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NCDs in Asia: **YOUNG PEOPLE** are Key to Curbing the Epidemic

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New Delhi, 21 July, 2016

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Overview

- NCD epidemic in Asia is growing and its consequences are severe
- Addressing risk factors among youth is a key strategy to curb the epidemic
- Policy and programmatic strategies are available to move the agenda forward

Growing NCD Epidemic in Asia

- NCDs are the leading cause of death throughout Asia
 - In almost half the countries, NCDs account for three-quarters or more of all deaths
 - In India, NCDs account for 60 percent of all deaths
 - Asia is home to 60% of the world's diabetic population

Impact of NCDs

- Higher chance of premature deaths from NCDs in low and middle income countries
- Pressure on already-stretched health care systems
- Potential to limit economic growth and development
- Could reverse progress in health and development

Why Focus on Young People?

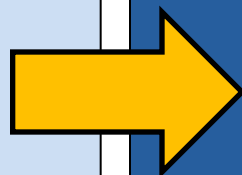
- All four key risk factors are modifiable behaviors
- Typically initiated or established in adolescence or young adulthood
- Youth behaviors set the stage for NCDs later in life

Four Key NCD Risk Factors

- Tobacco use
- Harmful use of alcohol
- Physical inactivity
- Unhealthy diet

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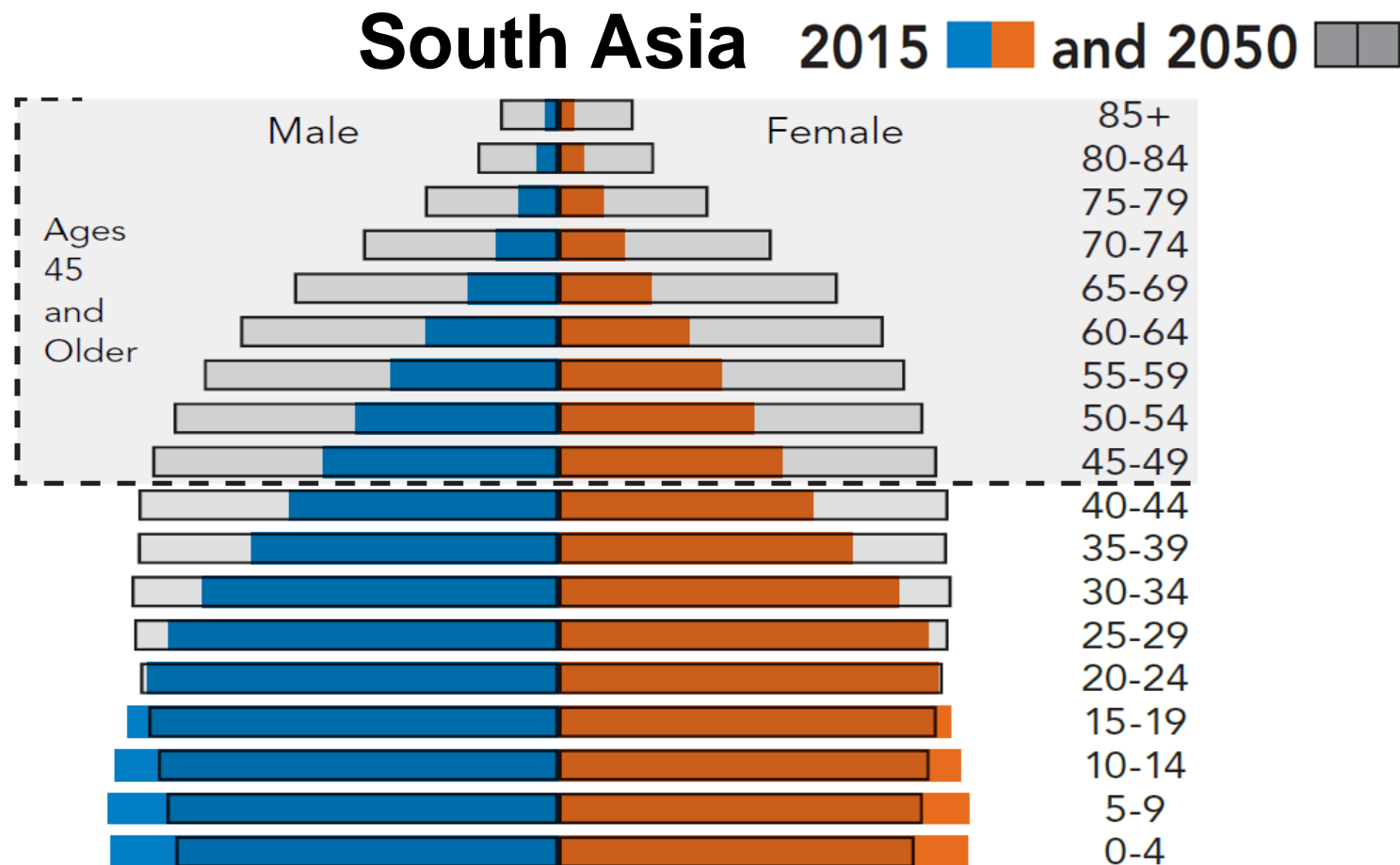
Four Main NCDs

- Cardiovascular diseases
- Chronic respiratory diseases
- Diabetes
- Cancers (most)

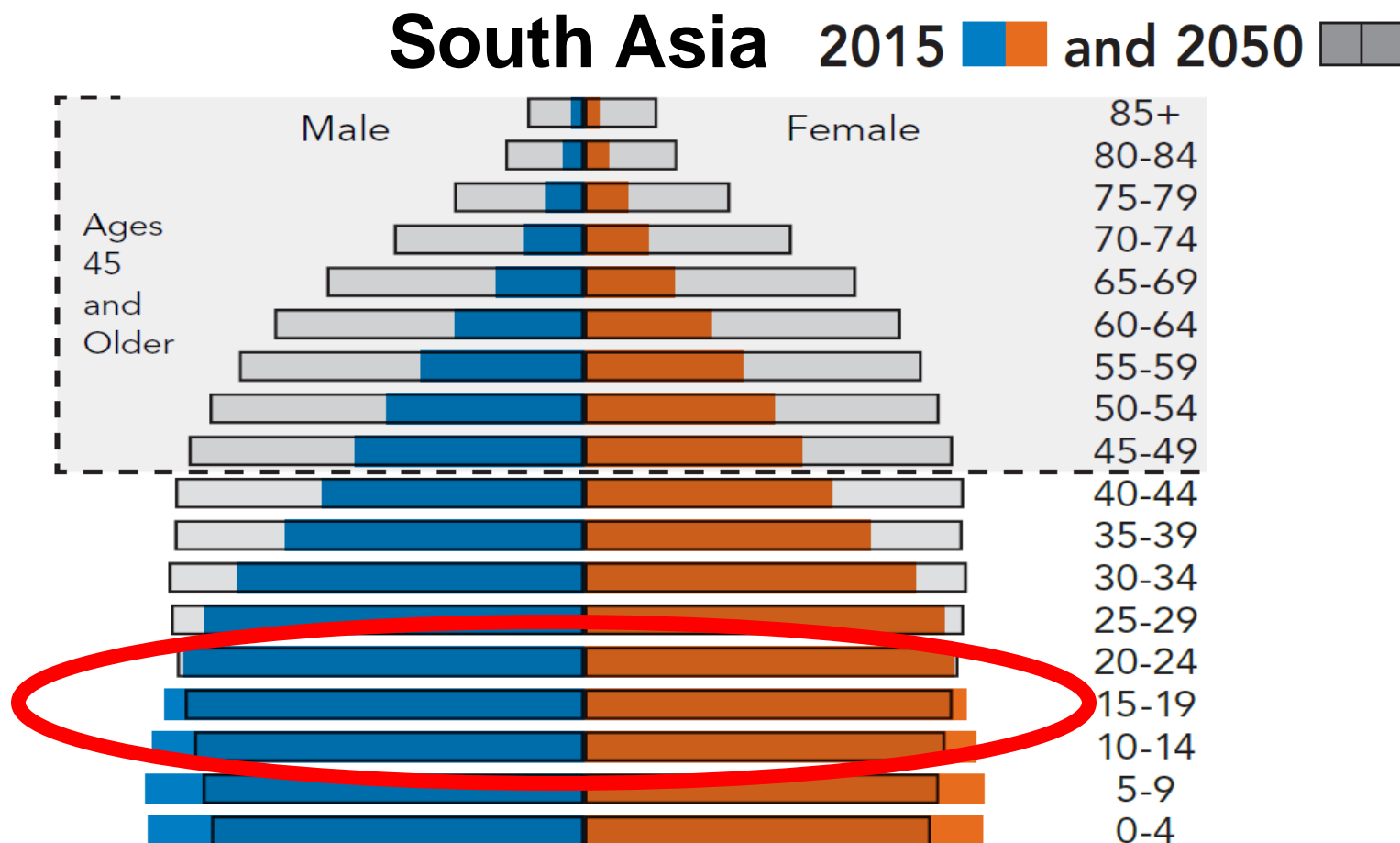
Adolescence: an important period to intervene

- 70% of premature deaths in adults due to behaviors established in adolescence
- Adolescence & young adulthood
 - increased autonomy
 - higher susceptibility to substance abuse
- Risk factors among the young on the rise

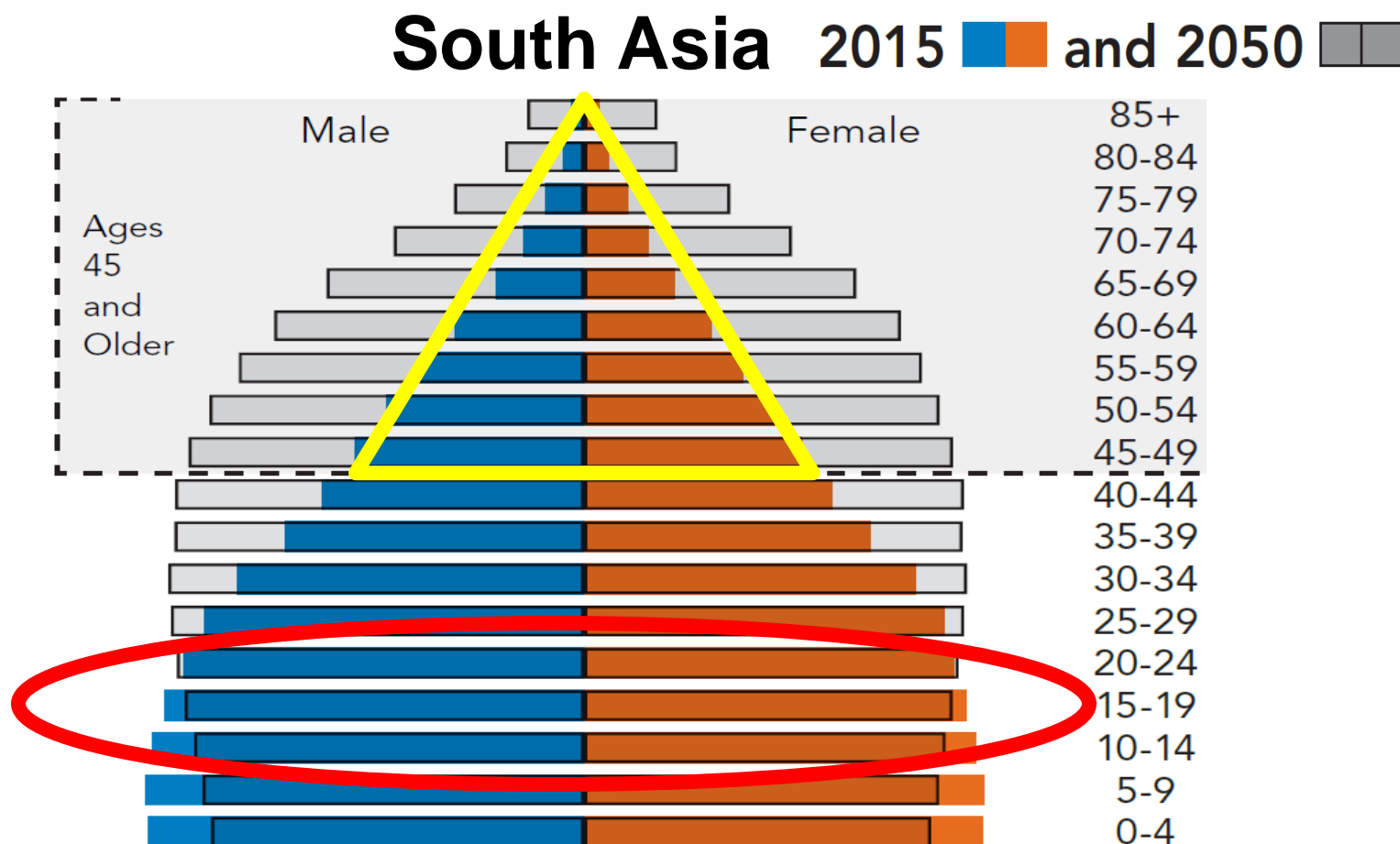
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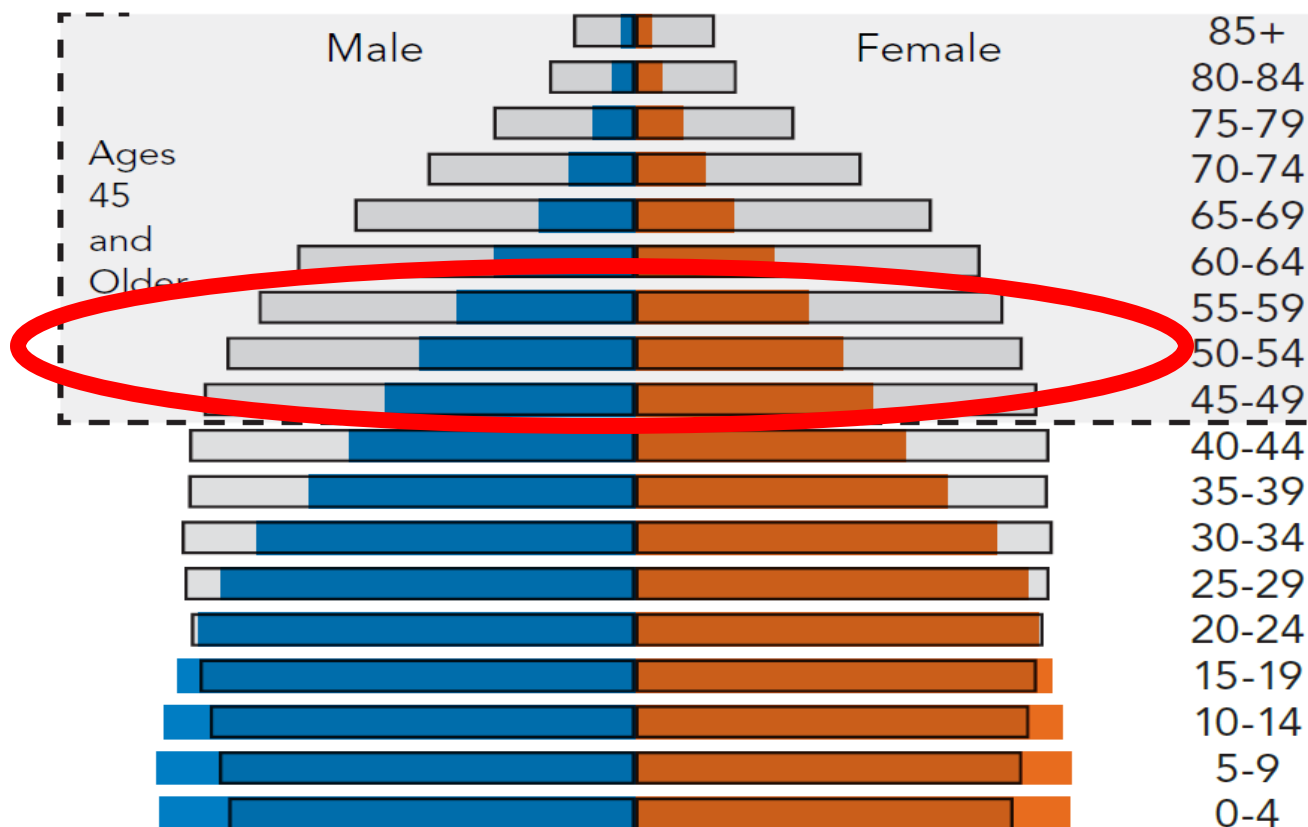


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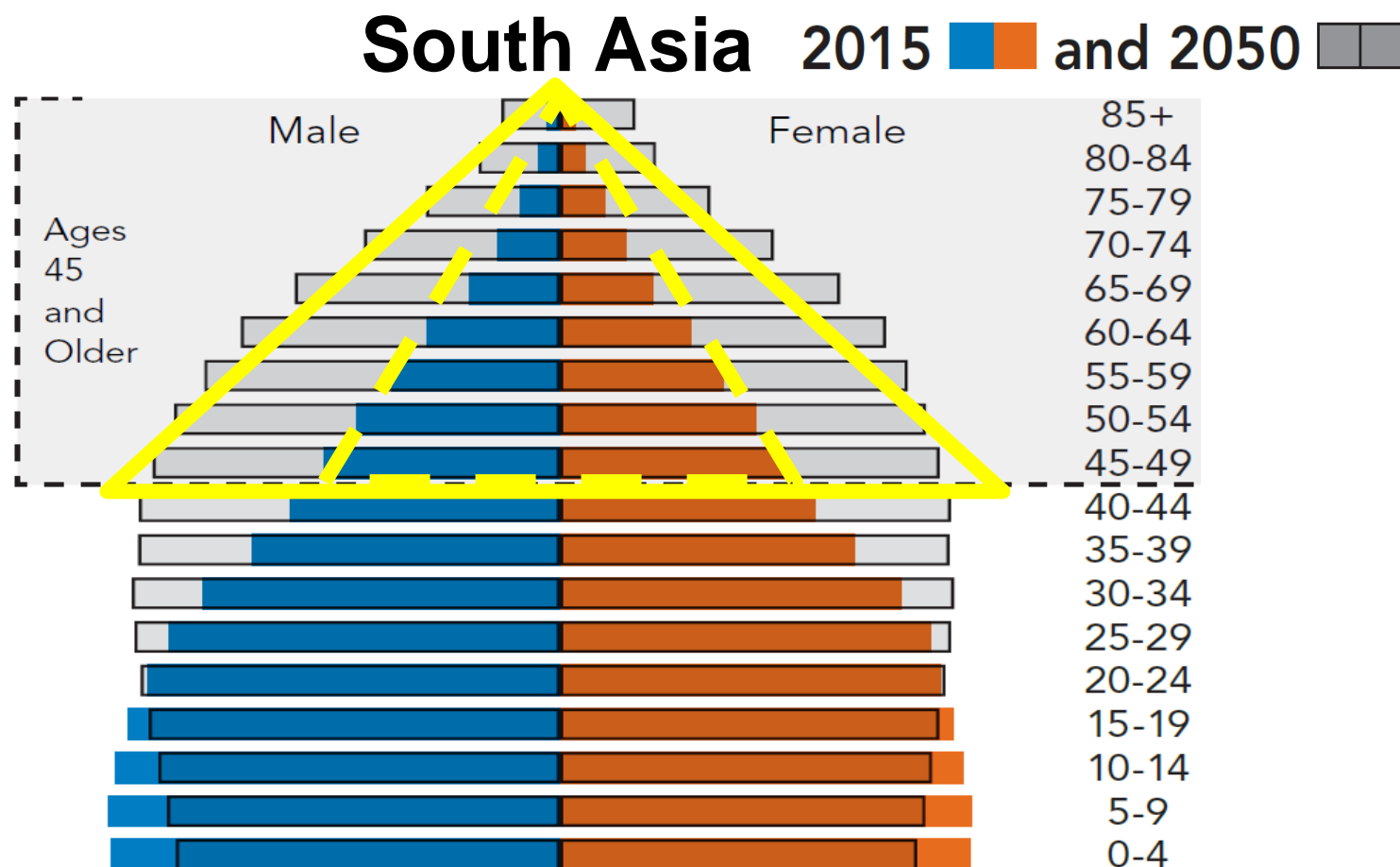


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South Asia 2015 and 2050

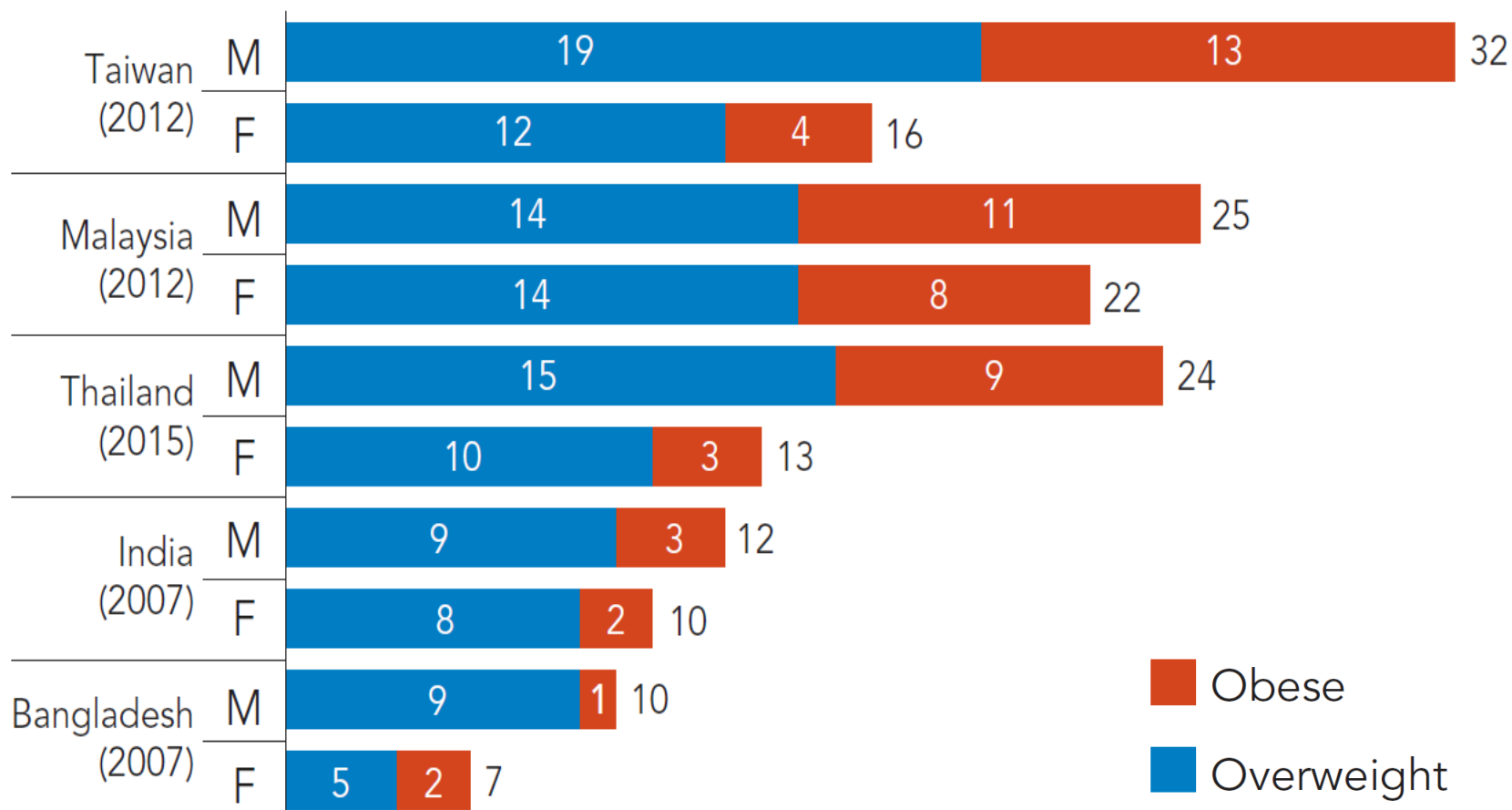


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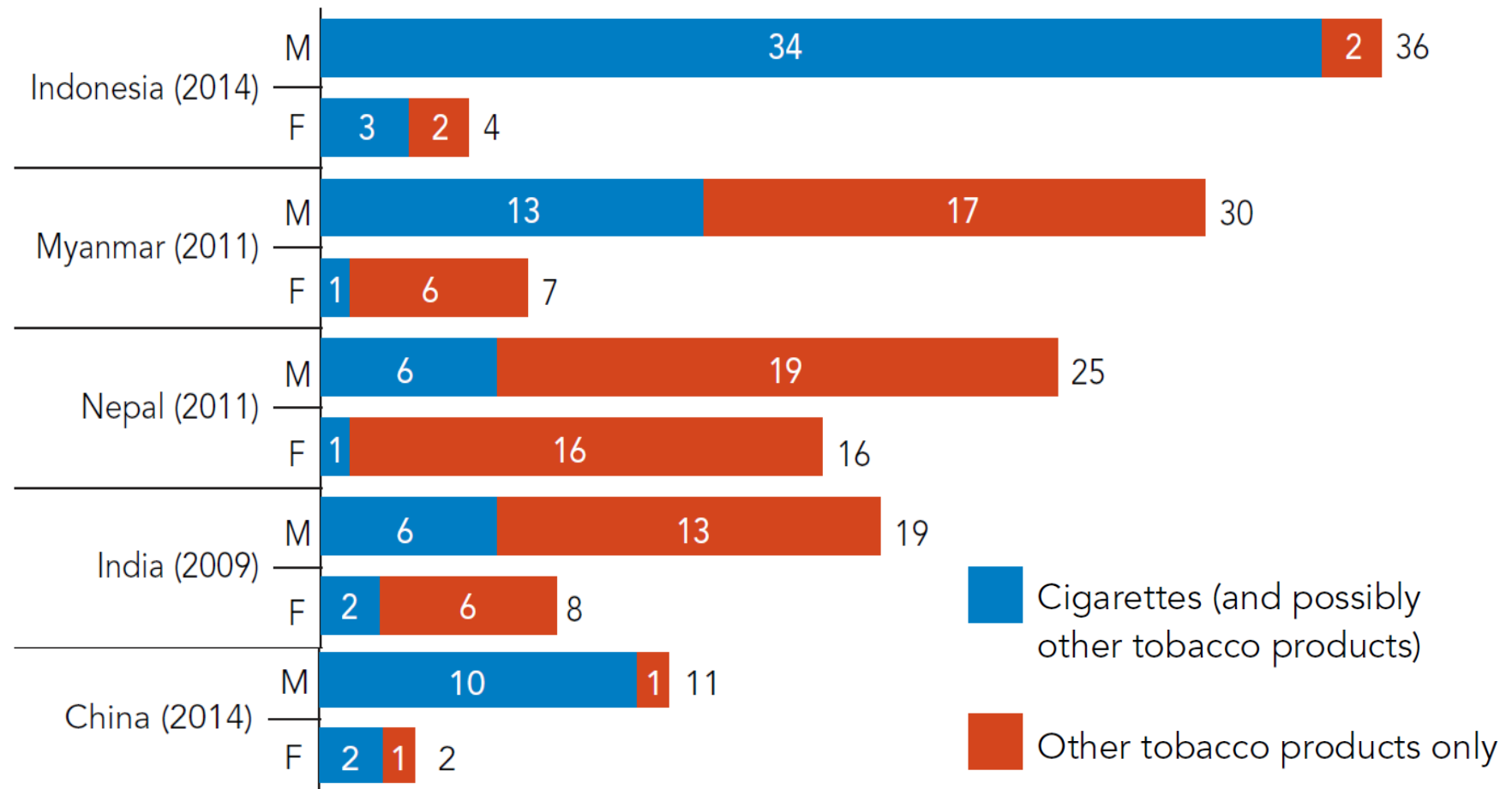
Overweight/Obesity Status

% of secondary school boys and girls (13-15) overweight or obese



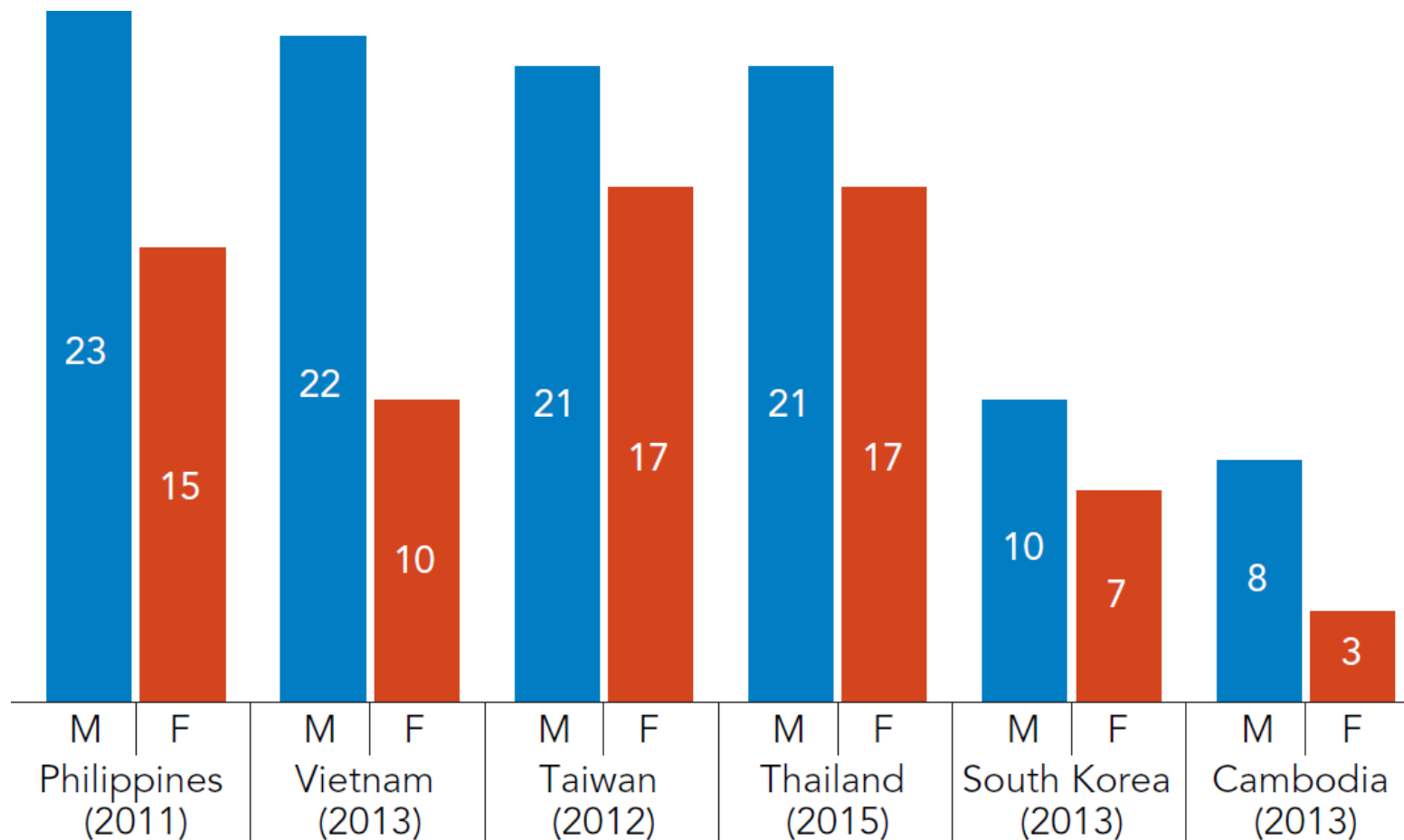
Tobacco Use

% of secondary school boys & girls (13-15) using tobacco in last 30 days



Alcohol Use

% of secondary school boys & girls (13-15) using alcohol in last 30 days



Window of Opportunity is NOW!

- Large young population in South Asia: potentially large pay-off from interventions
- Some risk factor levels among youth still relatively lower than other regions
- Time to invest in young people to help them grow into healthy & productive adults, while lowering future NCD burden

Strategies for Action

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- Policy and Structural Measures
- Social and Behavioral Interventions



Policy & Structural Measures

- High level taxes
- Bans on advertisement, promotion, and sponsorship
- Graphic warnings or plain packaging
- Regulations governing the food industry
- Mandates for schools and public places
- Supportive built environment

Healthy Diet: Singapore

- Public-private partnership
- Guidelines incorporated into the *Singapore Code of Advertising Practice*
- Criteria to determine what can be marketed to children ≤ 12 years



Alcohol Control: Thailand



- Alcoholic Beverage Control Act
 - Advertising bans
 - Warning labels
 - Minimum age for purchase
 - Restrictions on place of sale and consumption
 - 2015: No sale within 300m of schools

Social & Behavior Change Interventions

- School, media, community, business, workplace-based programs:
 - Nutrition and physical activity
 - Education and behavior change
 - Risk factor screening
 - Tobacco and alcohol cessation
 - Responsible purchasing

Physical activity at school: China



- Happy 10 to promote physical activity and healthy eating
- Scaled up in 30 provinces and 1600 elementary schools
- Incorporated into government-led “Healthy Lifestyle for All” initiative

Tobacco Control: Thailand

- Award winning video: Smoking Kid
- Over 5 million views in 10 days
- Calls to national quitline increased
- Low cost



Integrate NCD and SRH services

- Leverage existing SRH infrastructure
 - NCD and SRH risk factors overlap
 - SRH is often a primary point of contact
 - Integration can help mainstream services
 - Youth providers can offer holistic care

Strengthen cross-cutting areas

- Political commitment
- Multisectoral collaboration
- Coordination among entities
- Regulatory capacity
- Program and policy evaluations



Strengthen data surveillance

- Up-to-date data on NCD risk factors among young people are critical:
 - Implement frequent surveillance
 - Standardize data collection tools
 - Capture full range of populations
 - Piggyback on existing surveys
 - Make data available for decisionmaking

**By reducing risk behaviors
among young people, WE can
change the course of the NCD
epidemic in Asia!**



THANK YOU

For questions/suggestions, contact us at:

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