Engaging policymakers, civil society and youth for prevention and control of cancer and other NCDs in India

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Abstract code: 327

Disclosure of Interest: None Declared
NCD Burden and India’s Response

- NCDs are estimated to account for 60% of total deaths (9.8 million)
- Proportional mortality due to cancer 7% (total deaths, all ages, both sexes)

India is the first country to adapt the Global Monitoring NCD Framework to the national context

Developed through a consultative process

India’s National Framework outlines 10 targets and 21 Indicators

National Programme for Prevention and Control of Cancer, Diabetes, Cardio Vascular Diseases and Stroke (NPCDCS) is being implemented in 29 states/UTs and covers 157 districts. (To be expanded to over 300 in 2014-15)

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WHO, NCD Country Profile. 2014

<table>
<thead>
<tr>
<th>National NCD Monitoring Framework</th>
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<tr>
<td>10 targets for 2025</td>
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<tr>
<td>Premature Mortality from NCDs 25% reduction</td>
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<td>Alcohol use 10% reduction</td>
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<td>Physical inactivity 10% reduction</td>
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<td>Salt/sodium intake 30% reduction</td>
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<td>Tobacco use 30% reduction</td>
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<td>Raised blood pressure 25% reduction</td>
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<td>Diabetes/obesity 0% increase</td>
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<td>Household air pollution 50% reduction</td>
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<td>Drug therapy and counseling 50% coverage</td>
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<td>Essential NCD medicines and technologies 80% coverage</td>
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MEET THE TARGETS PROGRAM

Engaging policy makers, civil society and youth for NCD prevention and control in India through evidence-based advocacy and strategic partnerships

March 1, 2012- June 30, 2014

1. Garnering high level political commitment to upscale NCD prevention and control in India

2. Collective advocacy and coordinated efforts with greater civil society partnership for NCD prevention and control

3. Mobilizing media support for development and implementation of effective public policies on NCD prevention and control in India

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Strategic advocacy with parliamentarians and policy makers

1. Exhibition on NCD prevention and control for Parliamentarians and policy makers.

2. Multi-sectoral consultation on NCDs and development

3. Youth led advocacy campaign to demand youth oriented NCD prevention policies
Engaging Parliamentarians and policy makers in development of national targets for NCD prevention in India

1. Review of the existing literature and policies on NCD prevention and control globally and in India
2. Development and dissemination of policy briefs for Parliamentarians and policy makers
3. Progressing towards India’s National Targets for NCD Prevention and Control

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Establishment of a civil society network/coalition for policy advocacy on NCD prevention and control in India

1. Engaging civil society partners in NCD prevention activities
2. Development of a comprehensive media strategy, including dissemination of regular media briefs
3. Utilizing social media to advocate for NCD prevention and control
4. Engaging cancer survivors for advocacy and policy change

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Project Outcomes

1. Face-to Face interactions with more than 20 parliamentarians discussing about India’s national targets
2. Contacts established with nearly 150 parliamentarians who were members of various parliamentary committees and standing committees of various ministries
3. More than 25,000 signatures collected for the youth appeal/petition
4. More than 100 civil society representatives from various disciplines part of project activities
5. The project activities have been covered in nearly 10 print and more than 100 online versions of mainstream papers like The Hindu, Business Standard, First Post etc.

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Creating a conducive environment for NCD Prevention and Control

1. Mobilizing policy makers, NGOs, youth, media and other key stakeholders to advocate for mainstreaming NCD prevention and control into policy discussions and advocacy campaigns.

2. Leveraging the international momentum and translate international developments in the national context.

3. Engagement of non-health organizations and government bodies from departments such as planning commission, education, city development authorities etc was unprecedented in NCD prevention and control efforts in India.

4. Providing platforms NGO and Government representatives to deliberate on specific action points and roadmaps for prevention and control of NCDs in India.

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Next Steps

Leverage the positive policy environment, keeping the focus on a specific advocacy areas:

1. Building capacity of NGOs, including cancer control organizations, to effectively advocate for a complete prohibition of:
   • On-pack tobacco advertising, in line with the international best practice of standardized plain packaging
   • Advertising and promotion of tobacco products at Point of Sale

2. Synergizing upstream (Government, Parliamentarians, policy makers) and downstream (community, youth, media) advocacy towards a complete prohibition on all existing forms of tobacco advertising
Thank You

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