

# WHY SCHOOLS?

- **WHO / Lancet 2019: 3 out of 4 teens inactive**
  - In India, **73.9% children got “insufficient physical activity”** in 2016, increasing their chances of being obese and developing heart disease, diabetes and mental health problems, including depression.
- **CNNS National Nutrition Survey -2016-2018:**
  - provided definitive **evidence that overweight and obesity, as well as the threat of diabetes, are on the rise** among school-age children in India.
  - In fact, 10.3 per cent of school-going children (5-9 years) and **10.4 per cent** of adolescents (10-19 years) were estimated to be **pre-diabetic in India**
  - These findings have informed India’s ambitious child nutrition programmes. They also provide the basis for potential new policy recommendations, including for tackling the triple burden of malnutrition and starting programmes in the early years to instil healthy lifelong



By educating and influencing school children (before their lifestyle habits are fully set) to choose healthy foods, and be physically active, we can use the school setting as a powerful platform for NCD prevention and behavior change.

# Why mHealth?

- Cell phones near ubiquitous – 900 million cell phones are in use in India
- 27.7% Indians use smartphones
- Good way to reach even remote areas and base of the pyramid
- Good data from other public health fields – eg smoking cessation, HIV, malaria etc.
- The phone is often a trusted source of healthcare



**374,893,000**

Indians use  
smartphones

# Why MyThali?

**Unhealthy Eating is  
#1 cause of death  
globally**

Global Burden of Disease  
Report – April 2019

This is the  
Decade of  
Action on  
Nutrition  
2016-2025

Eating Right is Key  
Pillar of NCD  
Prevention

**Transformation to healthy diets by 2050 will require substantial dietary shifts, including a greater than 50% reduction in global consumption of unhealthy foods, such as red meat and sugar, and a greater than 100% increase in consumption of healthy foods, such as nuts, fruits, vegetables, and legumes. –  
EAT Lancet Commission 2019**

By educating women with MyThali about what they and their families should eat and in what quantities at each meal, we can help Indians prevent NCDs and address malnutrition

# WHY WORKPLACES?

***Workplaces offer a unique avenue to promote healthy living. Why?***

- **India is a young country. 2/3rds < 35 yrs. India's population pyramid expected to "bulge" across 15-64 age bracket increasing the working age population from 761 million to 869 million in 2011-2020.[FICCI, EY, 2014].**
- ***ASSOCHAM study 2018: Indian corporates can save \$20 Billion through initiating corporate wellness programs for their employees. On an average for every rupee being spent on employee wellness programs, the employers get Rs. 132.33 as a saving on absenteeism cost and Rs.6.62 back as reduced health care costs.***
- **Workplaces employ millions of young Indians: Sedentary jobs Long, unpredictable hours Long commutes and stress; Irregular eating, sleep, & exercise People spend much of the day at work.**
- **Workplaces Attractive platform for NCD Prevention. Mobilize the private sector in fight against NCDs. Ensure productivity of future workforce and economic competitiveness of India.**

