**AROGYA**

A Community Based Intervention on PREVENTION & CONTROL of NCDs

**CHANGING DISEASE PATTERN**

India is undergoing a transition from infectious diseases to non-communicable diseases (NCDs), with chronic conditions such as cardiovascular diseases (CVDs), diabetes and cancer now being the main causes of death.

- 71% global deaths in 2016 were due to NCDs
- 63% of all deaths in 2018 in India were due to NCDs
- 47.9% death and disability in 2016 in UP were due to NCDs

**AROGYA**

Arogya programme is a community-based intervention on NCDs Prevention and Control in District Lucknow, Uttar Pradesh. It is being implemented by VHAI and Lal Pathlabs Foundation in close collaboration with National Health Mission (NHM), Government of Uttar Pradesh.

**OUR APPROACH**

- To strengthen Government’s programme on National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular diseases and Stroke (NPCDCS) in the District
- Sensitize the local community on NCDs and its associated risk factors to adopt healthy lifestyle
- Referral of positive cases to the local government health facility
- Follow-up at the Programme centre to ensure adherence to treatment
- Sensitize relevant key stakeholders on NCDs and associated risk factors

**IMPORTANT INFORMATION**

- For more information on non-communicable diseases, please contact ANM/ASHA/CHO.
- For free check-up and treatment of non-communicable diseases, please visit your nearest SC/HWC/PHC/CHC.
BASELINE STUDY- KNOWLEDGE, ATTITUDE, BEHAVIOUR AND PRACTICES (KABP) SURVEY

A Baseline Survey was conducted in the initial phase (September to November 2019) to primarily get an understanding of the existing Knowledge, Attitude, Behaviour and Practices of the community on NCD and its associated risk factors. The Survey helps us to customise the programme design and methods based on the actual needs of the community. It also serves as a tool to measure the impact of the project.

KABP SURVEY BACKGROUND AND METHODOLOGY

DISTRICT LUCKNOW, UTTAR PRADESH, INDIA

A cross-sectional baseline study was conducted in the initial phase using quantitative and qualitative research tools to assess the existing Knowledge, Attitude, Behaviour and Practices of the community. 700 households were covered using simple random sampling method in 4 blocks of District Lucknow covering rural as well as urban localities. Closed-ended questionnaire for quantitative data and Focus Group Discussions for qualitative data

STUDY DESIGN

September to November 2019

STUDY PERIOD

700 households were covered using simple random sampling method in 4 blocks of District Lucknow covering rural as well as urban localities

METHODOLOGY

STUDY TOOL USED

RESULTS AND FINDINGS

KNOWLEDGE ABOUT NCDs

- 77% respondents have heard of NCDs
- 95% respondents are unaware about NCDs’ risk factors
- 98% tobacco users are aware about tobacco use as risk factor for diabetes
- 98% respondents are aware of any risk factor or symptoms associated with CVs
- 97% hypertensive are unaware of risk factors associated with CVs

USING TOBACCO

- 84% respondents were unaware about the harmful effects of second-hand smoke

DIETARY RISKS

- 98% respondents consume sweets at least 3-4 times in a week
- 84% respondents consumed processed food high in salt

PHYSICAL INACTIVITY

- 98% respondents were not involved in any physical activity other than their work or house hold chores

RISK FACTORS OF NCDs

DISEASE PROFILING

- Only 31% had their blood sugar tested during last one year
- Only 35% had their blood pressure tested during last one year
- Only 6% of the identified diabetics were consulting a doctor and undergoing treatment
- Only 3% of the identified hypertensive patients were taking regular medicines

TREATMENT ADHERENCE