

PHFI and Eli Lilly partner to tackle NCDs in India

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The Public Health Foundation of India (PHFI), on December 13, 2012 launched an intensive five year programme to fight the rising burden of non-communicable diseases (NCD) in India,. The initial focus will be on improving outcomes for people with diabetes and High Blood Pressure (HBP). Named 'Uday', it is funded by an unrestricted educational grant to PHFI under Eli Lilly's US\$30 million global initiative to tackle non-communicable diseases in four countries including India. The primary partners for programme in India are the Public Health Foundation of India (PHFI), Population Services International (PSI) and Project HOPE.

Based on the unique research, report and advocate framework, the programme aims to demonstrate cost-effective scalable

approaches for effective diabetes and high blood pressure management. Through this approach, the programme will focus on sharing results with key stakeholders, including government and the global health community to encourage adoption of the best solutions. In the first phase, the project will be implemented in Vizag (Andhra Pradesh) and Sonapat (Haryana), with an intent to strengthen the diabetes and HBP care capabilities in terms of prevention, detection and effective management.

Prof. K Srinath Reddy, President, PHFI said "Diabetes and its complications represent a rapidly expanding public health concern that is expected to affect 552 million people by 2030 with devastating health and economic consequences. Diabetes is no longer a disease of the rich. It affects a large number of lower middle class individuals and the poor. Diabetes over a long term affects all organs of the body and is linked to heart attacks, stroke, some cancers and several infections."

Commenting on the launch, Melt Van Der Spuy, Managing Director, Eli Lilly and Company India, said, "We are delighted to announce the launch of Uday - under the Lilly NCD Partnership in India. Today, non-communicable diseases are a major health challenge for India and there is a pressing need to address its rising burden. That said, through Uday, Lilly will support identification of innovative solutions to contribute to this fight against diabetes in India."

Prof. D Prabhakaran, Director Centre for Chronic Disease Control and PHFI said, "Preventive strategies are urgently required to curb the anticipated 50% increase in premature death due to diabetes in the next decade. These include both health promotion to adapt the right life style and utilizing simple yet effective management strategies for treating manifest diabetes."

Chronic diseases disproportionately affect the economically disadvantaged, with 80 percent of all NCD deaths occurring in low- and middle-income countries. NCDs are a major contributor to poverty and a barrier to social and economic development.

India is home to over 61 million diabetic patients - an increase from 50.8 million last year. The International Diabetes Federation's (IDF) fifth diabetes atlas predicts India's diabetes burden to cross the 100 million mark by 2030. India's diabetes burden is second to China, which has 90 million people with diabetes (2011) that will increase to about 130 million by 2030.