

HEALTHY, FIT INDIA IS MUST FOR WELLBEING

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Govt is addressing numerous critical health challenges

Health is the building block for the prosperity of a nation. The Covid-19 has brought the focus back on healthy living and the need for robust health infrastructure, and the Indian government has been quick to respond. Even before the pandemic struck, the government was emphasising on the holistic health and well-being of all.

With programmes like Ayushman Bharat and Mission Indradhanush, the government has been addressing numerous critical health challenges and promoting Universal Health Coverage (UHC). Another important but often ignored area for health programming has been women and adolescents. The health of the nation depends on the health of its women, children, and youth but health-seeking data among them in India is less than one per cent as per a study.

Similarly, only a few adolescents (5 per cent young men and 8 per cent young women) are aware of AFHC in India. Health Promotion among adolescents is the need of the hour as their empowerment is crucial to address the looming burden of

overweight – obesity and NCDs among adolescents alongside the unfinished agenda of malnutrition and communicable diseases.

POSHAN Abhiyaan is a path-breaking government flagship programme to improve nutritional outcomes for children, adolescent girls, pregnant women, and lactating mothers.

CNNS data has highlighted huge overweight-obesity prevalence among 10-19 years in India with five per cent in both girls and boys. Over 17 million children, aged 5-19 years in India are affected by obesity. If left unchecked, these numbers will increase to 27 million by 2030-34. Thus, addressing the food environment to enable healthy choices for children and adolescents is crucial. Findings of a recent study conducted by the PHFI's research team with support from the WHO country office for India in 2021 highlighted that the advertising environment in and around schools is obesogenic, despite government and educational institutes guidelines on restricting the availability and accessibility of HFSS foods.

Another PHFI study conducted a content analysis of food advertisements on popular television channels among children and youth in India. The results revealed that a total of 88.6 per cent of 1735 food advertisements were for HFSS foods and a higher proportion of food advertisements were seen on children's channels (38 per cent) than on youth channels (23 per cent). The study highlighted that the majority (90-95 per cent) of advertisements broadcast on television channels targeting children and youth were of HFSS foods. These studies laid the foundation for designing and initiating the "Let's Fix Our Food" (LFOF) campaign to combat an obesogenic environment for children and youth.

Better adolescent health can only be achieved by meaningfully engaging adolescents in intervention design and implementation. Recently, when multiple stakeholders convened nationally on the issue of addressing obesity among children and adolescents in India, it was noted that adolescents' voices were missing in these academic and scientific debates. It led to the launch of the 'LFOF initiative, which is co-created with adolescents. Under this initiative, their meaningful engagement in creating a healthy food environment in the country and leading to ownership of issues as campaigns are designed and delivered by the youth themselves. It will create health-promoting norms among adolescents, in families, and communities and will also support policies that will enable addressing malnutrition by addressing both ends of malnutrition: obesity and undernutrition. The time is ripe to come together and work towards the nation of our dreams, a healthier and happier India, by bringing all the relevant stakeholders for strengthening awareness and adoption of healthy behaviours around nutrition and physical activity among adolescents.

(The author is Vice-President, Public Health Foundation of India)

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