

**GOVERNMENT OF INDIA
MINISTRY OF HEALTH AND FAMILY WELFARE
DEPARTMENT OF HEALTH AND FAMILY WELFARE**

**LOK SABHA
UNSTARRED QUESTION NO. 4226
TO BE ANSWERED ON 20th DECEMBER, 2024**

DISEASE PREVENTION PROGRAMME IN DEPRIVED AREAS

4226. SHRI SASIKANTH SENTHIL:

Will the **Minister of HEALTH AND FAMILY WELFARE** be pleased to state:

- (a) the steps taken/proposed to be taken by the Government to strengthen the National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke (NPCDCS) in deprived areas;
- (b) the measures taken by the Government to address mental health challenges, especially in rural areas including integration of mental health education in schools;
- (c) the details of progress achieved in implementing tobacco and alcohol control measures including amendments to the COTPA Act; and
- (d) the efforts being made to combat rising obesity rates and improve maternal and child health outcomes particularly in high-burden regions?

**ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY
WELFARE
(SHRI PRATAPRAO JADHAV)**

(a): The Department of Health and Family Welfare, Government of India, provides technical and financial support to the States and Union Territories across the country including in deprived areas under the National Programme for Prevention and Control of Non Communicable Diseases (NP-NCD) as part of National Health Mission (NHM). The programme focuses on strengthening infrastructure, human resource development, early diagnosis, referral to an appropriate level of healthcare facility for treatment, management, health promotion and awareness generation for prevention, of Non-Communicable Diseases (NCDs). Under NP-NCD, 770 District NCD Clinics, 372 District Day Care Centres, 233 Cardiac Care Units and 6410 Community Health Centre NCD Clinics have been set up.

A population-based initiative for screening, management and prevention of common NCDs including diabetes, hypertension, oral cancer, breast cancer and cervical cancer have been rolled out as part of comprehensive Primary Health Care under National Health Mission (NHM). Screening of these common NCDs is an integral part of service delivery.

Further, initiatives for increasing public awareness about NCDs and for promotion of healthy lifestyle include observance of health days related to NCDs, use of social media for continued community awareness. Financial support under National Health Mission (NHM) for awareness generation activities for NCDs is provided to States/Union Territories as per their Programme Implementation Plans (PIPs).

In the community, Accredited Social Health Activist (ASHA) plays a pivotal role in spreading awareness about NCDs. ASHAs educate individuals and families on the importance of adopting healthy lifestyles, including nutritious diets, regular physical activity, and avoidance of use of tobacco and alcohol. (ASHAs emphasize the significance of early detection through regular health check-ups and screenings, enabling timely intervention through home visits, group meetings, and participation in health campaigns).

(b) to (d): National Mental Health Programme (NMHP) focus on providing affordable and accessible mental healthcare facilities under National Health Mission. Mental health facilities made available at the Community Health Centre (CHC) and Primary Health Centre (PHC) levels, include outpatient services, assessment, counselling/ psycho-social interventions, continuing care and support to persons with severe mental disorders, drugs, outreach services, ambulance services etc. In addition to above services there is a provision of 10 bedded in-patient facility at the District level.

Mental health services have been added in the package of services under Comprehensive Primary Health Care provided at Ayushman Arogya Mandirs. Operational guidelines on Mental, Neurological, and Substance Use Disorders (MNS) at Ayushman Arogya Mandirs have been released under the ambit of Ayushman Bharat. As on 22.11.2024, 36 States and Union Territories have set up 53 Tele MANAS Cells and have started tele mental health services. More than 15,95,000 calls have been handled on the helpline number. Tele Manas Mobile Application has also launched to provide support for mental health issues.

Details of progress in implementation of tobacco control measures are as follow:

(i) Regular communication with the States and Union Territories for effective implementation of tobacco control laws “Cigarette and Other Tobacco Products (Prohibition of Advertisement and Regulation of Trade and Commerce, Production, Supply and Distribution) Act 2003” (COTPA 2003) and Prohibition of Electronic Cigarette (Production, manufacture, import, export, transport, sale, distribution, storage and advertisement) Act 2019 (PECA 2019) and to take action against violations.

(ii) Extending the TV and Film rules, 2012, to the Over-The -Top (OTT) platforms and Regulation of Trade and Commerce, Production, Supply and Distribution [COPTA Amendment Rules 2023].

(iii) 60 days Tobacco Free Youth Campaign was launched in 2023. This year too, a 60 days Tobacco Free Youth Campaign 2.0 was launched with the expanded strategies and a stronger focus on social media engagement for educating and empowering the youth regarding the harmful effect of tobacco.

(iv) As on date, 43,793 educational institutions are made tobacco free.

- (v) 7,62,147 persons have received counselling services through Quitline Centres and tobacco cessation centres established across the country.
- (vi) Three important guidelines (a) Health Workers Guide, (b) SOPs for villages to be Tobacco Free and (c) Guidelines for Law Enforcers for Effective Implementation of Tobacco Control Laws 2024 were also launched during this year.
- (vii) A major achievement has been made under this programme to make the workplace and public space tobacco free.

Food Safety and Standards Authority of India (FSSAI) has notified the Food Safety and Standards (Safe food and balanced diets for children in school) Regulations, 2020. These regulations place a restriction on sale of food products high in saturated fat or transfat or added sugar or sodium to school children in school canteens/mess premises/hostel kitchens or within 50 meters of the school campus and also a restriction on advertisement of such products in these areas. Further, it also specifies when marketing foods to children in school premises or campus, the Food Business Operators shall provide food to children which is not high in saturated fat or trans-fat or added sugar or sodium.

FSSAI has also notified Food Safety and Standards (Alcoholic Beverages) Regulations, 2018 and has mandated 'Specific Labelling Requirements for Alcoholic Beverages', Statutory warning on the label has to be mandatorily printed on the label of the alcohol products being sold.

FSSAI conducts awareness camps on regular basis across the country on adoption of healthy eating habits amongst citizens through its "Eat Right India" initiative. So far 531 number of "Eat Right India" camps have been conducted. As part of the initiative, awareness is generated about side effects due to consumption of foods high in fat, salt and sugar through its nationwide media campaign called 'Aaj se Thoda Kam' and a series of short videos (with dubbing in 12 regional languages).

FSSAI has also launched social media campaign "Recipe Ravivaar" to promote healthier food options. Further, online competitive challenges are also organized by FSSAI for spreading awareness among the citizens of the country to reduce consumption of fat, salt and Sugar. Also, Network of Professionals in Food and Nutrition (NETPROFAN) has also been carried out for intensive campaigns for awareness on healthy eating habits.

Children from 0 to 18 years of age are screened for 32 health conditions (i.e. Diseases, Deficiencies, Defects and Developmental delay) under Rashtriya Bal Swasthya Karyakram (RBSK) to improve child survival. District Early Intervention Centres (DEICs) at district health facility level are established for confirmation and management of children screened under RBSK.

School Health & Wellness Programme (SH&WP) is a joint initiative of Ministry of Health and Family Welfare and Ministry of Education to foster growth, development and educational achievement of school going children by promoting their health and wellbeing. Two teachers from each school are identified and trained as 'Health and Wellness Ambassadors (HWAs)' on 11 thematic areas including the Emotional Well-being and Mental Health.
