



helpyourbody Charter of Demands

AIM

The aim of the helpyourbody Charter is to substantially reduce the burden of chronic metabolic disease (cardiovascular diseases, diabetes and osteoarthritis) in India by fostering **Integrated Public Health Action**.

WHY FOSTER INTEGRATED PUBLIC HEALTH ACTION

Comprehensive and integrated policies and plans are vital, because they minimize overlap and fragmentation in the health system. They should therefore:

- Cut across specific diseases and focus on the common risk factors
- Encompass promotion, prevention, and control strategies
- Emphasize the management of the entire population over the management of specific subgroups
- Integrate across settings, such as health centers, schools, workplaces and communities
- Make explicit links to other government programmes and community-based organizations.



Risk factors can be addressed:

- by policy makers through providing supportive environments whether through legislative, including on taxation and marketing, or other measures,
- by individuals through behaviors favoring healthy diets, being smoke-free and engaging in regular physical activity,
- by health professionals through advocacy and identification and treatment of people at high risk.

INTEGRATED MULTI-SECTORAL COUNCIL

Create a multi-sectoral national council (with state level chapters) to form policy for prevention of chronic metabolic diseases and oversee its execution. The council should have state level chapters to support the execution of the plans. The council should have representatives from the government, the healthcare fraternity, the corporate sector, media, NGOs and communities

AWARENESS

Launch a national awareness programme – highlighting risk factors and advocating a healthy lifestyle. Use mass media and PR extensively by leveraging tax SOPs for media donated to the awareness programmes. Facilitate community mobilization and broad based coalition-building.



RESEARCH

Initiate an exhaustive research focused on epidemiology and behavioral factors including the impact of various programmes devoted to improved and preserved population health. Understand the vulnerability of various communities, regions, genders, professions, etc with causal factors. Prioritize research on the effectiveness of policy and preventive interventions including aspects on health care expenditures.

INDIAN GUIDELINES

Develop and implement a standard set of integrated clinical management guidelines at national level. Clinical guidelines are integrated into everyday tools, for example visual prompts and chart reminders to help health-care workers provide evidence-based care.

FOOD MARKETING

Food standards and food labeling legislation are enacted. Action is taken to limit and control food marketing and advertising to children, to discourage availability of high fat, high salt and high sugar foods for children. Use fiscal policies (like VAT) to discourage consumption of unhealthy food.

WORKPLACE COMMUNITIES

Encourage employers to implement chronic disease prevention programmes to sustain a healthy lifestyle by recognition, certification and fiscal incentives. Tax rebates on expenses on chronic disease prevention programmes.



SAVE YOUNG INDIA

Implement campaigns on chronic metabolic diseases in schools and colleges. Include information of diseases, risk factors and prevention methods in the syllabus. Conduct annual risk profiling tests using simple questionnaires. Cascade the knowledge to the community through student projects and initiatives.

PATIENT CARE

Introduce computer based patient registries and medical records for patients with chronic metabolic disease. Develop and maintain a helpline for guidance and counseling on chronic metabolic diseases.

SUPPORTIVE CLIMATE

Policy makers to provide supportive environments through legislative, fiscal measures taxation and organizational changes.

HELPLINE

Set up a patient support / counseling helpline.