Associate, and Reshma Naik, a senior policy analyst, the authors of a new report by the Population Reference Bureau.

The four main NCDs- cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers--are caused primarily by exposure to tobacco, harmful use of alcohol, unhealthy diet, and too little exercise. These behaviours often begin in adolescence or young adulthood and set the stage for NCDs later in life.

Evidence shows that behaviours that start in adolescence can determine health and wellbeing for a lifetime. Establishing healthy behaviours early in life could change the course of NCDs within a generation, according to the report titled "Addressing Non Communicable Disease Risk Factors Among Young People: Asia's Window of Opportunity to Curb a Growing Epidemic".

This policy report comes just on the heels of a World Health Organisation (WHO) report released two days ago emphasizing how big of a problem NCDs are in the region, and in India specifically. Without lasting lifestyle changes, NCDs will result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, promotion and sale, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus even more on fostering healthy behaviours among India's youth that will have lasting impacts.

Other changes are needed to tackle unhealthy diet and lack of physical activity. The report recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The authors of the report also suggest the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families, schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diets and too little physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people. Further, seven of every 10 boys and girls in the 13-15-year age group in India get too little exercise, meaning less than 60 minutes per day. More than one in five of them is overweight or obese, placing them at a high risk of developing NCDs.

"We live in an age of convenience where people, both in urban and rural India, are increasingly eating processed food and fast food, leading to a rapid increase in the obese population." Dr. Anand Krishnan, Professor - Centre for Community Medicine, AllMS, New Delhi, said upon release of the report. "Aggressive marketing of these foods sets eating patterns for life from early childhood." He noted that international burger-pizza chains are not the only culprits; even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said. "The threat of obesity looms large at adolescence and needs to be nipped right then."

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes-tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves. Products like these are relatively affordable, poorly regulated and easily obtained from street vendors and kiosks. Smokeless tobacco products like chewing tobacco and snuff are commonly used and in some places are used more than cigarettes. The rising popularity of e-cigarettes is another concern, as these do not produce tobacco smoke but may still contain nicotine and other harmful substances. These devices are marketed to youth and are easily available online.

"Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people. Easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability," said Dr. Monika Arora, Director: Health Promotion Division and Associate Professor, Public Health Foundation of India at the Conference. She further added, "Strong tobacco control policy measures in some countries e.g. India, Nepal and Sri Lanka have set best practices for the region and the globe. India needs to step up enforcement of tobacco control policies to provide full protection to young people and introduce innovative prevention and cessation solutions to meet one of the NCD targets of 30 percent reduction in tobacco use prevalence by 2025 that the country has adopted."

Asia has relatively low levels of alcohol consumption compared to Europe and the Americas, but alcohol use is increasing as social trends shift and marketing efforts target countries with rising economies and large numbers of young people with disposable income. In many Asian countries, less than 10 percent of 13- to 15-year-old secondary school students have used alcohol in the previous 30 days. But in the Philippines, Thailand, Vietnam and Taiwan, the rates among boys are 20 percent or higher.

India has a window of opportunity to promote healthy behaviours among its 253 million adolescents and to curb their risky behaviours so that they will grow into healthy, productive adults and to lower the future NCD burden. Sanjay Murdeshwar, Managing Director, AstraZeneca Pharma India Limited said, "This report establishes the urgent need to encourage the young to adopt a healthy lifestyle. It is critical for us to implement interventions in early stages to prevent NCDs since they impose a huge personal, social and economic cost on us. AstraZeneca's Young Health Programme enables us to provide young people with the information they need to protect their health now and in the future."

The Population Reference Bureau's report was funded by the AstraZeneca Young Health Programme (YHP). The YHP was founded in partnership with Johns Hopkins Bloomberg School of Public Health and Plan International, with local NGO partners to positively impact the health of adolescents in marginalised communities worldwide through research, advocacy, and on-the-ground programs focused on NCD prevention.

The Population Reference Bureau (www.prb.org) informs people around the world about population, health, and the environment, and empowers them to use that information to advance the well-being of current and future generations.

Date: 25th July, 2016

Publication: Zee News

Journalist: -

Headline: Physical inactivity adding to India's NCD burden: Report

URL:<http://zeenews.india.com/health/physical-inactivity-adding-to-indias-ncd-burden-report-1911411>

According to a new report, promoting healthy behaviours among young people is a key to curbing a growing epidemic of non-communicable diseases (NCDs). The report by Population Reference Bureau highlights how establishing healthy behaviours early in life could be instrumental in changing the course of NCDs within one generation.

Authored by Toshiko Kaneda, senior research associate, and Reshma Naik, senior policy analyst, the report underlines how these behaviours that often begin during adolescence or young adulthood, linger on and create conditions for NCDs in later part of life.

Major NCDs including cardiovascular diseases (CVDs), chronic respiratory diseases, diabetes, and cancers are primarily caused by exposure to tobacco, harmful use of alcohol, unhealthy diet, and very little exercise.

Experts believe that behaviours starting in adolescence determine health and wellbeing for a lifetime. This policy report comes just on the heels of a World Health Organization (WHO) report released two days ago emphasizing on the magnitude of NCDs in the region including India.

The report cautions that without lasting lifestyle changes, NCDs would result in a large number of premature deaths. Already, Indians have a 26 percent chance of dying prematurely between the ages of 30 and 70 due to the four major NCDs. NCDs account for 60 percent of all deaths in India, according to the WHO.

The report highlights that while India is taking relevant steps to address the health issues caused by harmful substances such as tobacco by introducing health warnings on tobacco packs, banning and restricting advertisement, raising taxes to make them less affordable and accessible to the public, there is an urgent need to focus on fostering healthy behaviours among India's youth.

The report also recommends strengthening regulations governing the food industry such as setting maximum salt, sugar or saturated fat content in food products, food labelling, and taxes on soda.

The report also suggests the creation of safe public spaces and infrastructure for sports, active transport, and other forms of physical activity; the introduction of effective school-based interventions on diet and physical activity; and involving young people, families,

schools, and communities in addressing the issue of physical inactivity and unhealthy eating.

Unhealthy diet and minimal physical activity contribute to overweight and obesity and consequently to NCDs such as type-2 diabetes, CVD, strokes, and certain cancers. The food processing industry is one of the fastest growing sectors of the Indian economy and accounts for about 50-60 percent of the sugar, salt and fats consumed, making it challenging to encourage healthy diets among young people.

Moreover, seven of every 10 boys and girls in the 13-15year age group in India get too little exercise, around less than 60 minutes per day. More than one in five of them are overweight or obese, placing them at a high risk of developing NCDs.

Dr Anand Krishnan, Professor - Centre for Community Medicine, AIIMS, believes that aggressive marketing of these foods sets eating patterns for life from early childhood. "We live in an age of convenience where both urban and rural people are increasingly eating processed food and fast food, leading to a rapid increase in the obese population."

Krishnan noted that international burger-pizza chains are not the only culprits as even Indian fast food chains are serving unhealthy, high calorie foods. "There is an urgent need for both the government and private sector to adopt an integrated approach and work in close coordination to identify effective solutions and reduce the NCD burden of the nation," he said.

Among 13- to 15-year-old secondary school students in India, 19 percent of boys and 8 percent of girls have used a tobacco product in the past month. Most of this consumption is of non-commercially produced cigarettes—tobacco products like bidi, an inexpensive hand-rolled cigarette made of unprocessed tobacco wrapped in leaves.

Dr. Monika Arora, Director, Health Promotion Division, Public Health Foundation of India, said that easy access to unregulated products like e-cigarettes and hukkah further exacerbates their vulnerability. "Myriad varieties in which tobacco is available in Asia, makes tobacco a very versatile product for adolescent and young people," she said.

