



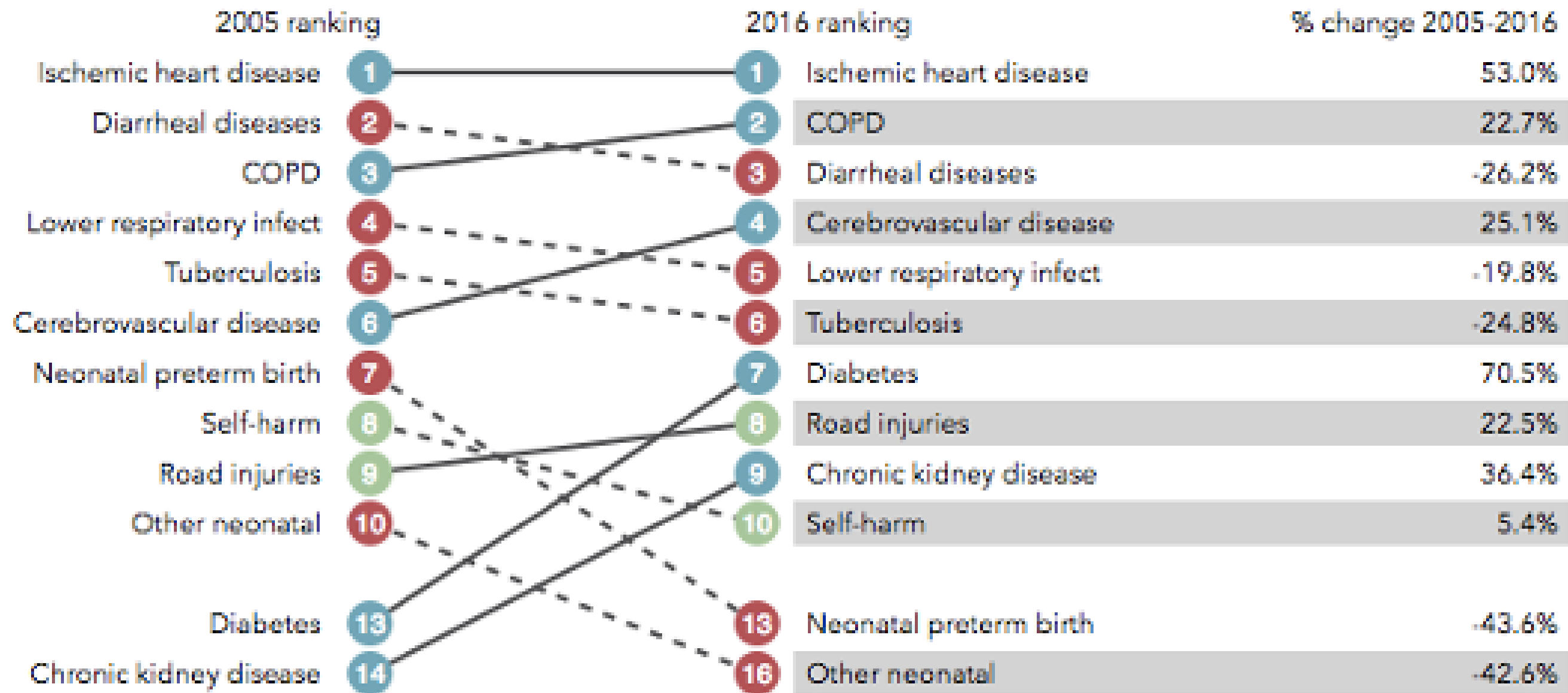
# WELLDONE INDIA!

IDEAS TO WEAVE A WELLNESS WEB

CHANDNI CHANDRAN  
ASSISTANT SECRETARY, MOHFW

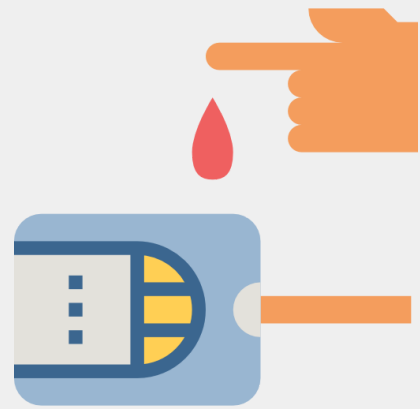
# WHAT CAUSES MOST DEATHS?

## SHIFT FROM COMMUNICABLE DISEASES



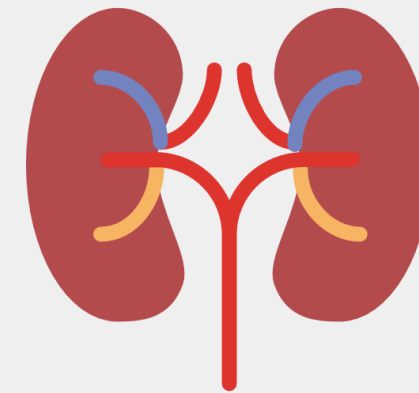
# MAJOR CAUSES OF DEATH

CHANGE BETWEEN 2005 & 2016



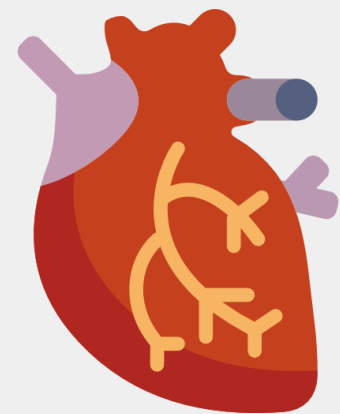
**70%**

increase in DIABETES deaths



**36%**

increase in CHRONIC  
KIDNEY DISEASE deaths



**53%**

increase in ISCHEMIC  
HEART DISEASE deaths



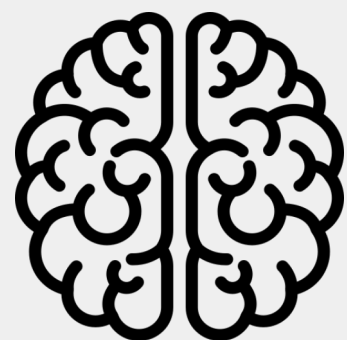
**25%**

increase in CEREBRO  
VASCULAR DISEASE deaths



# DEFINING WELLNESS

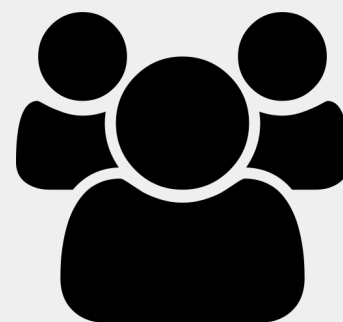
the state of being in good health as an actively pursued goal



INTELLECTUAL



SPIRITUAL



SOCIAL



ENVIRONMENTAL



EMOTIONAL



PHYSICAL



# PHYSICAL WELLNESS

Maintaining a sound body through



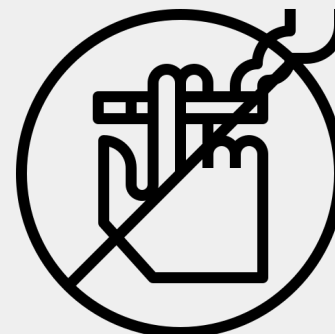
REGULAR  
EXERCISE



PROPER  
NUTRITION



SLEEPING  
WELL



AVOIDING  
HARMFUL HABITS

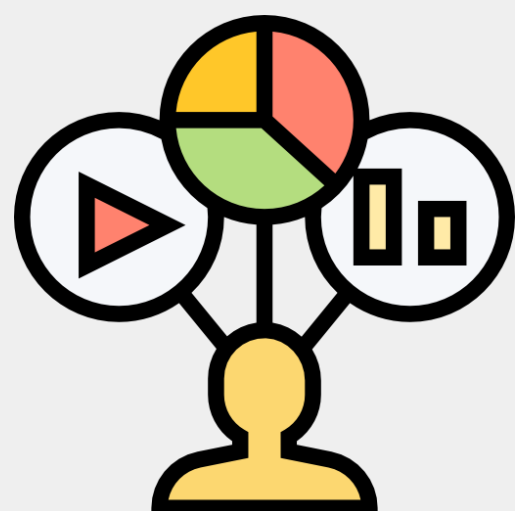






# "NUDGE"

a choice architecture designed to engage with psychological mechanisms which are known to influence actual choices. These mechanisms are to be used to increase the likelihood of healthy lifestyle choices while not restricting other opportunities.



COGNITIVELY ORIENTED



AFFECTIVELY ORIENTED



BEHAVIORALLY ORIENTED



# NUTRITION



## INTERVENTIONS

- Water Bell
- Mandatory display of calorific value
- Evaluative Nutritional Labelling
- Rating of restaurants - "FoodAdvisor"
- "Ayushman" - TV Show
- Sugar cubes to sugar/jaggery dispenser
- Pre-ordering of food
- Reduction in portion sizes



# NUTRITION

## INTERVENTIONS

- Healthy Food Network
- SMS based nudging to choose healthy
- "My Plate Plan" in a single-click
- "Grab 'n Go" healthy items
- Redesigning racks at supermarkets
- Follow Green Arrow for Health





# SLEEP

## INTERVENTIONS

- Noise-masking sleepbuds
- Meditation App
- Score-board game for kids
- Blue-light filter on electronic devices
- "Enter Only to Sleep"





# HABITS

## INTERVENTIONS

- Sugar-tax
- Standardized plain-packing for sin goods
- Celebrities' experiences
- Blurred mirrors
- Anchoring
- Quitting communities & Open Letters

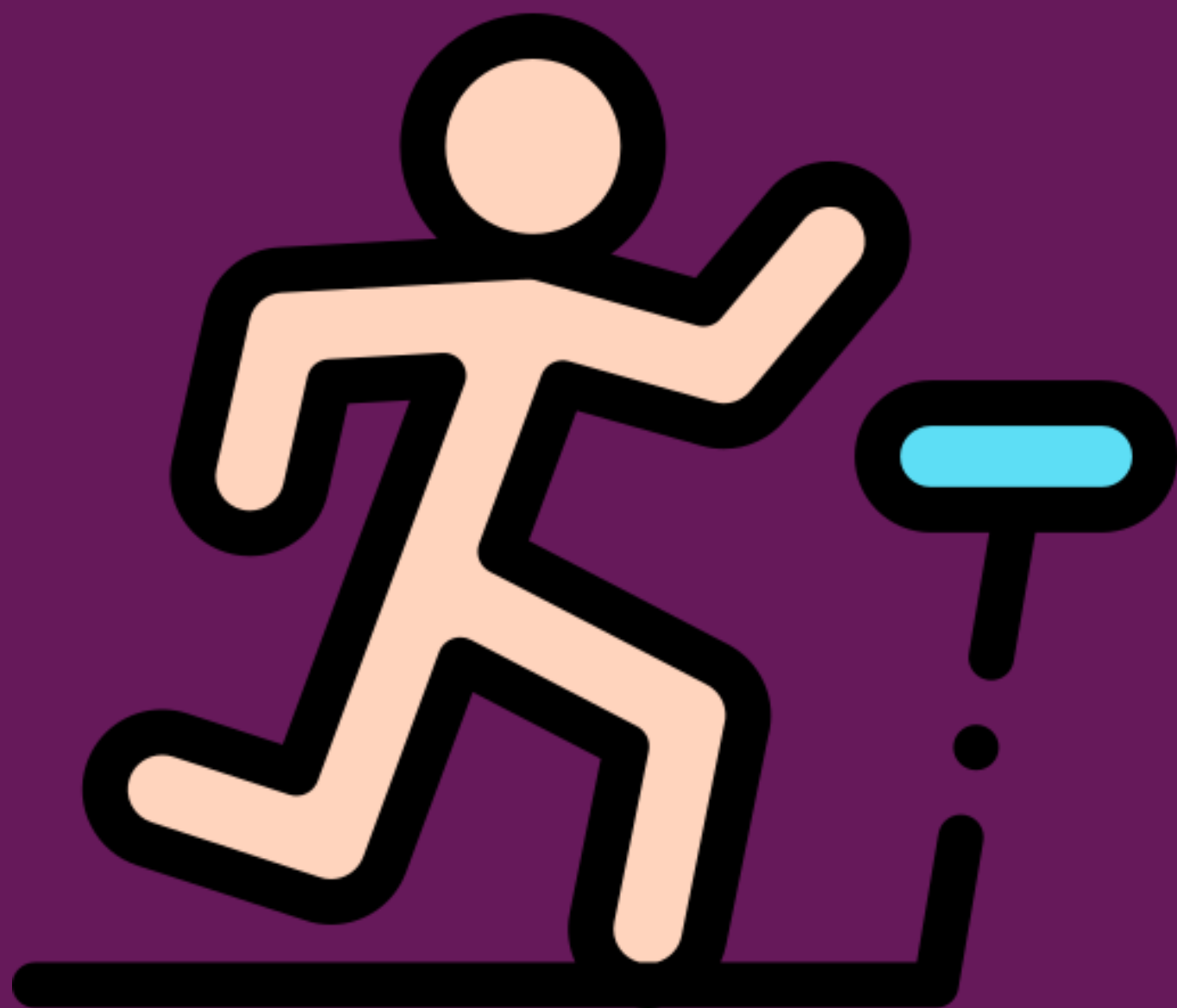




# EXERCISE

## COMMUNITY WEIGHT-LOSS PROGRAM

- Cities to compete against each other
- Min number of participants from each city
- Subsidized fitness bands
- Personalised commitment contracts
- Target(s) to be achieved

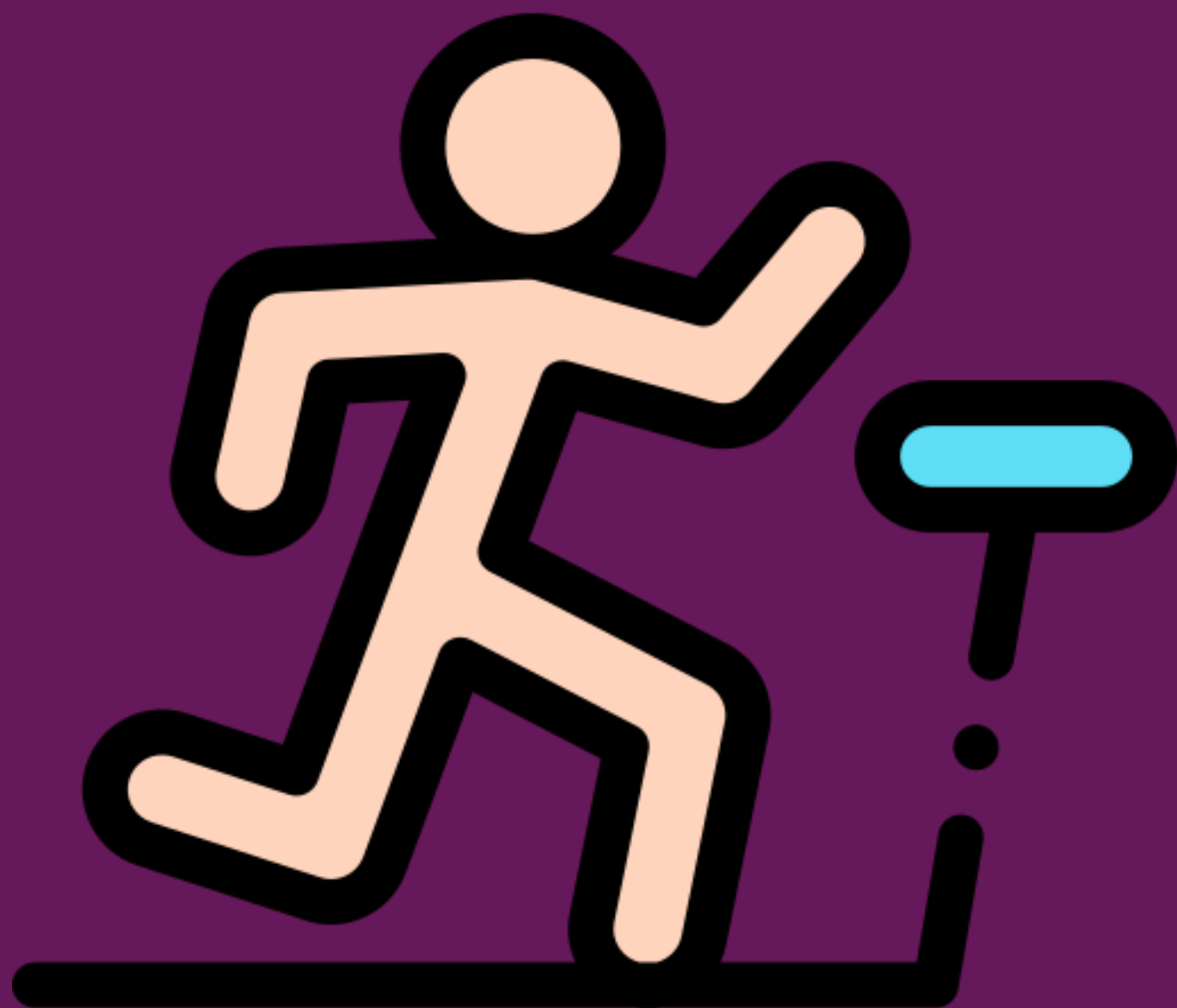




# EXERCISE

## OTHER INTERVENTIONS

- Motion-sensor steps in metro stations
- Non-use incentive for CGHS
- Anticipated Regret - Lottery in Gyms
- Healthy Schools rating system



**Thank  
You**



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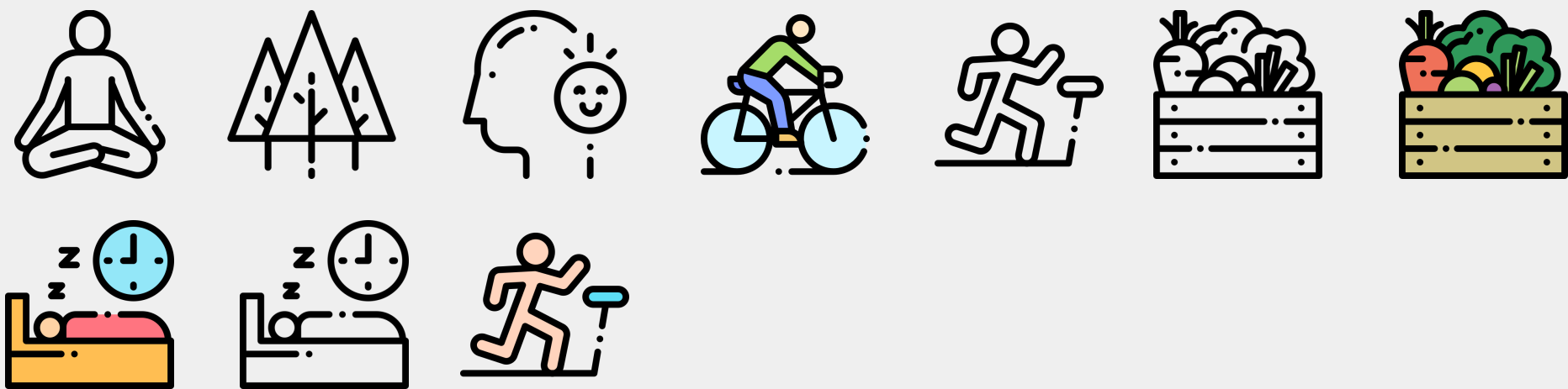
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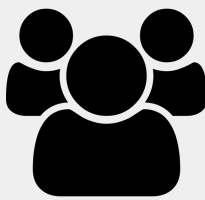
# ATTRIBUTIONS

ARTWORK (FROM FLATICON.COM)

FREEPIK



DAVE GANDY



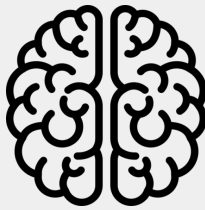
EUCALYP



TWITTER



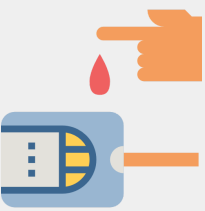
DINOSOFTLABS



MONIKIK



BECRIS



SMASHICONS

