

PHFI, AXA team up to combat NCDs

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The project involves implementing innovative behaviour change interventions on NCD prevention.



AXA, a French multinational insurance firm, is undertaking a project as part of its Corporate Social Responsibility (CSR) initiative with Public Health Foundation of India (PHFI) on 'Implementing a setting-based health promotion intervention for prevention and control of non-communicable diseases (NCDs)'.

The project involves implementing innovative behaviour change interventions on NCD prevention and control in multiple settings including schools, colleges and workplaces- across all age groups. The study is guided by a multi-disciplinary advisory committee including experts from WHO, academic institutions, NGOs and government representatives.

According to Global Burden of Diseases, NCDs, including cancer, heart disease, chronic lung disease and diabetes, pose huge health and economic burden in India and account for 6.4 million deaths every year. Hence, the urgent need to augment efforts to prevent NCDs in all settings and across age groups, since most NCDs are related to living habits and unhealthy choices like tobacco consumption.