

Meet the change makers- 'Ensuring healthy lives...



Chanda along with eight other peer educators with a similar background regularly visit families in an urban slum and talk to them about diabetes, hypertension, cancer and alcohol & tobacco. These peer educators are 15-18 years old students and are part of the same community which makes it easier for them to understand and make a connection with the families...Five out of nine peer educators share how their fathers were addicted to alcohol and despite being girls how they managed to make them understand and help them reduce their alcohol consumption... excerpts from Nada advocacy workshop*

*The name has been changed

Towards Community Well being



**VALUE
YOURSELF**

...make healthy choices

...make healthy policies

PHYSICAL INACTIVITY

CARDIOVASCULAR

HARMFUL USE OF ALCOHOL

UNHEALTHY DIETS

CHRONIC RESPIRATORY

DIABETES

TOBACCO USE



Nada
India
Foundation

www.nadaindia.info

In India, NCDs are estimated to account for 60% of all deaths...

Need has been identified to overcome the stigma and blame associated with NCDs and its related risk factors in order to empower and ensure the entitlement of the people effected and affected by NCDs to assert their right to health...

Nada India as a governing board member of the Healthy India Alliance sees it as an opportunity to build partnerships for strengthening systems related to alcohol prevention, treatment and rehabilitation in India

Suneel's blog IOGT

International <http://iogt.org/blog/author/suneelvatsayan/>



Prevention and control of Non communicable diseases & Risk factors

The adverse physical, mental health, social, environmental and economic consequences of non-communicable diseases (NCDs) affect all, particularly the poor and vulnerable populations. Nada India has been working on prevention of NCDs with a focus on alcohol and tobacco use at primary and secondary levels by using treatment readiness, peer based approach and capacity building of peer led rehabilitation centers.

Nada Peer education initiatives and approaches adopted as a model for promoting prevention of NCDs (heart disease, cancer, diabetes, chronic respiratory diseases) and education of risk factors for those considered "hard to reach," such as young people, women and alcohol users.

Nada Peer education program aims to meet the need to engage patient before they accept this new identity of "patient" and promote informed choices among people effected and affected by NCD risk factors (tobacco use, unhealthy diet, insufficient physical activity and the harmful use of alcohol & stress).



Raise awareness

Campaign focuses on schools, colleges, slums, rural communities, and civil societies to generate awareness and promote right based media & consumer literacy among adolescents, youth and women.

Capacity Building Nada adopts a capacity building framework that addresses three integrated and reinforcing components: individual/workforce, organizational, and systems. Nada works with people effected and affected by NCDs and its risk factors to enhance their capacity. Nada India offers training programs in the following areas

- ✓ Counseling for health promotion & NCD control
- ✓ Patient & care giver engagement for "Good health & Care"
- ✓ Engaging young people for social policy measures
- ✓ Social work to Social entrepreneurship

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