

Brief Report

Conceptual framework on - establishing healthy life style centre in Chhattisgarh state, India

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ABSTRACT

Lifestyle diseases characterized by those diseases whose occurrence is primarily based on the daily habits of people and are a result of an inappropriate relationship of people with their environment. The main factors contributing to lifestyle diseases include bad food habits, physical inactivity, wrong body posture, and disturbed biological clock. Lifestyle diseases are the most common causes of disability, morbidity and premature mortality. They account for 52% of deaths, 43% Disability Adjusted Life Years (DALYs) and 62% of total disease burden in India. Life style disease can be prevented through focused and comprehensive public health intervention by establishment of Healthy Life Style Centre (HLSC). HLSC will be a comprehensive approach which will provide health services for Non-Communicable diseases under the one roof. The HLSC will offer consultation, learning, counselling and testing facilities regarding Diabetes and other Non-Communicable diseases (NCD). Life style diseases can be prevented through public health intervention by special task force and policy document related to life style disorders.

Keywords: Chhattisgarh, Healthy life style centre, Lifestyle diseases, Non-communicable diseases

INTRODUCTION

Lifestyle diseases characterized by those whose occurrence is primarily based on the daily habits of people and are a result of an imbalanced relationship of people with their environment. It is an established fact that the main factors contributing to lifestyle diseases include unhealthy eating habits, physical inactivity, wrong body posture, and disturbed biological clock.¹⁻³ Lifestyle diseases are the most common causes of disability, morbidity and premature mortality. The leading lifestyle diseases are diabetes, hypertension, cardiovascular disease etc. Besides presenting a serious threat to public health, these diseases hamper socioeconomic development of the country. They account

for 52% of deaths, 43% Disability Adjusted Life Years (DALYs) and 62% of total disease burden in India. This burden is likely to increase over the period of time. The expenditure associated with the long-term effect of these diseases is very high. The economic burden would be in the range of 5 to 10% of GDP (Gross domestic product), which is significant and this hampers the development of the country.⁴

Associated with this, the demographic transition (i.e. raise in aged population), the epidemiological transition (i.e paradigm shift from communicable diseases to non-communicable diseases) and social transition (like eating habits, smoking and alcoholism) pose serious challenge to the health system.⁴ Due to rapid urbanization and

industrialization, density of affluence population has been increased. It paves way for increasing life style disorders like diabetes, hypertension, heart diseases, cancer etc. To prevent the grappling issue, National program prevention and control of non-communicable diseases, has been started on pilot basis across the country and in districts of Chhattisgarh state (Bilaspur, Raipur and Jashpur). The

entire state will be covered in phased manner. But there is a need for focused and comprehensive as the old saying goes “an ounce of prevention is better than a pound of cure”, in the same line a concept of HLSC has been formulised which can be implemented as a model to prevent life style diseases.

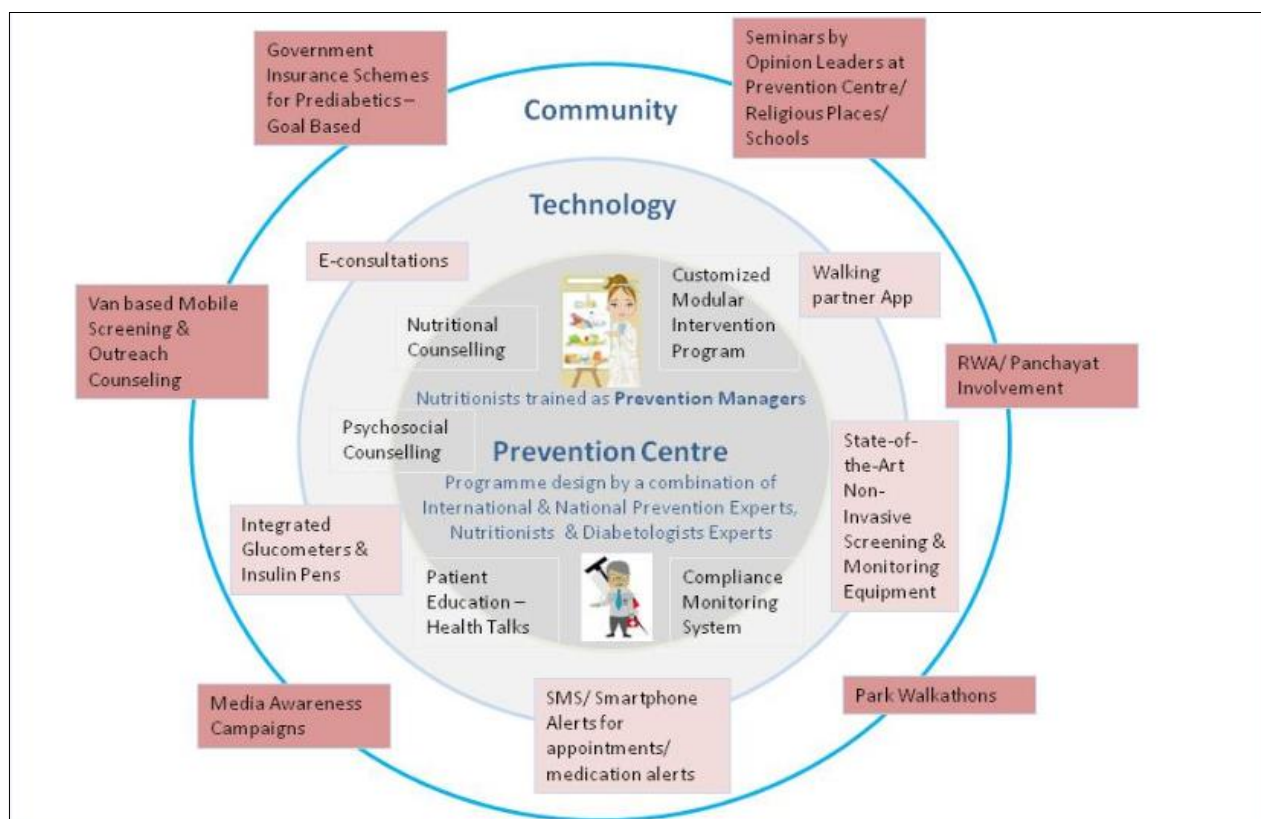


Figure 1: Healthy life style centre.

POLICY FRAMEWORK

The proposed model will offer consultation, learning, counselling and testing facilities regarding Diabetes and other Non-Communicable diseases. These Centres will not only provide services using advance technologies but also a variety of health programs, numerous lifestyle presentations and health seminars, as well as vital health screenings. The HLSC will also committed to human wellness by working in partnership with the business community to offer quality health services and programs.

HLSC will be established through both public mode and public private mode. In public mode, centres will be operated in public health institutions while in public private mode; centres will be operated in the premises owned by the organization to which the project may be outsourced. Work performance of these centres will be evaluated by State NCD Cell.

At HLSC, a team of medical specialist from various discipline and allied health professionals will provide comprehensive lifestyle management care for the treatment and prevention of diabetes, hypertension, obesity and weight-related medical conditions.

In the clinic a multi-disciplinary team will work through specially designed multidisciplinary programs and services, team members work closely with patient/visitor and their families to promote healthy weight management, eating, exercise and lifestyle habits with a focus on lifelong change.

STRATEGY

The proposed model will be implemented through multipronged strategy:

1. Consultation for following specialties will be available:

- Endocrinologist: 30 days in a year
- Nephrologists: 30 days in a year
- Specialist in diabetic retinopathy: 30 days in a year
- Cardiac specialist: 30 days in a year
- Medical doctor: All working days
- Nutritional expert: All working days

2. Full time counsellors will be appointed to provide counselling on following areas, so that people can avail services at same time:

- IDDM counseling
- Life style modification
- Obesity counseling
- IDDM review counseling
- Alcohol counseling
- Tobacco counseling
- Adherence counseling

Life style counsellors will offer everyone a modern, scientific, holistic Healthy and Balanced Lifestyle education, training, support and counselling with the true awareness and understanding of the needs of the body, mind and the soul.

- Lifestyle Counsellors are committed to the education and guidance of their patients in making positive changes to various aspects of their lifestyle that may be inhibiting optimal health.
- Lifestyle counselling takes into consideration where you are in your health journey and what you wish to achieve.
- By evaluating the environmental, mental/emotional and physical aspects of your life, the lifestyle counsellors can help the patients make choices which will enhance their well-being and reduce stress levels.
- Personal counselling can help the clients to open up and voluntarily change self-defeating unhealthy beliefs and destructive attitudes that lock one into unsatisfactory life patterns.
- Educate the population in how to improve their nutrition and nutrient levels, avoid toxicity, decrease stress, improve their body biochemistry and engage in appropriate physical activity. Also educate on how to improve the body's inner function while decreasing the many stresses from the environment in order to improve health.

3. Information, education and communication and behavioural change communication centre: In order to prevent lifestyle related diseases in the society it is

important to create awareness. Various means of communications like posters, pamphlets, videos, 3D models, online self-risk assessment will be used for learning on diabetes and non-communicable diseases. Various talk shows and workshops on diabetes and non-communicable diseases will be organized at various departments, and this will be managed by media team. An effective advertisement will be prepared to create awareness. These advertisements will contain all the parts that motivate people to visit centre. Advertisement effectiveness will be measured time to time/ in regular interval.

Media for advertisement to create awareness will be:

- Print media: advertisement schedule will be prepared for the print media releases.
- Outdoor: A mix will be prepared for hoarding boards, poll board and display boards.
- Broadcasting: Radio Advertisement will be created to spread the message.
- Transportation: Buses and other vehicles can be target to advertise the concept.
- Road promotions: Vehicle decorated with the promotional message will be run in every prominent area.
- Door to door: Promoters will visit every ward of the city to educate people.
- Mall activity: Promotional activity will be organized to create awareness.
- Toll free number for help desk
- Website promotions and on-line marketing
- Printing materials for distribution
- Broacher & pamphlet, and any kind of literature

Promotional events:

- Walk for the life
- Lifestyle anthem
- Marathon
- Talk shows
- Awareness/promotional rallies
- Medical camps
- Seminars and workshops

There is a need to strike our attention on preventive health care services. State needs full focus public health interventions on these diseases in all districts for

prevention, control, and management of cancer, heart diseases, hypertension, diabetes etc. So life style diseases can be prevented through public health intervention by special task force and policy document related to life style disorders. This paper is a preliminary document on a suggested framework that needs to be worked out on a broader basis across all stakeholders with operational definitions, Standard operating procedures and protocols finalized.

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