



**HEALTHY INDIA ALLIANCE**  
for prevention and control of NCDs



**Working to reduce premature NCD  
mortality by 25% by 2025**



## Vision

We will catalyse multisectoral action to enhance health and quality of life in India.

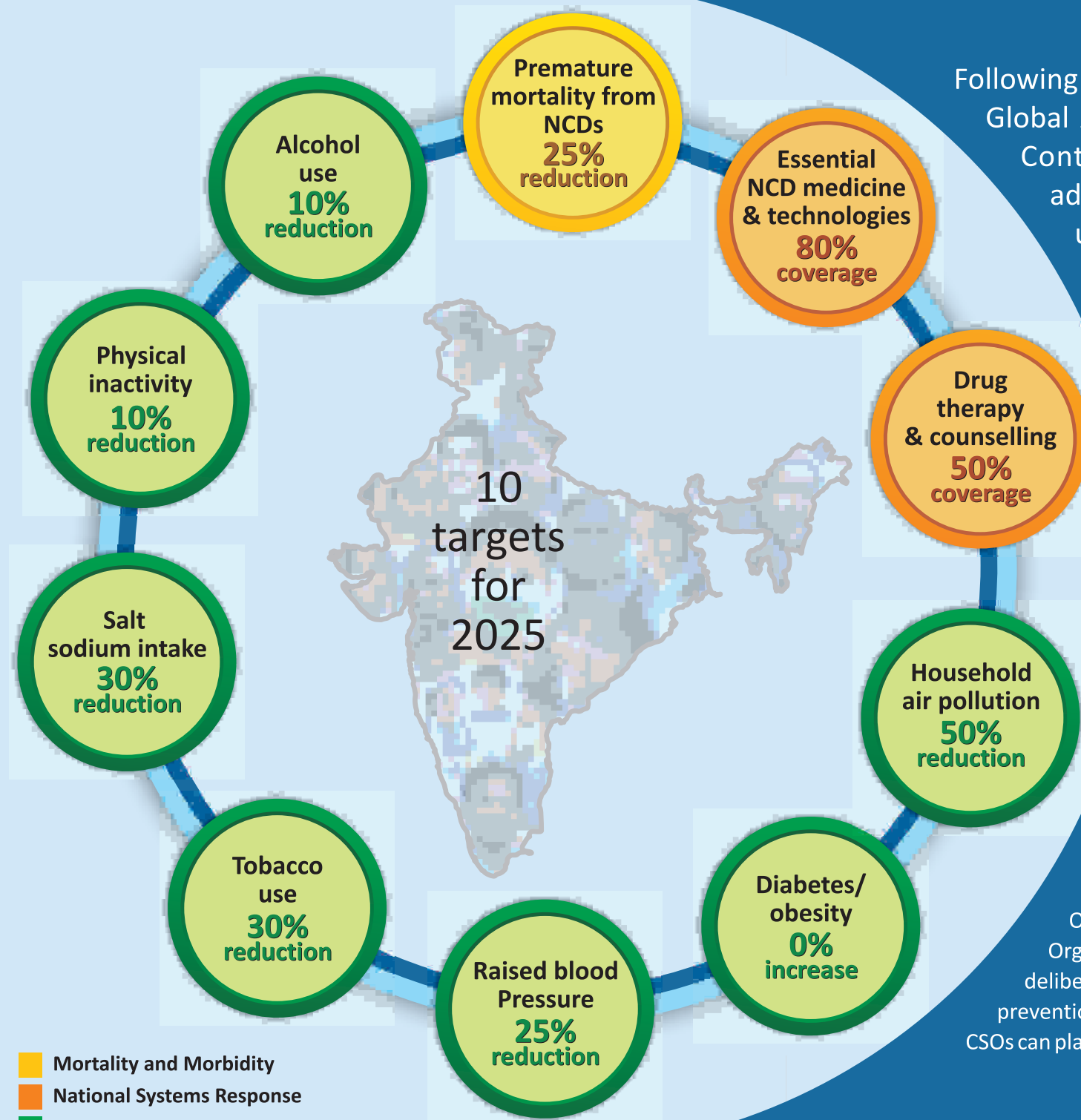
## Mission

The Healthy India Alliance will create an enabling environment for active participation of health and non-health Civil Society Organisations to prevent and control Non Communicable Diseases through effective policies, partnerships and programmes.



### NCDs: A multi-sectoral issue

- Non-Communicable Diseases (NCD) or chronic diseases are the number one cause of disability and death world over.
- The adverse physical and mental health, social, environmental and economic consequences of NCDs affect all, particularly the poor and vulnerable populations.
- In September 2015, 193 world leaders committed to achieving 17 Sustainable Development Goals (SDGs) and 169 targets to end extreme poverty, fight inequality and injustice and protect our planet by 2030. Health is central in the SDGs with Goal 3 focused on improving health and wellbeing for all, at all ages.
- The impact of NCDs have been recognised worldwide – and the SDGs aim to reduce premature deaths from NCDs by one-third by 2030 (SDG target 3.4).
- In India, NCDs are estimated to account for 60% of all deaths.
- India stands to lose \$4.58 trillion before 2030 due to NCDs and mental health conditions. Cardiovascular diseases, accounting for \$2.17 trillion and mental health conditions (\$1.03 trillion), will contribute to major economic losses. This contrasts starkly with the cost of action: \$11 billion a year to implement a set of NCD “best buy” interventions in all developing countries.



Following the World Health Organization's Global Action Plan for the Prevention and Control of NCDs, 2013-2020, India adopted a set of 10 national targets under the National Action Plan to reduce premature NCD mortality by 25% by 2025.

## National NCD Monitoring Framework

### Genesis of the Healthy India Alliance

The global NCD Alliance (founded by four international NGO federations representing the four main NCDs – cardiovascular disease, diabetes, cancer and chronic respiratory disease) and WHO South-East Asia Regional Office convened a Consultation of Civil Society Organisations (CSOs) from the Region in July 2015, to deliberate on priorities and strategies to advance NCD prevention and control in the Region and the role that CSOs can play in this sphere.



As a follow up to this SEAR CSO Consultation, the NCD Alliance convened an Indian Civil Society Roundtable to deliberate on a collaborative CSO response to a Request for Proposals (RFP) for setting up a multi-disciplinary CSO coalition in India, to strengthen NCD advocacy. An ad hoc committee of organisations working on NCD issues in India responded to the RFP and volunteered to form the '**Healthy India Alliance**' *for the prevention and control of NCDs in India*. The current Governing Board of the Alliance comprises of the following member organisations:

- Association of Adolescent and Child Care in India
- Alzheimer's and Related Disorders Society of India
- Cancer Foundation of India
- Centre for Chronic Disease Control
- Clean Air Asia
- Dakshayani and Amaravati Health and Education (Dakshama)
- HealthBridge
- Health Related Information Dissemination Amongst Youth (HRIDAY\*)
- Indian Cancer Society
- Madras Diabetes Research Foundation
- Nada India Foundation
- Pallium India
- Public Health Foundation of India
- Sundaram Arulrhaj Hospital
- The Union South East Asia
- World Lung Foundation/Vital Strategies

## Why Join the Healthy India Alliance?

- To build partnerships for a collective response to NCDs in India.
- To foster engagement of multi-sectoral CSOs to tackle NCDs by generating awareness, building capacity, empowering patients and advocating for health promoting norms.
- To draw on the unique strengths of varied CSOs to mobilise resources and mitigate the health and socio-economic complexities arising from NCDs.
- To avail an important opportunity to garner greater visibility for ongoing initiatives, knowledge sharing and building a roadmap for achieving the SDGs and strengthening Government-CSO partnerships.

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\*HRIDAY is the Secretariat for the Alliance

## Activities of the Alliance

- **Converge:** Serve as an inclusive Alliance to unite action, host meetings, recruit new partners and promote the work of CSOs working on NCD related issues;
- **Collaborate:** Ensure that government agencies recognise NCDs as a national development priority;
- **Care:** Facilitate screening, counseling and referral services for those diagnosed with NCDs;
- **Connect:** Undertake awareness campaigns, engage media, and educate people about NCD risk factors, end stigma and promote early screening;
- **Capacity Building:** Train health workers, survivors and other advocates in counseling, screening, advocacy and patient support;
- **Compute:** Provide support for research and data gathering processes on NCDs;
- **Catalyse multi-sectoral advocacy:** Ensure participation of non-health CSOs, particularly those working on environmental, gender and human security issues;
- **Contribute:** Align activities to the national, regional and global action plans on NCDs and SDGs.



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HEALTH RELATED INFORMATION  
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### Secretariat

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