

# Insights from 10,000 Women on the Impact of NCDs

## Brazil Report Summary

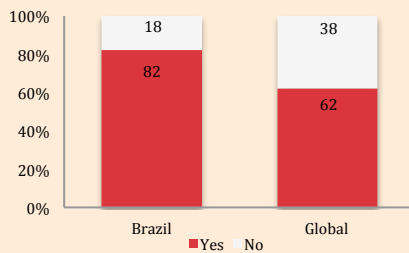
Non-communicable diseases (NCDs) represent the world's leading cause of death and collectively kill 18 million women each year. As part of the "Insights from 10,000 Women on the Impact of NCDs" survey conducted by Arogya World, 1,000 women in Brazil were surveyed on mobile phones from March 5-30, 2014. Of the women surveyed in Brazil, 4 in 5 women lived in urban areas.

### NCDs Burden the Majority of Households

#### NCDs Affect Everyday Lives

- Of the women surveyed in Brazil, 82% say someone in their household suffers from an NCD – heart disease, diabetes, cancer, or chronic lung disease. This is much higher than the global norm of 62%.<sup>1</sup>

*Has anyone in your household ever been told by a doctor or other medical professional that they have any of these health conditions: heart disease, diabetes, cancer, or chronic lung disease (such as asthma or chronic bronchitis)?*



- 3 in 5 women have had to provide care for a household member suffering from NCDs.
- A third of women have had to quit their jobs in order to care for someone in their household suffering from NCDs.

### NCD Testing is Severely Lacking

#### Though Most Women Have Regular Health Exams ...

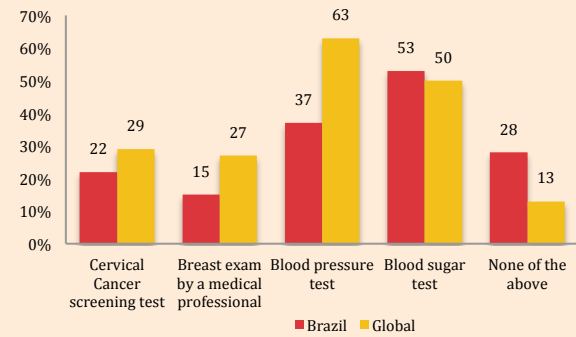
- Most women (66%) have been examined by a doctor or other medical professional in the past year.

#### ... Still, NCD Testing is Remarkably Insufficient

- 30% of women have never received any basic NCD testing, including Cervical Cancer screening tests, breast exams by a medical professional, blood pressure tests, or blood sugar tests.

<sup>1</sup> The global norm is representative of the 10-country aggregate from Arogya's "Insights from 10,000 Women on the Impact of NCDs" survey.

#### Have you ever had any of the following medical tests?



- Only 22% of women report having received a Cervical Cancer screening test.
- Just 15% of women have had a breast exam by a medical professional.
- The highest reported NCD test by Brazilian women was a blood sugar test, yet only half of women surveyed have ever received that test.

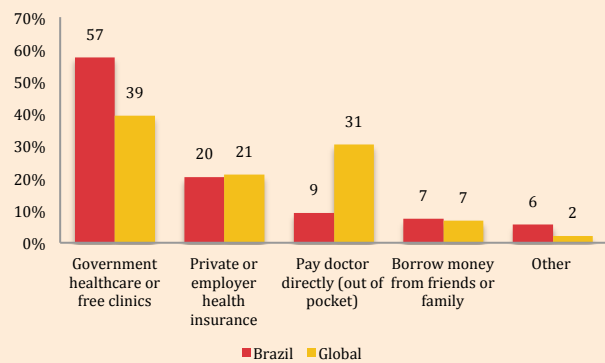
### Waiting Times and Cost are the Biggest Limiting Factors to Healthcare Access

- Long waiting time is the largest deterrent to women (46%) visiting a medical professional in Brazil.
- While three quarters of women are able to cover healthcare payment via government healthcare, free clinics, or private or employer health insurance, 25% reported that not having enough money was the biggest obstacle to receiving medical treatment.
- 16% pay the doctor out of pocket or borrow money from friends or family to cover expenses.

#### Financial Burden High

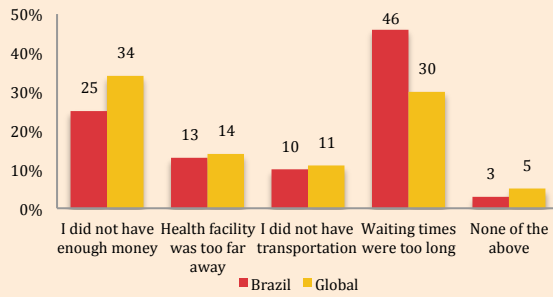
- Half of women report that treating NCDs has resulted in a household financial burden, with 21% mentioning it creates a major financial burden.

#### How do you pay for your healthcare most of the time?

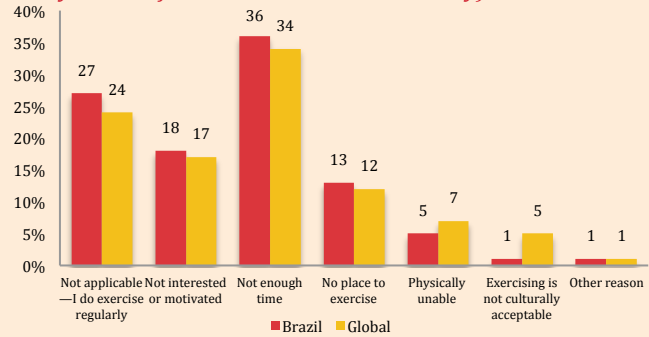


- A third of women surveyed indicated that more than 25% of household income is spent on NCDs and 13% reported that NCD treatment consumes more than half of household income.

*In the past year, which of the following reasons prevented you from going to the doctor or other medical professional?*



*What is your main challenge to exercising regularly (at least 2 days a week for at least 10 minutes each day)?*

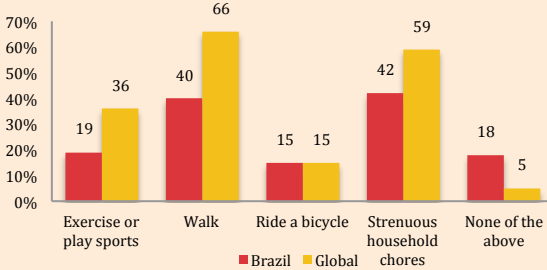


## Health Concerns of Brazilian Women

### Women Do Not Exercise Regularly

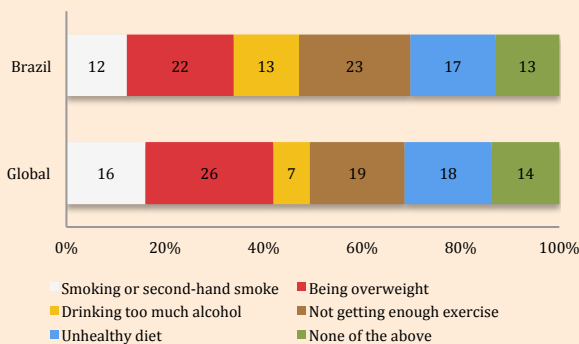
- While 27% of Brazilian women surveyed stated that they exercise regularly, only 20% of women exercise or play sports for at least 10 minutes 2 days a week and 40% of women say they walk for that same amount of time. Globally, women showed much higher rates of exercise, as 36% reported exercising regularly and 66% reported walking regularly.

*In a typical week, do you engage in the following activities at least 2 days a week for at least 10 minutes each day?*



- 1 in 4 women mentioned that not getting enough exercise (23%) was the health issue they are most concerned about, and 22% were most concerned about being overweight.

*Think about your household, which health issue are you most concerned about?*



- Women cite not having enough time to exercise (36%) and a lack of motivation (18%) as the main challenges to exercising regularly.

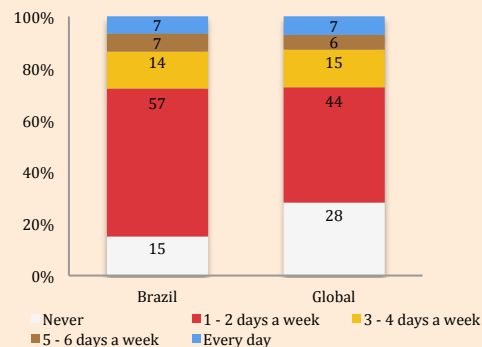
### Cost is the Biggest Barrier to Healthy Eating

- Only 67% of Brazilians regularly eat healthy foods.
- Cost is the biggest barrier to eating healthy. 30% of women stated that healthy foods are too expensive.
- More Brazilian women eat at home every day (42%) than the global norm (30%), but 60% still report eating out at least once a week.
- 17% of women eat food from restaurants, street food, or take out food at least 3 times per week.

### Soda Consumption

- In a typical week, 85% of Brazilian women surveyed drink soda at least once, with 57% drinking soda 1-2 times per week. This rate of consumption is much higher than the percentage of women worldwide who drink soda at least once a week (72%).
- 28% of women drink soda three or more times per week, with 7% drinking soda daily.
- Three-quarters of women surveyed are concerned about children seeing advertisements for soda or cola on TV, billboards, and other public places, with 4 in 10 women being somewhat or very concerned about the influence of soda advertisements.

*In a typical week, on how many days do you drink soda or cola?*



For additional information about the "Insights from 10,000 Women on the Impact of NCDs" survey, go to <http://arogyaworld.org/programs/capturing-the-voices-of-10000-women/report/>.