

Insights from 10,000 Women on the Impact of NCDs



THE FINANCIAL BURDEN OF NCDs

NCDs Big Drain on Family Resources



NEARLY **ONE-QUARTER**
OF THE WOMEN IN
OUR STUDY SPEND
MORE THAN

25%

OF THEIR HOUSEHOLD
INCOME ON NCDs.



SHOCKINGLY, NEARLY
1 IN 10 WOMEN SAID
THAT NCD TREATMENT
CONSUMES MORE THAN

50%

OF THEIR HOUSEHOLD'S
INCOME.



THE MOST ACUTE FINANCIAL BURDEN
WAS FELT IN **BRAZIL, INDONESIA AND
KENYA.**



**13%
WOMEN**



**SPENDING 50%
OR MORE
ON TREATING HEART
DISEASE, DIABETES,
CANCER OR CHRONIC
LUNG DISEASE.**



Many Women Pay for Healthcare Out of Pocket,
Especially in Low- and Middle-Income Countries



4 IN 10 WOMEN REPORT PAYING DOCTORS
DIRECTLY OR BORROWING MONEY FROM
FRIENDS AND FAMILY TO COVER HEALTHCARE
COSTS.



**MORE THAN 50% IN
AFGHANISTAN, INDIA, AND KENYA**



**50% IN
SOUTH AFRICA**



**NEARLY 50% IN
INDONESIA**

**50% PAY MEDICAL COSTS
OUT-OF-POCKET.**



PUTTING A HUMAN FACE ON NCDs

NCDs Affect Everyday Lives



NEARLY TWO-THIRDS OF WOMEN SURVEYED SAY
SOMEONE IN THEIR HOUSEHOLD SUFFERS FROM
AN NCD — **HEART DISEASE, DIABETES, CANCER OR
CHRONIC LUNG DISEASE.**



Women Burdened as NCD Caregivers
Caregiving Impacts Ability to Work



50% REPORTED THEY **PROVIDE
CARE** FOR HOUSEHOLD
MEMBERS AFFECTED BY NCDs.



20% REPORTED THAT PROVIDING NCD
CARE LIMITS OR PREVENTS THEIR
PARTICIPATION IN THE LABOR FORCE

Obesity-Related Issues Top Concern

25%

**WOMEN SAID THE SINGLE MOST
CONCERNING HEALTH ISSUE FOR THEIR
HOUSEHOLD WAS BEING OVERWEIGHT.**



50%

IN MEXICO THE MOST OBESE COUNTRY IN
THE WORLD, NEARLY HALF **50%** OF THE
WOMEN ARE CONCERNED ABOUT OBESITY.

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Most Women Have Regular Health Exams



MOST WOMEN OVERALL REPORTED BEING EXAMINED BY A HEALTH PROFESSIONAL IN THE LAST YEAR.



... But Lag in NCD Testing



WOMEN IN OUR STUDY REPORT EVER HAVING A BLOOD PRESSURE TEST



REPORT HAVING BREAST EXAMS OR CERVICAL CANCER SCREENING TESTS PERFORMED BY A MEDICAL PROFESSIONAL



HALF HAVE HAD A BLOOD SUGAR TEST

LOW CANCER SCREENING RATES WERE NOT LIMITED TO LOW-INCOME COUNTRIES



BETWEEN 13-22% FOR BOTH TESTS IN SOUTH AFRICA, INDONESIA, BRAZIL AND AFGHANISTAN



IN THE UK BREAST CANCER SCREENING AT 23%



U.S IS THE ONLY COUNTRY WITH A GREATER THAN 50% BREAST AND CERVICAL CANCER SCREENING

Cost and Wait Times Limit Access to Healthcare



33% OF THE WOMEN REPORTED COST AS THE MAJOR CONCERN.



MAJOR BARRIER FOR WOMEN IN ALL COUNTRIES EXCEPT US

ABOUT **RISK FACTORS**

Cost and Spoilage a Barrier to Eating Healthy, While Eating Out Is Common



THREE-QUARTERS OF WOMEN EAT HEALTHY FOODS FRESH FRUITS AND VEGETABLES



4 IN 10 SAY THESE FOODS ARE TOO EXPENSIVE



3 IN 10 SAY THEY SPOIL QUICKLY



EATING OUT IS COMMON FOR TODAY'S WOMAN



WOMEN EAT FOOD FROM RESTAURANTS, STREET FOOD OR TAKE-OUT FOOD



2 IN 10 EAT IN RESTAURANTS OR USE STREET FOOD, TAKE-OUT FOOD AT LEAST 3-4 TIMES PER WEEK

Soda Consumption High; About a Third Drink Soda Every Other Day



THREE-QUARTERS OF WOMEN DRINKING SODA OR COLA AT LEAST ONCE A WEEK



3 IN 10 WOMEN DRINKING THREE OR MORE DAYS A WEEK



CONSUMPTION IS HIGHEST IN BRAZIL AND SOUTH AFRICA, WITH 9 IN 10 WOMEN DRINK SODA OR COLA AT LEAST ONE TIME A WEEK.

Women Engage in Some Physical Activity, but Time and Motivation Limit Exercise



MORE THAN 50% WOMEN REPORT WALKING AND AT LEAST TWO DAYS A WEEK FOR 10 MINUTES EACH



EXERCISING OR PLAYING SPORTS



RIDING A BICYCLE



4 IN 10 WOMEN SAY NOT ENOUGH TIME IS THE MAIN CHALLENGE



WHILE 2 IN 10 WOMEN SAY IT IS LACK OF INTEREST OR MOTIVATION.

Tobacco Use Still a Concern

25%

OF WOMEN SURVEYED REPORT USING TOBACCO PRODUCTS DAILY OR OCCASIONALLY.

33%

IN INDIA, INDONESIA, RUSSIA AND SOUTH AFRICA.

Women Concerned about Children's Exposure to Risk Factors



6 IN 10 WOMEN WERE VERY OR SOMEWHAT CONCERNED ABOUT CHILDREN SEEING TOBACCO ADS.



4 IN 10 WOMEN REGISTERED THE SAME LEVEL OF CONCERN ABOUT SODA OR COLA ADVERTISING.