

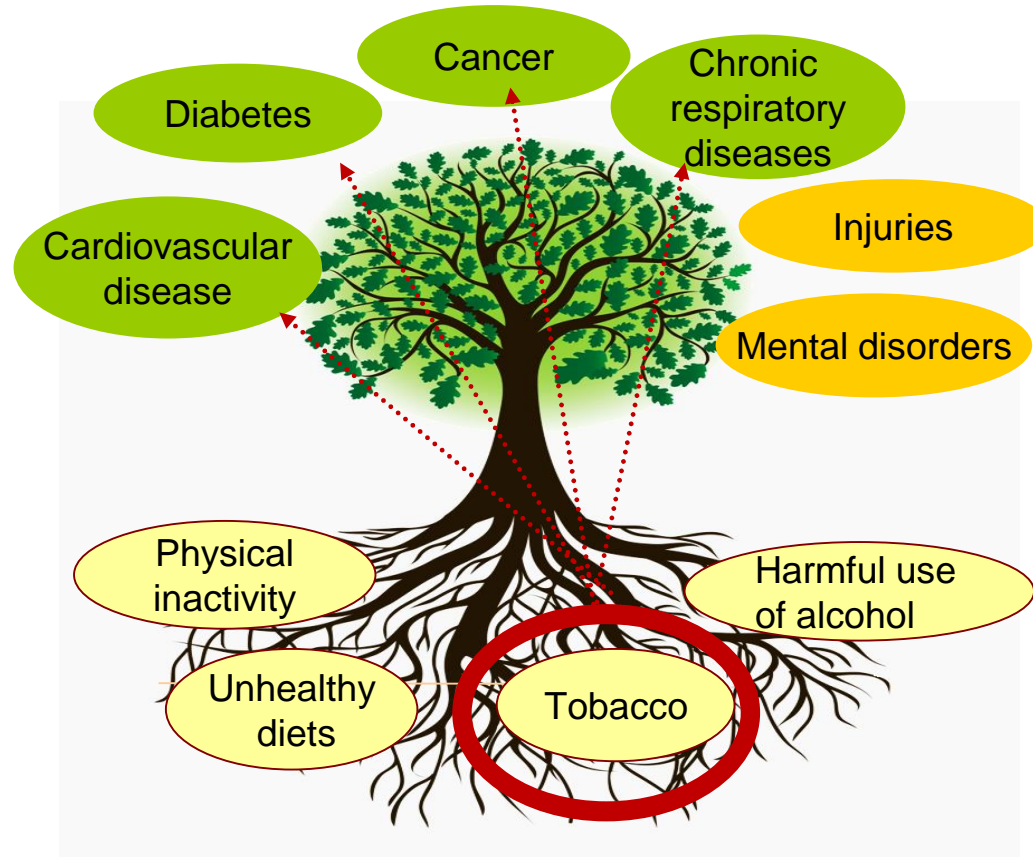
# Comprehensive Counselling for Lifestyle Diseases & Risk Factors an integrated approach

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## Lifestyle Diseases & their common Risk Factors



# Comprehensive Counselling

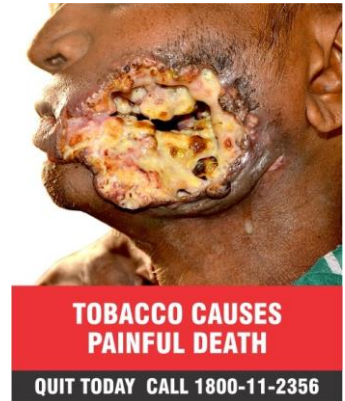
- ❖ NCD Prevention means acting on the risk factors [modifiable one]
- ❖ Usually many risk factors are common with people with NCDs
- ❖ The opportunity of contact between a health worker with a patient is to be harnessed to the maximum
- ❖ More likely to be successful
- ❖ Cost effective and better results

# Comprehensive Counselling~ the **Range**

1. Awareness generation at the population level
2. Advertisement of the Helplines or Quitlines
3. Reaching out at the doorstep through health workers
4. Health Staff~ doctors, dentists, counsellors actively asking for risk behaviours
5. Offering the feasible services at that particular level
6. Leveraging technology for a hybrid model ~ to cater to all sections of the society

# 1. Awareness generation at the population level

- ❖ Roll out of scientifically designed IEC/BCC awareness campaigns
- ❖ Common media plan
- ❖ Common pool of fund & designs
- ❖ Motivating people to
  - ❖ Quit Tobacco , Alcohol & other substances of abuse
  - ❖ Increase physical activity : Fit India movement
  - ❖ Eat right campaigns





## 2. Advertisement of the Helplines or Quitlines

- ❖ Tobacco Quitline **1800-11-2356** and mCessation **011-22901701**
- ❖ Alcohol and substance abuse Helpline **1800-11-0031**



 **"Fit India Movement"**  
Launch By  
Hon'ble Prime Minister  
**Shri Narendra Modi**  
At Indira Gandhi Indoor Stadium, New Delhi

**LIVE on DD NATIONAL**  
29 Aug 10.00 am Onwards

LIVE STREAMING ON - <https://www.youtube.com/DoordarshanNational>



**Eat Right  
India**

सही भोजन. बेहतर जीवन.

### 3. Reaching out at the **doorstep** through health workers

- ❖ ASHA worker ~Population based screening for common NCDs
- ❖ ANM screening the enrolled patients
- ❖ RBSK screening at schools
- ❖ NCD clinics at CHCs and District Hospitals
- ❖ DOTs worker meeting the TB patients
- ❖ Health workers meeting HIV patients

An **opportunity** for

1. Popularising Helplines and Quitlines
2. Offer brief advice of 5A's and 5 B's
3. Referral to the Tobacco Cessation Clinics



## 4. Health Staff actively asking for **risk** behaviours

- ❖ Medical Officers at the PHCs & CHCs
- ❖ Dentists working in Dental units
- ❖ **NCD Clinics**
- ❖ DOTs Centres
- ❖ ICTC under NACO
- ❖ **Tobacco Cessation Centres (TCCs)**

## 5. Offering the feasible services

- ❖ Doorstep -popularise the **Quitline** and **Helplines** after screening for risk factors; enrolment in a system & explains harms
- ❖ PHC or CHC: Basic counselling little beyond 5A's and 5R's
- ❖ Dental units under NOHP
- ❖ NCD clinics & TCCs : Comprehensive Lifestyle counselling

## 6. Leveraging technology for a **hybrid** model

- ❖ Quitline and Helplines & mCessation
- ❖ TCCs in District Hospitals, Dental Colleges or Medical Colleges
- ❖ NCD clinics in CHCs and District Hospitals
- ❖ PBS for NCDs app
- ❖ TB-Tobacco Collaboration.
- ❖ eDantseava of National Oral Health Programme
- ❖ Mobile apps



*Thank you*