

NON-COMMUNICABLE DISEASES IN ASIA



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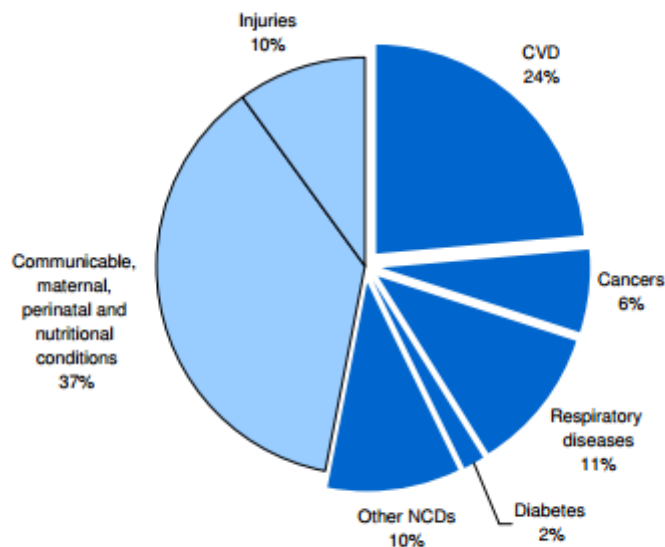
New Delhi

NON-COMMUNICABLE DISEASES

- Are chronic diseases, of long duration and generally slow progression
- NCDs currently cause more deaths than all other causes combined
- NCD deaths are projected to increase from 38 million in 2012 to 52 million by 2030
- Almost three quarters of NCD deaths occur in low- and middle-income countries

Proportional mortality (% of total deaths, all ages)

INDIA



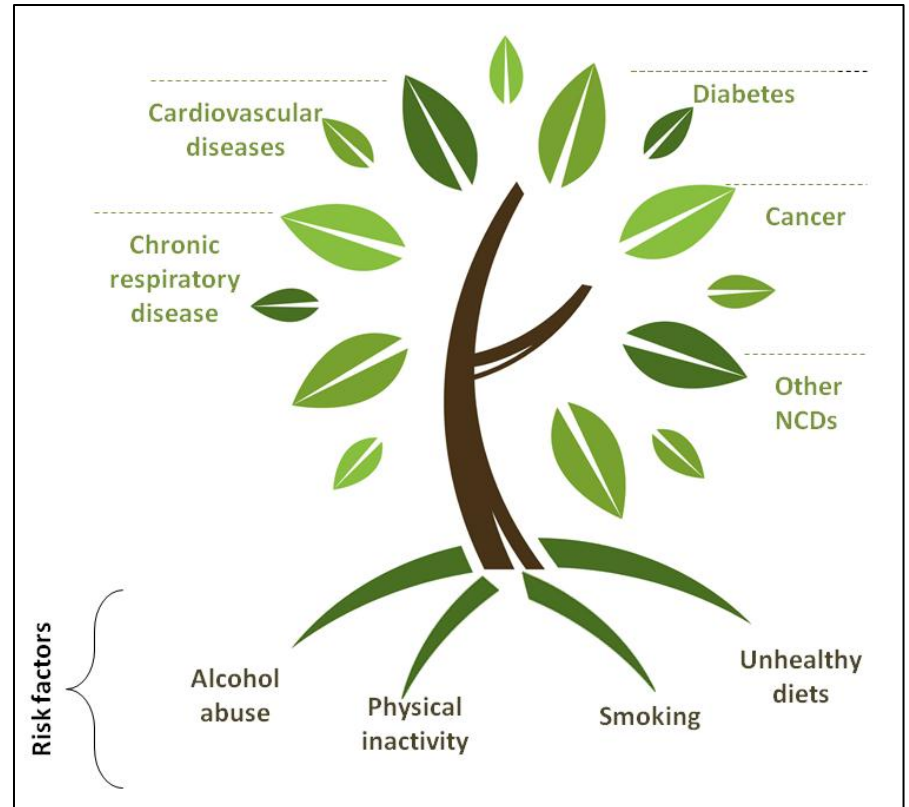
NCDs are estimated to account for 53% of all deaths.

In South East Asian Region:

- Majority of deaths (62%) are due to NCD
- Almost half of these occur below 70 years of age

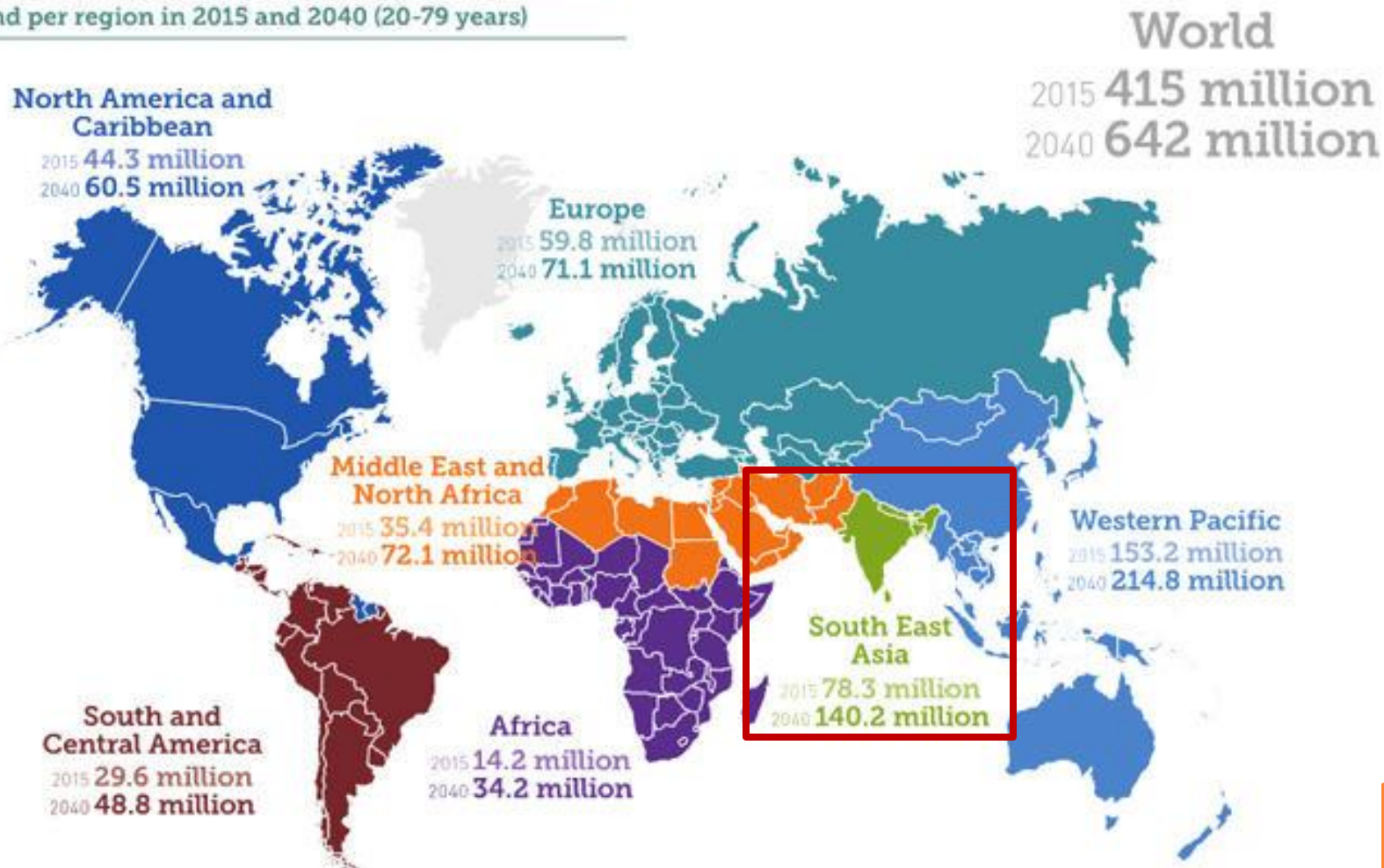
NON-COMMUNICABLE DISEASES

- NCD such as cardiovascular diseases, cancers, diabetes and chronic respiratory diseases are the leading causes of death worldwide
- Four modifiable risk factors are largely responsible for these diseases – tobacco use, unhealthy diet, lack of physical activity and harmful use of alcohol.
- NCD can be prevented and treated by maintaining a healthy lifestyle and undergoing periodic screening.



DIABETES IS INCREASING WORLDWIDE

Estimated number of people with diabetes worldwide and per region in 2015 and 2040 (20-79 years)



WORLDWIDE OBESITY HAS DOUBLED SINCE 1980



GLOBALLY

1.5 Billion Adults are Overweight or Obese

300 Million Women are Obese
200 Million Men are Obese

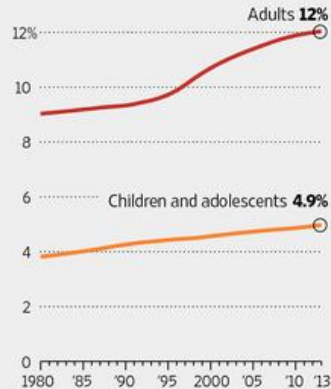
43 Million Children Under Age 5 are Overweight or Obese

ObesityHelp.com Data Source: World Health Organization (WHO)

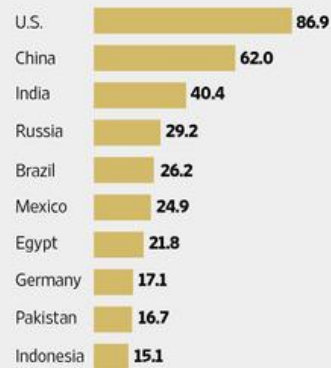
A Hefty Increase

In 1980, 857 million people were overweight or obese; that number rose to 2.1 billion people in 2013, a study shows.

Global obesity rates



Top 10 countries ranked by number of obese people in 2013, in millions



Source: Institute for Health Metrics and Evaluation

The Wall Street Journal



CHILDHOOD OBESITY

- The number of overweight or obese infants and young children (aged 0 to 5 years) increased from 32 million globally in 1990 to 42 million in 2013
- The vast majority of overweight or obese children live in developing countries, where the rate of increase has been more than 30% higher than that of developed countries
- If current trends continue the number of overweight or obese infants and young children globally will increase to 70 million by 2025



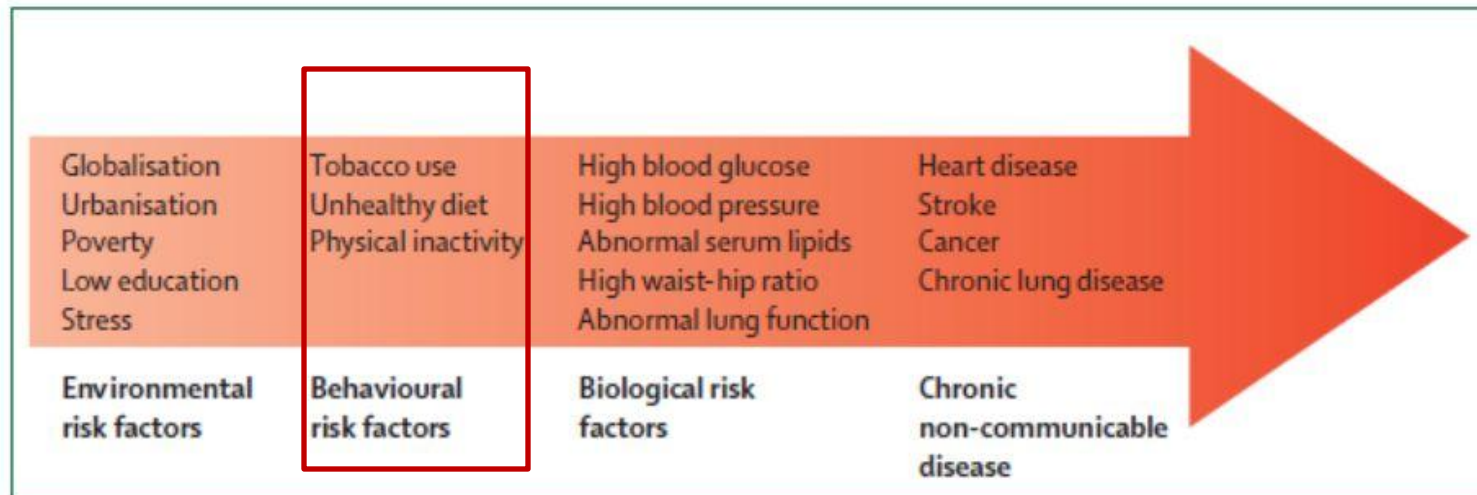
CANCER INCIDENCE IS ON THE RISE

Projected Annual Number of New Cancer Cases in Males and Females During Quinquennial Years, 2011-2026

Year: Country/states	2011		2016		2021		2026	
	Males	Females	Males	Females	Males	Females	Males	Females
India	589866	603560	684918	702151	799957	811688	934268	935715
Haryana	12474	11925	14445	13975	17076	16382	20441	19278
Delhi	8551	7658	10999	9598	14169	11931	18062	14730
Rajasthan	29502	31161	34623	36640	40655	42709	47813	49751
Uttar Pradesh	89484	85032	102751	99830	118373	116264	136900	135436
Bihar	44146	42209	51454	49903	59537	58205	68690	67600
Assam	13277	13230	15680	15731	18660	18590	22174	21848
West Bengal	47109	47019	55584	55055	65607	64046	77044	74058
Orissa	21460	22470	24445	25870	28097	29692	32476	34047
Madhya Pradesh	31537	32405	36663	37792	42982	43822	50710	50896
Gujarat	29301	31375	35164	36840	42249	42891	50544	49705
Maharashtra	59609	61900	68360	70539	79773	80356	93919	91966
Andhra Pradesh	43872	48161	50868	55905	59296	64274	68980	73450
Karnataka	31340	33769	36603	39252	42818	45335	49935	52047
Kerala	21735	25520	24616	28682	28175	32168	32225	35894
Tamil Nadu	42097	44148	47780	50470	50468	57253	61483	64323
NE excl Assam	6509	6395	7812	7688	9369	9181	11174	10907



Causation pathway for chronic noncommunicable diseases



Source: A. Dans, et.al., The rise of chronic non-communicable diseases in southeast Asia: time for action, *The Lancet*, 2011, 337:681.

EARLY PREVENTION IS THE KEY



- No alcohol
- No tobacco
- Increase physical activity
 - Take the stairs
 - Walk short distances
 - Do regular exercise
 - Avoid continuous prolonged sitting
 - Play outdoor games instead of virtual games
 - Limit screen time
- Eat healthy
 - No junk food
 - Avoid eating while watching TV
 - Say 'NO' to sweets
 - Consume more fruits and vegetables
 - Limit ads on junk food
 - 'share' to limit portion sizes

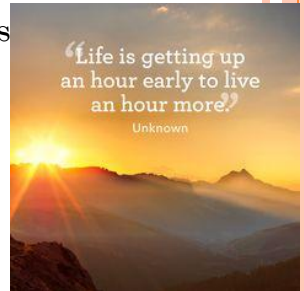
**PREVENTION IS
BETTER THAN
CURE.**

Too much bed, makes a dull head



"Life is getting up
an hour early to live
an hour more."

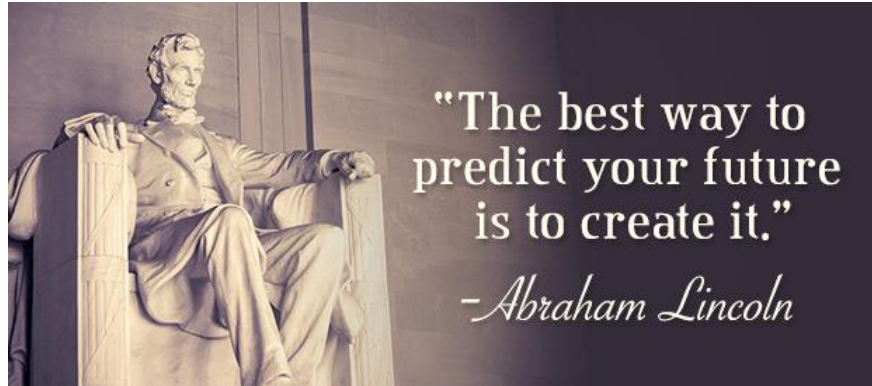
Unknown



“You Can't
Enjoy Wealth
If You're
Not In Good
Health.”

The Frank Quarter

”



CATCH THEM YOUNG...

- Increase awareness on healthy habits
- Awareness talks in schools and colleges
- No junk food sale in schools
- Provide opportunities for outdoor activities in residential areas
- Mobile apps on health



GOAL

*25% REDUCTION OF PREMATURE MORTALITY
FROM THE FOUR MAJOR NCDS
BY 2025*



VOLUNTARY GLOBAL TARGETS FOR PREVENTION AND CONTROL OF NONCOMMUNICABLE DISEASES TO BE ATTAINED BY 2025



(1) A 25% relative reduction in the overall mortality from cardiovascular diseases, cancer, diabetes, or chronic respiratory diseases



(2) At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context



(3) A 10% relative reduction in prevalence of insufficient physical activity



(4) A 30% relative reduction in mean population intake of salt/sodium



(5) A 30% relative reduction in prevalence of current tobacco use



(6) A 25% relative reduction in the prevalence of raised blood pressure or contain the prevalence of raised blood pressure, according to national circumstances



(7) Halt the rise in diabetes and obesity



(8) At least 50% of eligible people receive drug therapy and counselling (including glycaemic control) to prevent heart attacks and strokes



(9) An 80% availability of the affordable basic technologies and essential medicines, including generics, required to treat major noncommunicable diseases in both public and private facilities



Being healthy is as easy as ABCDE

Avoid alcohol



Be physically active



Cut down on salt and sugar



Don't use tobacco products



Eat plenty of fruits and vegetables



Thanks!

