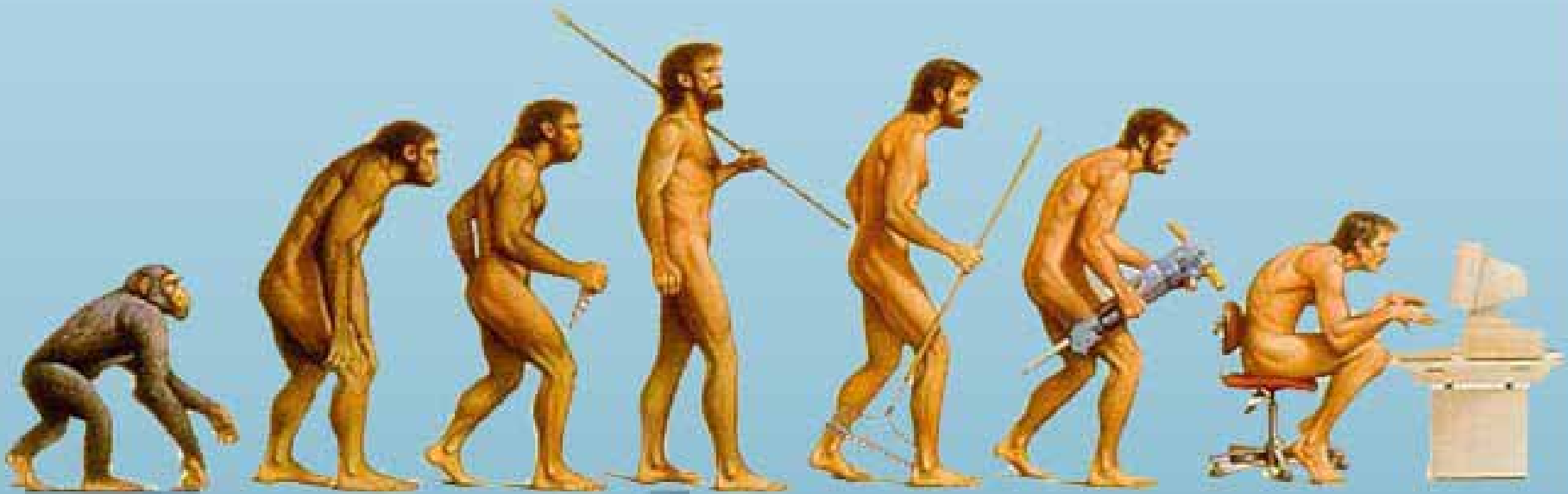


Life style changes and its impact on the Non Communicable Diseases (NCD)



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What Are Non Communicable Diseases?

Non-communicable diseases, or NCDs, are diseases which are not contagious and are acquired from a person's lifestyle (or genetics).

1. Why is the prevalence of NCD on a rise?
2. What is the impact of NCD's
3. What can be done to overcome NCD's
4. What is the food Industry doing to overcome these challenges?

1. Why is the prevalence NCD on a rise?

2000

Energy Consumed
2110 Kcals

Urbanization
More Automation
Environment Change

1975

Energy Consumed
2350 Kcals

Manual Labour
Less Automation
Environment

1. Why is the prevalence NCD on a rise?

Sedentary Lifestyles

Genetic Disposition

2. Impact of NCD's : Human Impact

1. More NCD deaths in India occur in middle age (35–69 years) than in industrialized countries, where they occur largely in old age (>70 years).
2. It is estimated that 4.8mio (59.4%) of estimated 8.1mio Indian deaths were due to NCD
3. Approx 25% of all deaths in the 25-70 year age group to be due to CVD
4. CVDs in India alone accounted for around 2.4 million deaths, in contrast to nearly 3.2 million deaths due to that cause in all the industrialised countries together.

2. Impact of NCD's : Economic Impact

1. As per WHO estimates, between 2005-1015, NCD will create a loss of around \$ 225 billion
2. If NCDs were completely eliminated, the estimated GDP in a year could jump by anywhere between 1%- 4%.
3. Of the 3.3% of GDP (Rs. 846 bio) spent on healthcare costs, 47% (Rs.400 Bio) were associated with costs for healthcare expenses for NCDs
4. These costs were on a continuous rise from 31.6% of healthcare costs (1995-1996) to 47.3% in the year 2004.

3. What can be done to reduce the impact of NCD's ?

Promotion of

- 1. Active lifestyle,**
- 2. Research and**
- 3. Nutritional awareness**

can help contribute to overcome this challenge

3. Active Lifestyles

Lifestyle modifications is the major factor which may contribute greatly for prevention of NCDs. Lifestyle modification includes:

- a) Good food habits,**
- b) Active physical lifestyle and**
- c) Reduction of environmental stress from day to day life.**

3. Research

There is a need for investment in research specific to India to understand the linkage on genetic predisposition, lifestyle and the increasing incidence of NCDs that is unique to this part of the world.

3. Nutrition Awareness

Education for the healthcare professional as well as the consumer

- **Healthcare Professional**

- Lifestyle management should be part of the prescription not just drugs.
- Education programs need to be variably integrated into different levels of health care (primary, secondary, and tertiary).
- Early detection of persons with risk factors and cost-effective interventions for reducing risk

- **Consumer**

- Nutritional awareness programs for the prevention and control of NCDs need to adopt a 'life span' approach and attempt to reduce risk at every stage of life.
- To provide information, educate and develop an enabling environment for increasing awareness and adoption of health living habits by the community

Thank You