





World Health  
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Department for Noncommunicable Diseases



# NCD HARD TALKS

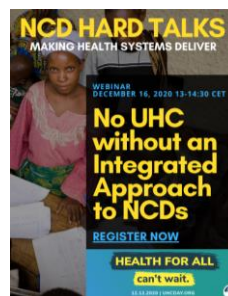
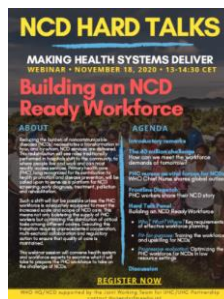
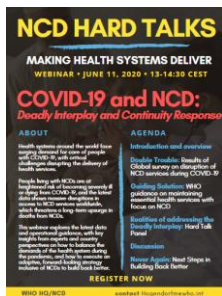
**17 February 2021 | 13:00–14:30 CET**

## Reducing Risks, Averting Deaths!

### Leveraging Systems for NCD Prevention



# NCD HARD TALKS



# Thank you for joining

- **This webinar will be recorded.**
- **Links to the recording and all slides will be shared.**
- **Please participate in the discussion by sharing your questions in the Q&A box. Experts are invited to type their answers throughout the session.**
- **General comments can be shared in the chat box.**
- **Please be respectful - we are here to learn and exchange ideas.**



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## NCD HARD TALKS SPEAKERS

17 FEB 2021  
13:00-14:30 CET



**DR REN MINGHUI**

ASSISTANT DIRECTOR GENERAL  
UHC/COMMUNICABLE AND  
NONCOMMUNICABLE DISEASES, WHO

**DR NAOKO YAMAMOTO**

ASSISTANT DIRECTOR GENERAL  
HEALTHIER POPULATIONS, WHO

**DR RUEDIGER KRECH**

DIRECTOR, HEALTH PROMOTION DEPARTMENT, WHO

**SENATOR PIA S CAYETANO**

PARLIAMENTARIAN, PHILIPPINES

**MS EKTA VISHNOI**

MISSION DIRECTOR, FIT INDIA  
MISSION DEPARTMENT OF SPORTS, MINISTRY OF YOUTH  
AFFAIRS AND SPORTS

**DR SUPREDA ADULYANON**

CEO, THAI HEALTH PROMOTION FOUNDATION

**DR SANDRO DEMAIO**

CEO, VICTORIA HEALTH PROMOTION FOUNDATION

**DR ADRIANA BLANCO MARQUIZO**

HEAD OF THE SECRETARIAT WHO FCTC

**MODERATED BY**

**DR ROB MOODIE**

PROFESSOR OF PUBLIC HEALTH, MELBOURNE  
SCHOOL OF POPULATION AND GLOBAL HEALTH



# Agenda

- Introductory remarks
- Path to healthier populations
- Creating health and keeping healthy!

## HARD TALK PANEL

- **Industrial vectors** of the NCD pandemics: power and influence over public health objectives
- **Legislating** for tobacco control
- **Social mobilization** for physical activity in India
- **Alcohol-free** Songkran (Thai New Year celebrations)
- **Arts, cultural and creative sectors** to tackle health promotion



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# Introductory remarks

**Dr Ren Minghui**

**Assistant Director General**

UHC/Communicable and Noncommunicable  
Diseases, WHO HQ



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# Path to healthier populations

**Dr Naoko Yamamoto**

Assistant Director General

UHC/Healthier Populations, WHO HQ



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# Creating health and keeping healthy!

**Dr Ruediger Krech**

Director

Health Promotion Department, WHO HQ



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# Dr Temo Waqanivalu

Unit head, Integrated Service Delivery  
Department for Noncommunicable Diseases  
WHO HQ



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# Health Promotion for NCD Prevention

NCD indicators not Good Globally !

## What Happened?

- Did the world take their foot off the paddle on prevention?
- Has the multi-national industry interest overtaken the social good of healthy population?
- What is the key role of the health system played its role well in NCD Prevention?



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Welcome from the moderator

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## **Industrial vectors of the NCD pandemics:**

**Power and influence over public health objectives**

**Dr Rob Moodie**

Professor of Public Health

Melbourne School of Population and Global Health



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# Legislating for tobacco control

Challenges to be overcome

**Senator Pia Cayetano**

Senate of the Philippines



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# Legislating for tobacco control

## Commentary

**Adriana Blanco Marquizo**

Head of the Secretariat, WHO FCTC



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# How social mobilization has been used to help people become more physically active in India



**Ms Ekta Vishnoi**

Mission Director, Fit India Mission  
Ministry of Youth and Sports



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# FIT INDIA MOVEMENT



Launched by Hon'ble Prime Minister on 29th August 2019

- Encourage citizens to include 30 to 60 minutes of physical activity in their daily lives.
- Showcase ease of simplicity of doing things which makes us fit.



**Fitness is Easy, Fun and Free**

# PROGRAMMES UNDER AEGIS OF FIT INDIA

## On-ground Initiatives

- **Fit India Plog Run** – 3 million participation  
43,000 locations
- **Fit India Cyclothon** – In 1<sup>st</sup> edition, 35 lakh participation at 16,000 locations  
– In 2<sup>nd</sup> edition, 1.2 crore participation with 24,160 events
- **Fit India Freedom Run** - 7 crore participation with social media reach of 35 crore

## Lockdown activities

- **Online fitness sessions for school children and families**- 1.5 million views on Intl. Yoga Day
- **Promotion of Indigenous Games**- Showcasing their fitness aspects and other benefits.
- **Fit India Talks** – Interaction with sports persons.



# SOCIAL MOBILISATION- FIT INDIA SCHOOL



## FIT INDIA School Week

4,30,617 schools participated

Fit India School certification-  
2.3 lacs



**Fit India Flag**

**Fit India - 3 Star**

**Fit India - 5 Star**

***Let Students play for one Period everyday.  
Every Teacher to be Physically Fit.***

## Social Mobilisation- Youth Clubs



**FIT**  
INDIA



**FIT INDIA**  
**YOUTH CLUB**

**47,600 Youth Clubs registered**



# Social Mobilisation- FIT India Dialogues (TV and Media)



## FIT INDIA DIALOGUE



Virat Kohli, Milind Soman, Rujuta Diwekar,  
Swami Shivadhyanam Saraswati, Mukul Kanitkar,  
Devendra Jhajharia, Afshan Ashiq & many more will join

Join the event at [www.mygov.in](http://www.mygov.in)

Watch **LIVE** : [www.pmindiawebcast.nic.in](http://www.pmindiawebcast.nic.in)

**September 24 | 12 Noon**



युवा कार्यक्रम और खेल मंत्रालय  
MINISTRY OF  
YOUTH AFFAIRS AND SPORTS

## FIT INDIA Dialogue



Anil Kapoor, Milkha Singh, Pullela Gopichand, Mithali Raj and Bhaichung Bhutia will

Join the FIT India Dialogue with

**Sh. Kiren Rijiju | MoS(I/C), MYAS**

Watch it on 27<sup>th</sup> December | 3 PM



#NewIndiaFitIndia



# Social Mobilisation - FIT India Icons, Champions and Ambassadors



**Fit India Icons**  
(Celebrities, MPs, Athletes etc.)



**Fit India Champions- 1 lakh to 10 lakh  
social media followers**



**Fit India Ambassador- 10K-1 lakh social  
media followers**

# Programme Activation- PARTNERS AND STAKEHOLDERS

Age Appropriate Fitness Protocols

Fit India  
Certification  
System - Schools  
and Higher  
Education Institutes.



Ministry of Health & Family Welfare  
Government of India



Activation of on-  
ground activities for  
Fit India programmes



Involvement of women and  
children in fitness and  
wellness activities



**FI  
INDIA**

Participation through Urban  
Local Bodies – (100 Smart  
cities involved)



Fit India reach to villages and  
remote areas



Central Armed Police  
Forces joined us in  
activation of on-  
ground activity for Fit  
India programmes



The background features a grey field with several overlapping yellow geometric shapes. A large yellow parallelogram is positioned on the left side, extending from the bottom towards the top. Above it, a yellow diamond shape is partially visible. The text 'THANK YOU!' is centered on the right side of the image.

THANK YOU!

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**Introducing and mainstreaming alcohol-free  
Songkran (Thai New Year celebrations):**

**A social innovation to shift Thai  
cultural norms**



**Dr Supreda Adulyanon**

CEO, Thai Health Promotion Foundation



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# Enabling local councils to tackle health promotion challenges through arts, cultural and creative sectors

Presentation can be accessed using the link provided:

<https://prezi.com/view/J7rsUbZ4xtfszikmRtT0/>

## Dr Sandro Demaio

CEO, Victoria Health Promotion Foundation



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The background of the slide is a photograph of several runners in motion on a grassy field. They are wearing athletic gear like shorts and t-shirts. In the distance, a city skyline with various skyscrapers is visible under a hazy sky. The overall image has a dark, semi-transparent overlay to make the white and yellow text stand out.

## NCD Hard Talk Panel

**Reducing Risks, Averting Deaths!**  
**How can we leverage systems for  
NCD prevention?**

**Please type your questions in  
the Q&A box**



# Closing remarks

**Dr Bente Mikkelsen**

Director

Department for NCDs, WHO HQ



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# Join us next time

**17 March 2021, 13:00 CET**

Registration link shared in chat

