

June 2014. Arogya World Three-Year Accomplishments

As the world takes stock of the progress made against Non-Communicable Diseases (NCDs) this July, we at Arogya World reflect on our contributions for chronic disease prevention during the last three years, which covers most of our four-year existence.

1. During the last three years, we refined our mission – to change the course of chronic disease through prevention. We chose to advocate globally for NCD prevention and implement public health programs in India, a country with a huge NCD burden. We have established proof of concept for many of our programs and they are ready for expansion and scaling up.
2. Over the last three years, we believe we have helped at least 150,000 people in India lead healthier lives. This kind of impact spurs us on.
3. We have become recognized champions of mHealth for chronic disease prevention. We completed a 2011 Clinton Global Initiative Commitment by 2013, as promised, to deliver text messages on diabetes and its prevention to 1 million Indians with Nokia. We also measured effectiveness—15% of the recipients reported changing their behavior or maintaining healthy behaviors. They said they exercised regularly and ate healthy foods, which means eating 2-3 fruits and vegetables per day and avoiding fried foods. If scaled, mDiabetes has the potential for significant public health impact.
4. We started a pioneering Healthy Workplace Award Program in India and in 2013 gave awards to nine companies (spanning 56,000 employees). The criteria for Healthy Workplaces in India were developed for us with multi-stakeholder input in 2012. We are on track to get 100 companies to become Healthy Workplaces by 2016, and to help 1 million working people lead healthier lives.
5. We established a school-based diabetes prevention program in India in 2011 and 2012 with age-appropriate educational materials used by trained student leaders and teachers. Our program was found to be effective. The program, piloted with 2,000 children in Delhi (urban North India) in grades 6-8, resulted in children reporting that they chose healthier foods and increased their physical activity. We have also adapted the program to South and rural India and in 2014 made a commitment to the United Nations' *Every Woman, Every Child* initiative to educate 10,000 middle school children in India with diabetes prevention over the next five years.
6. Though NCDs are the #1 killer of women, data on women's perspectives on NCDs are scarce. We set out to gather the voices of 10,000 women from 10 different countries on the impact of NCDs using mostly web and mobile technologies. We are also working with partners to create videos and capture the personal stories of these women. We will use these perspectives to move

governments to action including through a planned multi-stakeholder roundtable discussion at the UN in July 2014.

7. Over the last three years we have partnered with many like-minded organizations including Novartis, Nokia, Merck, Partnership to Fight Chronic Disease, Emory University, Hriday, Johnson & Johnson, Biocon, American Cancer Society, UNICEF, PSI, Aon, Public Health Foundation of India, NationWide, Abt SRBI, Jana, Ipsos, Agastya International Foundation, iTiffin, and the Young Professionals Chronic Disease Network to do our work.
8. We have done all our work with modest means. We raised about \$500,000 in the last three years from corporations and more than 100 individual donors, and have steered Arogya with responsible stewardship.
9. Both the US-based Arogya World and the India affiliate Arogya World India Trust gained and have maintained tax-free public charity status.
10. We have leveraged global platforms:
 - We are a recognized and proud three-time Clinton Global Initiative Commitment maker. We were featured at the CGI 2013 annual meeting through a video shown at a key plenary session, as well as in the 2014 CGI brochure.
 - We are a UN *Every Woman, Every Child* commitment maker.
 - We have spoken at the 2012 Geneva Health Forum, 2013 World Diabetes Congress, and the 2014 Chicago Council on Global Affairs.
 - Our programs have won global awards. mDiabetes received the 2013 mBillionth Award, the 2013 Vodafone Mobile4Good Award, and was a finalist for 2012 Meffys Award.
 - We are exploring ways to collaborate with global entities including WHO and ITU on their mHealth for NCDs initiatives.
 - Working with donor governments, we are committed to bringing an innovative mHealth smoking cessation program to India for the first time.
 - We participated in the UN 2011 Summit on NCDs, attended the 2013 World Health Assembly meeting, and are planning a multi-stakeholder side event at the UN in July 2014. We are engaged participants of the NCD-Alliance and the US-based NCD Roundtable.
 - We maintain an active website (www.arogyaworld.org) and actively use social media including Twitter. We are building our more than 3,000 followers into a community through regular newsletters.
 - In 2012, we coordinated an eight-part op-ed series with thought leaders published in leading media including *The Guardian* and *Huffington Post*. We have regularly raised our voices on global platforms through op-eds and commentaries to advance the fight against NCDs.