



CHANGING THE COURSE OF CHRONIC DISEASE



AROGYA WORLD IS A GLOBAL HEALTH NONPROFIT STRIVING TO CHANGE THE COURSE OF CHRONIC DISEASE THROUGH HEALTHY LIVING.

With a focus on partnerships and innovative technology, we implement scalable, sustainable programs with measurable impact. Our name and mission are aligned - 'arogya' means good health in Sanskrit. At the core of all our work is disease prevention through healthy living. According to the World Health Organization, 80% of heart disease, 80% diabetes and 40% cancers can be prevented by avoiding tobacco, increasing physical activity and eating healthy foods.

What is innovative about our work is our multi-pronged community approach, taking prevention to where people live, learn and work. We implement low-cost prevention programs, that are effective, and have broad reach (\$0.50 per person to educate; \$6 a person for impact.) We have reached more than three million people through our programs to date and improved the health behaviors of more than 250,000. Our goal is to help one million people lead healthy lives by 2020.

As a result of our impactful programs, Arogya World has won some recognition: we were finalists for the Peter F. Drucker Award for Nonprofit Innovation (2014) and won the mBillionth Award in 2013. Arogya World is backed by organizations like Ashoka, Lions Clubs, Emory University, many companies including Cigna, Merck, Novartis, J&J, Aon, etc., and is active with MIT's Solve, the Alliance for Food & Health, Taskforce on Women & NCDs and Clinton Global Initiative. We leverage these global platforms to make a genuine difference on the ground, improving the health and lives of people in India and beyond. Arogya World is a U.S.-based 501(c)3 organization and to further advance this work an affiliate organization, Arogya World India Trust, is based in Bangalore, India.



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THE PROBLEM

Non-communicable diseases (NCDs), which include heart disease, diabetes, cancer and chronic lung diseases, are the leading cause of death worldwide. Arogya World has focused much of its work in India where the NCD burden is massive – **20% of the population has one NCD, 10% more than one, and 50% dies from NCDs.** More than 66 million Indians have diabetes, and people develop diabetes ten years earlier than in the West, in their 30s and 40s. The economic impact is devastating – 25% of a poor Indian family’s income is spent on diabetes care for one person. Furthermore, India is a young country with half the population under age 25 and 2/3rds under age 35, which means the public health agenda in the country, already reeling from maternal and child mortality, malnutrition and infectious diseases, is going to be very much more complicated with NCDs in the near future.

OUR SOLUTION - PREVENTION THROUGH HEALTHY LIVING

Our key India-based programs include:

- **mDiabetes**, a mobile phone messaging program that has reached one million people and helped more than 150,000 lead healthier lives.*
- **Healthy Workplaces**, which advances workplace health in 79 companies/2 million employees.
- **myArogya**, a chronic disease prevention mobile app for working Indians.
- **Healthy Schools**, a school-based diabetes prevention program with partners including Hriday, Agastya and Ashoka’s Nourishing Schools.
- **myThali**, a new nutritional icon to empower Indians to eat healthier food.

Our work in India has created measurable impact and increase adoption of healthy behaviors. We are putting the building blocks together to build the ecosystem for NCD prevention. This year, for the first time, we are bringing our India approaches to Chicago to help Indians in the US lead healthier lives.

* <https://www.jmir.org/2016/8/e207/>



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