

PROMOTING HEALTHY LIFESTYLE AND PREVENTING SUBSTANCE MISUSE

Session 3:

**Supportive environments for transition - reducing
risk and promoting health**

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Ranking of Risk Factors in GBD 2010 (Based on DALYs)

15-49 Yrs.

- Alcohol
- Tobacco Smoke
- High BP
- High BMI
- ↓Fruits
- Drugs
- Occupational Injuries

50-70 Yrs.

- HBP
- Tobacco Smoke
- Alcohol
- ↓Fruits

NCDs in Children and Adolescents

- NCD-related deaths are increasing, especially in LMICs and over half are associated with behaviors that begin or are reinforced during adolescence, including tobacco and alcohol use, poor eating habits, and lack of exercise.

WHO, 2002

- Nearly three out of four obese adolescents remain obese as adults, increasing their risk of heart disease, type 2 diabetes, stroke and cancers.

Dehghan M et al, 2005; Niklas T.A, 2001, Singh et al., 2008

- By the age of 15 more than 25% of obese adolescents have early signs of diabetes.

Goran M.I et al., 2003

- Among obese youth, 70% have at least one risk factor for cardiovascular disease by the age of 20.

Freedman D.S et al., 2007

- The prevalence of pre-hypertension and hypertension among US children (11-17 yrs) was reported 9.5% & 9.4% respectively.

Hansen et al., 2007

- The prevalence of hypertension among Indian adolescents (14-19 yrs) was 6.4%

Goyal et al., 2010

Key determinants for NCDs

* Genetic predisposition

NCDs and related high-risk states e.g. dyslipidemia, hypertension etc. appear at lower BMI levels in Asians as compared with White Caucasians.

* Demographic transition

Shift from high mortality, low life-expectancy to low mortality, high life-expectancy; increasing rural to urban migration

* Nutrition transition

Shift towards high intake of refined sugars, salt, trans fats and low intake of dietary fiber, fruits and vegetables. India is currently experiencing pattern 4 of nutrition transition

* Epidemiologic transition

Shift from the widely prevalent infectious diseases to increasing prevalence of chronic diseases due to better anti-biotics, diagnostic and treatment facilities

* Socio-economic transition

Shift from low SES to high SES; increase in purchasing power, increasing mechanization and low physical activity

Misra and Khurana, 2008



Tobacco Use among Adolescents in India

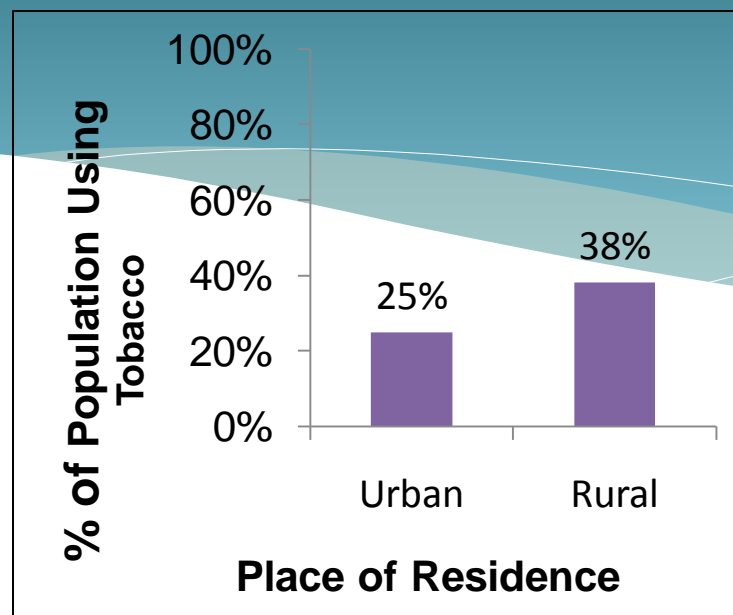


NCD Risk Factors in India: Tobacco Use

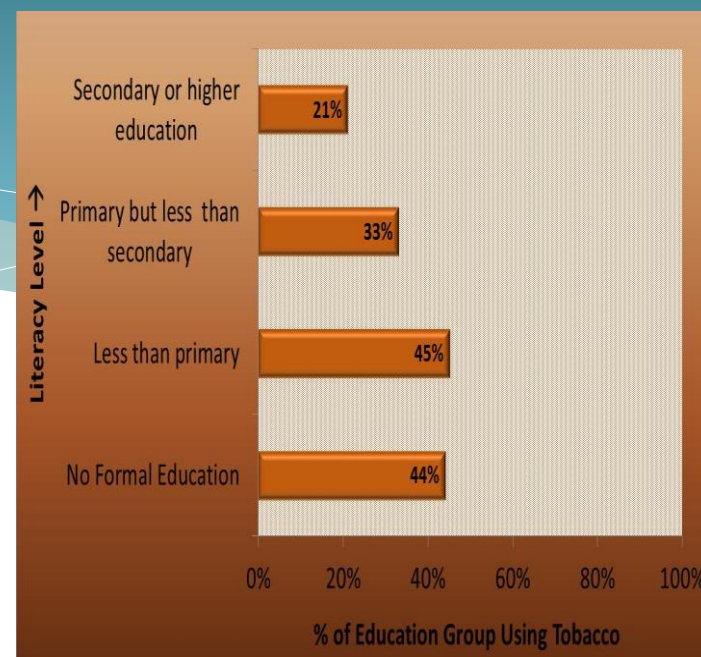
* GATS

* Prevalence

- * Overall: 35%
- * Males: 48%
- * Females: 20%



(GATS, India, 2009-2010)



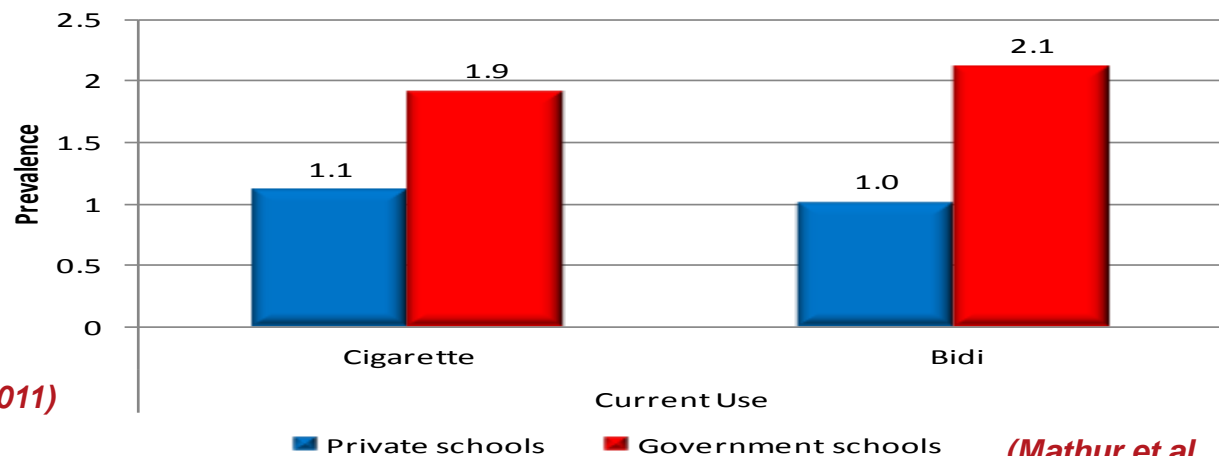
Tobacco use prevalence by school type: Project MYTRI (2004)

* GYTS

– Prevalence

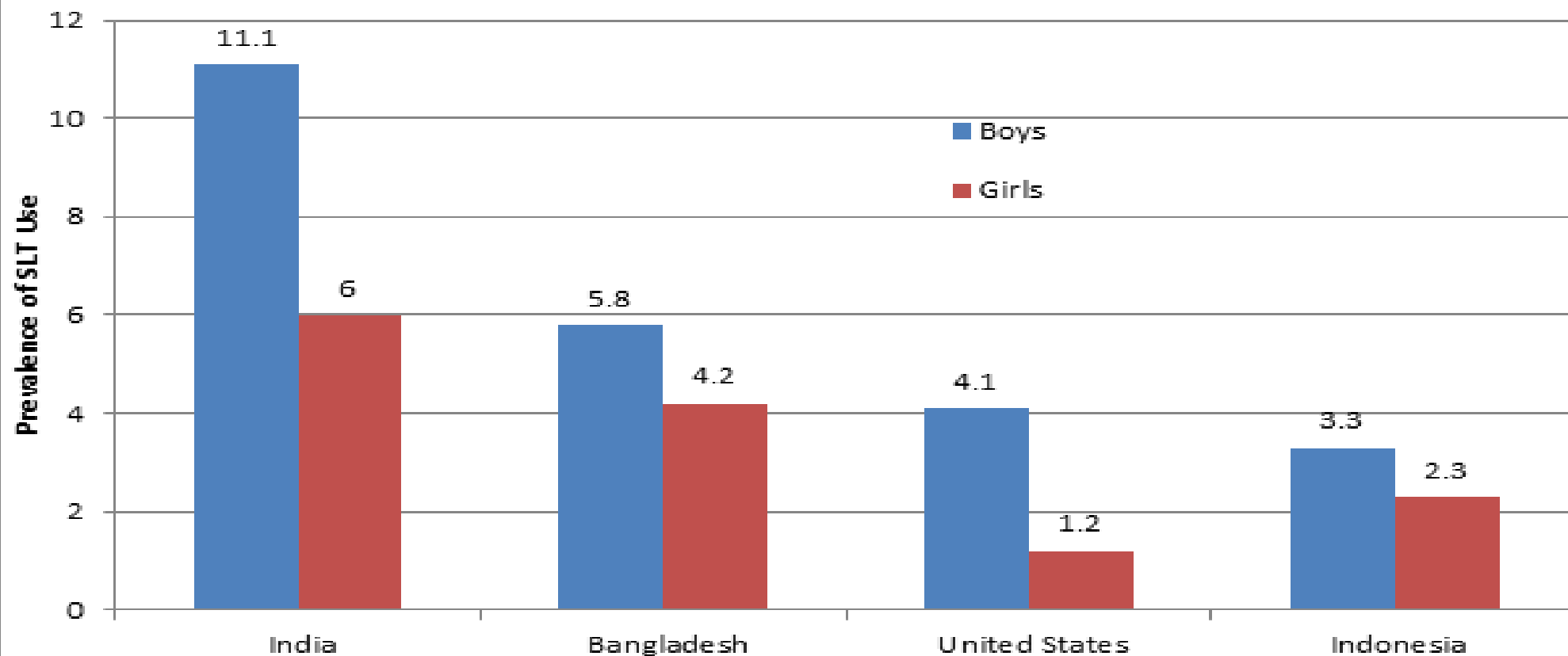
- Overall: 14.6%
- Boys: 19%
- Girls: 8.3%

(WHO, 2011)



(Mathur et al., 2008)

SLT Use among Youth (13-15 yrs)

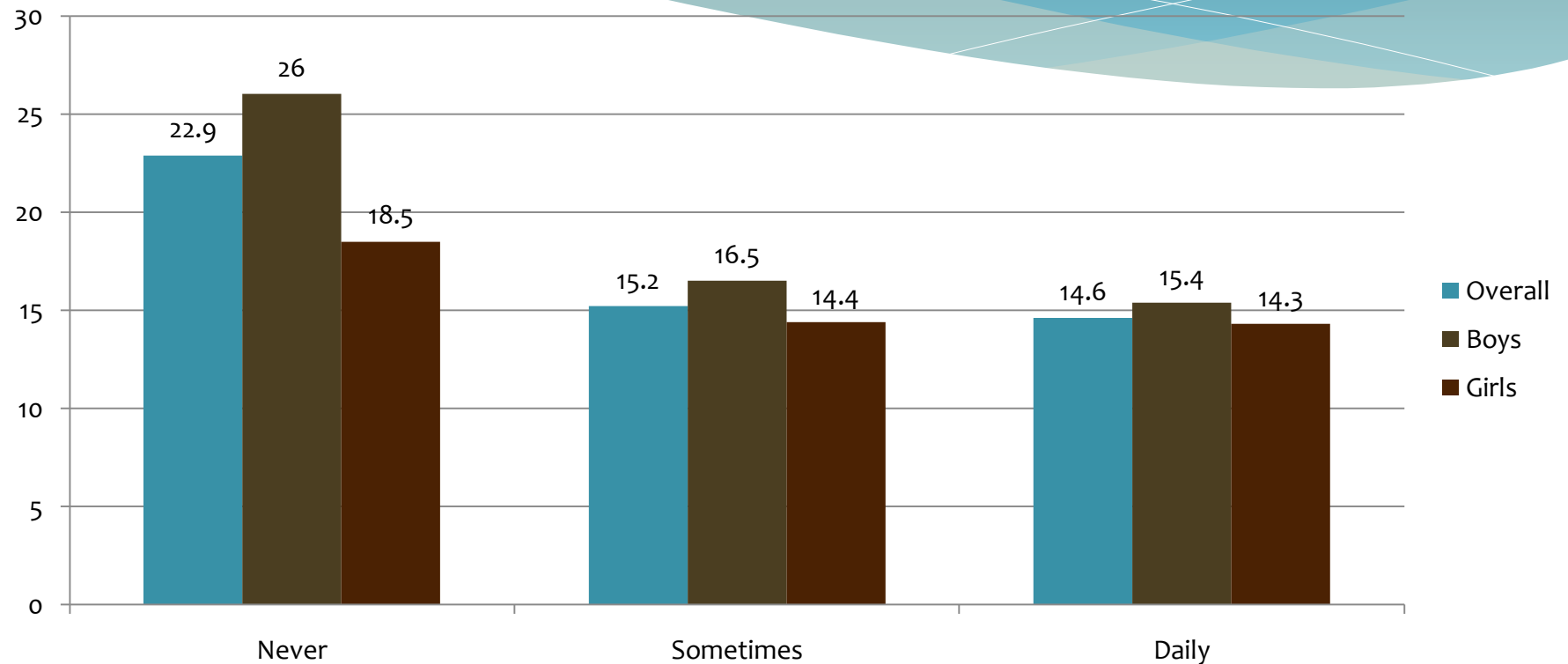


NCD risk factors in Adolescents: Overweight-obesity and Physical Inactivity

- A recent review of childhood obesity prevalence studies in India revealed a large degree of variation in the prevalence of overweight (8.5-29%) and obesity (1.5-7.4%) among school-aged youth.
(Shrihari et al., 2007)
- The prevalence of overweight and obesity among school going adolescents (12-18 years) in Delhi was shown to be up to seven fold higher among Private school students as compared to those in Government schools (26.6% vs 3.9%, $P < 0.001$).
(Stigler et al., 2010)
- A recently conducted Multi-country study by World Heart Federation has revealed that nearly 50% Indians walk less than 30 minutes per day.
- Study conducted among adolescents across 5 districts of India showed 25.2% boys and 24.7% girls had poor physical activity index
Bachani et al., 2013

Association of Breakfast Consumption with Overweight and Obesity among School going Adolescents

* Results from a cross-sectional study undertaken with 1818 adolescents in Delhi revealed:



Prevalence (%) of overweight and obesity by Breakfast consumption

(Arora et al., 2012)

Alcohol Use among Adolescents

- In a recent cross-sectional study conducted with 3956 adolescents (12-15yrs) from Delhi, the prevalence of ever alcohol use was reported to be 10.11%

(Nazar G et al., 2012)

- Now people initiate drinking at increasingly younger ages. The percentage of the drinking population aged below 21 years has increased from 2% to more than 14% in the past 15 years.
- The study found that the “mean age of initiation” has dropped from 19 to 13 years over 20 years.

(Prasad et al 2009)

- A study conducted by a Delhi based NGO, HRIDAY revealed that students who were highly exposed to glamorized alcohol use occurrences in Bollywood movies were 2.78 times more likely to have tried alcohol as compared with those who were least exposed.



School-based Interventions

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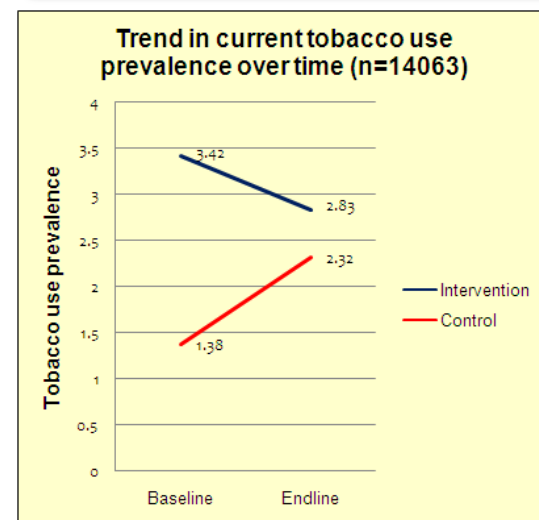
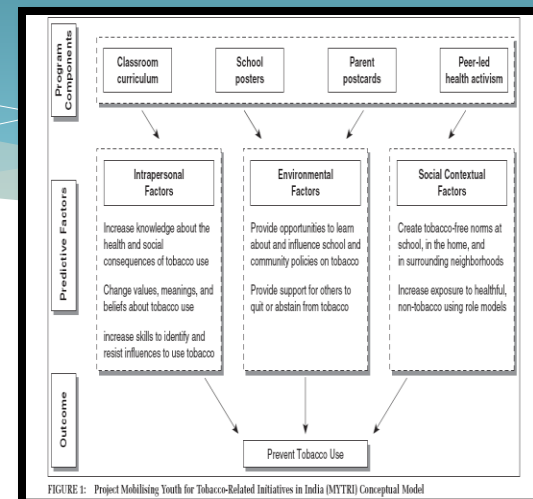
Project MYTRI: Mobilizing Youth for Tobacco Related initiatives in India (2002 – 2007)

- Project MYTRI over 14,000 students in 32 schools - both government and private- in – Delhi and Chennai
- Enrolled adolescents in grade 6 and 8; aged 10 – 16 years; for a two year intervention
- Multi-component intervention to prevent tobacco use among school-going youth in urban settings of India

Perry et al., 2006

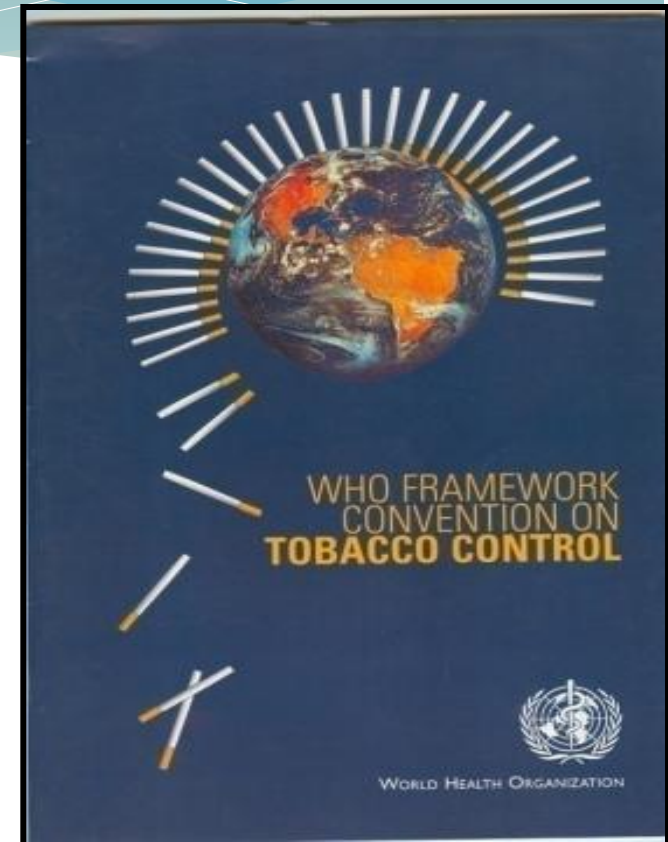
- Overall, current tobacco use increased by 68% in the control group and decreased by 17% in the intervention group over the study duration
- Intentions to smoke increased by 5% in the control group whereas intentions to smoke decreased in intervention schools by 11%
- Intentions to chew tobacco decreased by 12% in the control group while decreased by 28% in the intervention group

Perry et al., 2009



Framework Convention on Tobacco Control (WHO FCTC)

- Article 16 - prohibits sale of tobacco products to and by minors.
- Article 8 - provides for protection from exposure to tobacco smoke in indoor workplaces, public transport and indoor and other appropriate public places.
- Article 13 - comprehensive ban on tobacco advertisement, promotion and sponsorship including cross border advertising.
- Article 6 - appropriate tax and price policies on tobacco products.
- Article 11 - large, clear and visible rotational health warnings or other messages that include pictures conveying the harmful effects of tobacco use.



Smokeless Tobacco Ban: Step Towards Tobacco Endgame

- 33 Indian States and Union Territories have banned the production, sale and distribution of smokeless tobacco products such as Gutkha under the regulation 2.3.4 of the Food Safety and Standard Authority of India (FSSAI), a nodal unit under the Ministry of Health and Family Welfare, Government of India.
- Supreme court of India has ordered other states to impose a similar ban with immediate effect.

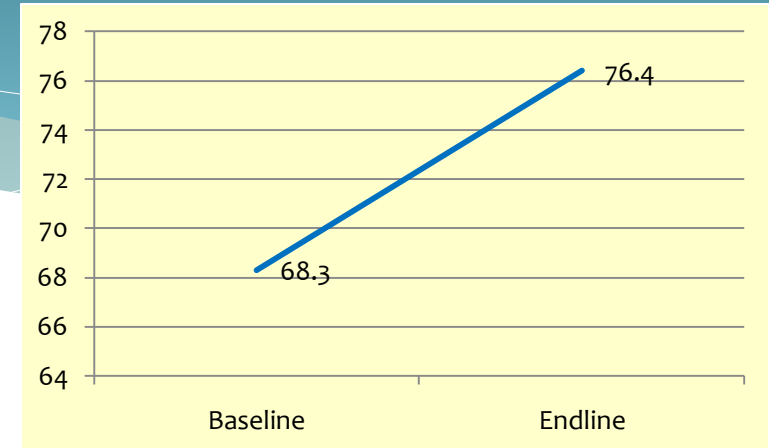


Diabetes Awareness and Prevention Education

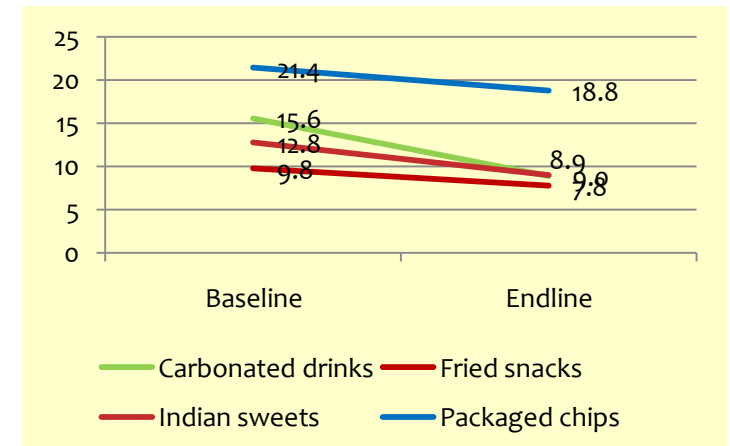
- Number of Schools: 6 (3 Government + 3 Private)
- Students: 2000 students (6 and 7 grade) (9-13 Years)

OBJECTIVES

To encourage the adoption of healthy lifestyles i.e increased physical activity and healthy eating habits in school children to prevent or delay the burden of chronic diseases like diabetes, obesity and heart diseases later in life

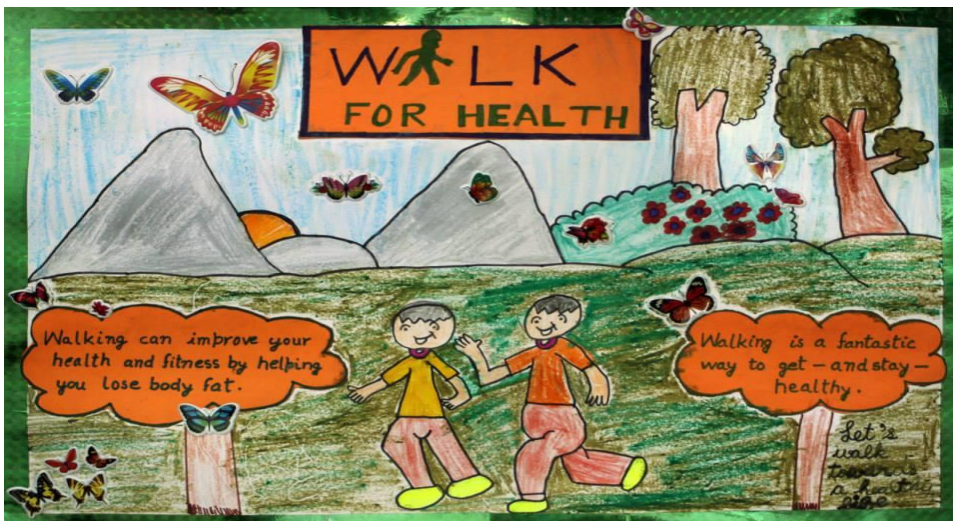
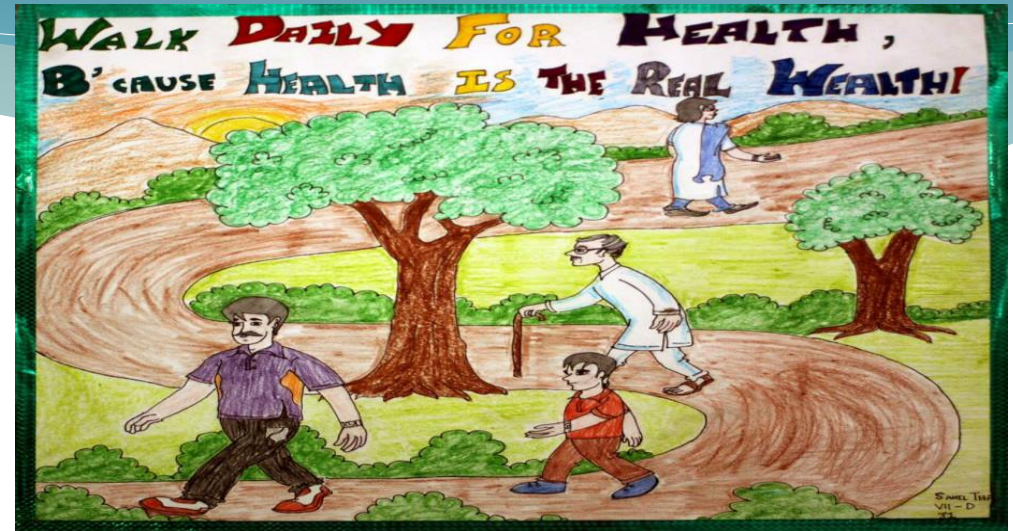


Change in vegetable consumption



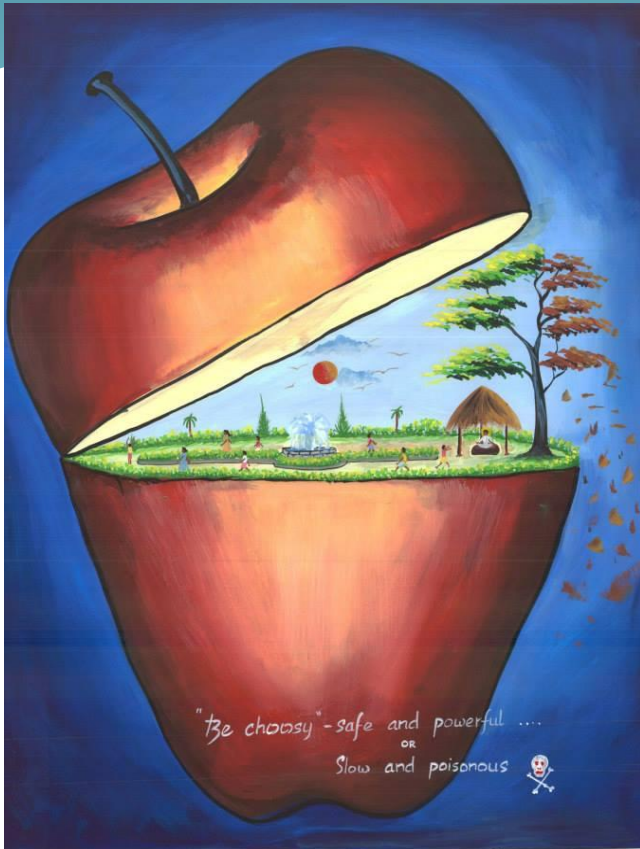
Change in unhealthy food consumption

Inter-School Poster Competition- Delhi



1,200 students from nearly 40 schools in Delhi

Inter-school Poster Competition-Vizag



Nearly 1000 students participated in the Poster making competition

Community-based interventions

The background of the slide features a solid teal upper half. The bottom half is a white area with several overlapping, wavy, horizontal bands of varying shades of teal and light blue, creating a layered, landscape-like effect.

Intervention material: Project Activity Engaging youth and communities in slums of Delhi

Booklets, Comic Book, Films, Presentations, Pamphlets, Situation Cards, Stickers and m-health.





Walk for Health: Counting every mile you walk!



WORLD HEART
FEDERATION®

Ground Miles Challenge





PUBLIC
HEALTH
FOUNDATION
OF INDIA




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or search for  'Ground Miles' on your app store



Walk For Health Delhi, Mumbai and Vizag



10,000 participants

6000 participants



* 5000 on ground registrations

Youth Engagement through Social Media

Youth United Voluntarily Against Alcohol (YUVAA)



**EMPOWERING ADOLESCENTS TO
DISCUSS THEIR HEALTH ISSUES AND ADVOCATE FOR POLICY
INITIATIVES**

Youth Activities

Are you Creative and Talented?
Do you want to own a brand new

Digital SLR Camera?

If Yes!

YUVAA invites you to a Digital
Short-Film making competition

Here is what you need to do

Just make a simple video clip on the below mentioned topic

Adverse Impact of
alcohol
advertising on
youth

WE WILL ALSO CHOOSE MOST POPULAR VIDEO

based on the number of likes received on our Facebook page
<https://www.facebook.com/YUVAA.COE>



Winners declared on
Facebook

Promotion on Y4H

www.facebook.com/youthforhealth

facebook   **Youth For Health**

 **Youth For Health** **Timeline** **2013** **Admin Panel** **Ads M...**

For all those who didn't know, more than 1500 Y4H youth health advocates participated in the Walk for Health event held in Delhi today. Do you love walking? #lovewalking #Y4H



Unlike · Comment · Share

 Youth For Health, Agrawal Deepshikha, Ranjana Sharma, Umar Akhtar and 78 others like this.

Unlike · Comment · Share

 Youth For Health, Umar Akhtar, Babloo Jadhav, Tushar Sharma and 38 others like this.

111 people saw this post

 **Youth For Health**
October 20 

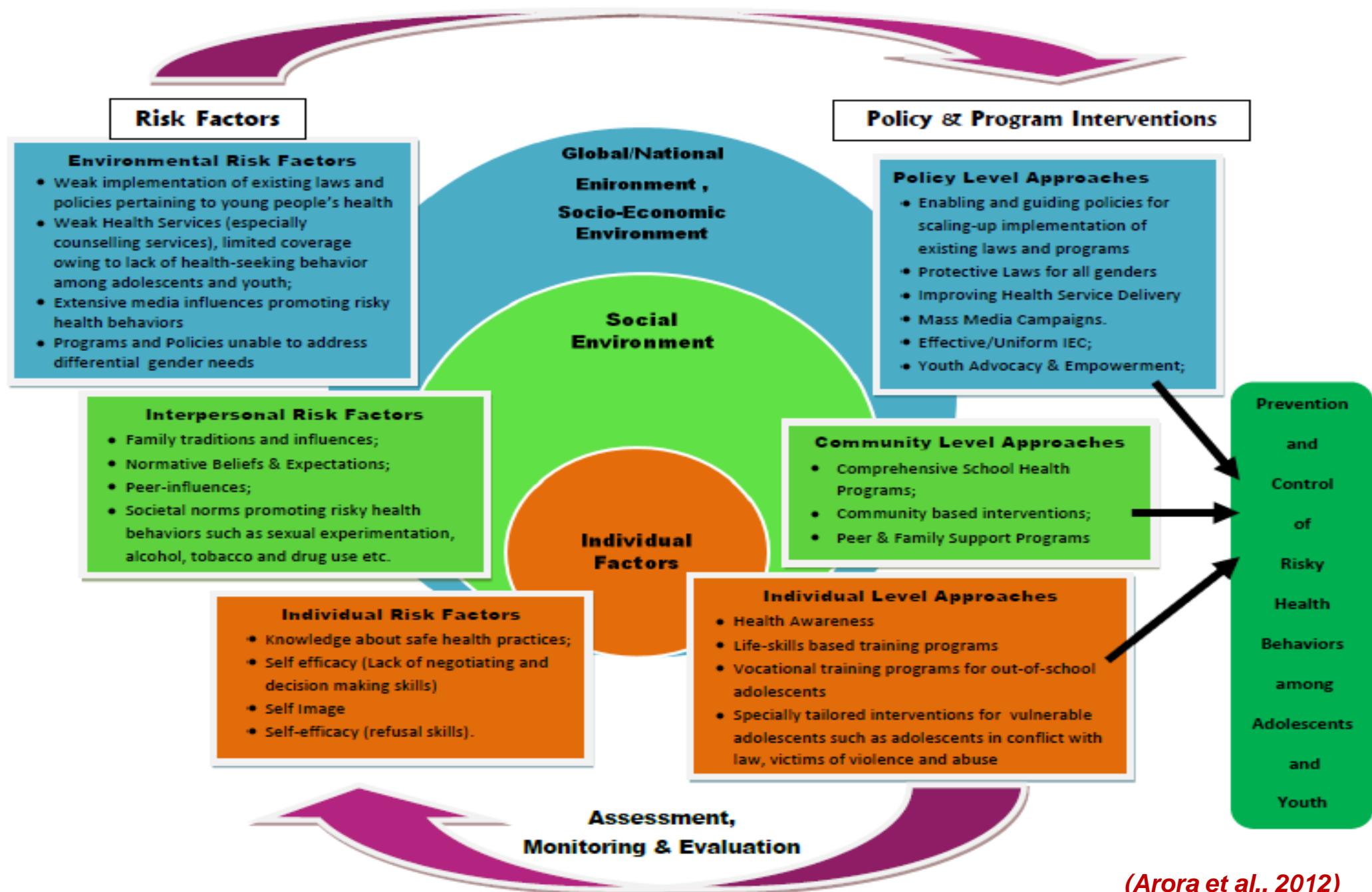
The Delhi Walk flagged off by ace tennis player Sania Mirza. Updates from Mumbai coming your way shortly. It was an amazing experience! What do you say #Y4H supporters? — with Rrachita Gupta Astrorrachita and Amita Mohan.



Engaging Celebrities on the Social Network

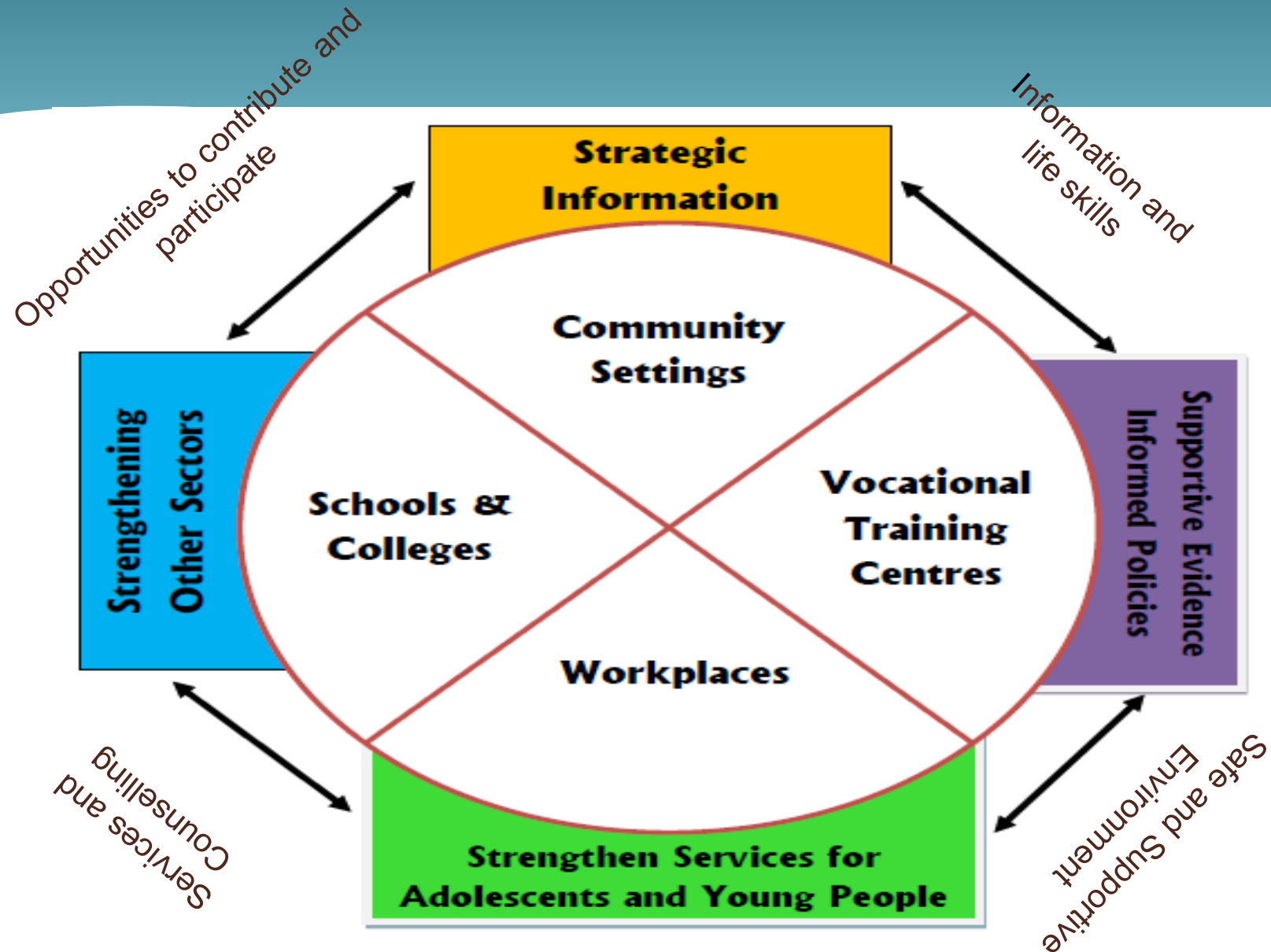


Intervention Model for Protecting Adolescents and Youth against risky health behaviors



(Arora et al., 2012)

Addressing Needs of Adolescents and Youth



Launched in
New Delhi,
India in
September
2013

join us!

NO MORE TOBACCO21C

NMT 21C is a youth-led global campaign which marks the handing over of the tobacco control baton to youth – for strengthening and propelling global tobacco control efforts by employing innovative and bold strategies – such as equipped to counter the malicious tactics of the tobacco industry.



NMT 21C endorsed by
world class cricketer
and India's ambassador
for tobacco control – Mr.
Rahul Dravid

www.facebook.com/youthforhealth



GYM2014

November 19-21, 2014
Visakhapatnam, Andhra Pradesh, India

3rd Global Youth Meet (GYM) on Youth, Health and Development

Calling youth advocates from
across the globe!



3rd Global Youth Meet (GYM) 2014

We are happy to announce the 3rd Global Youth Meet (GYM) on Youth, Health and Development during November 19-21, 2014 in Visakhapatnam, Andhra Pradesh, India. Nearly 300 youth from over 35 countries and 15 states of India will participate in the meet to discuss changing youth health priorities in wake of the global sustainable development agenda. GYM2014 aims to empower youth with leadership and advocacy skills which will enable them to identify and address global health concerns like non-communicable diseases (NCDs).



THANK YOU!

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