



# World Heart Day 2023

**Dr. Agatha Betsy**

**Nutrition (Research/Communication/Engagement)**

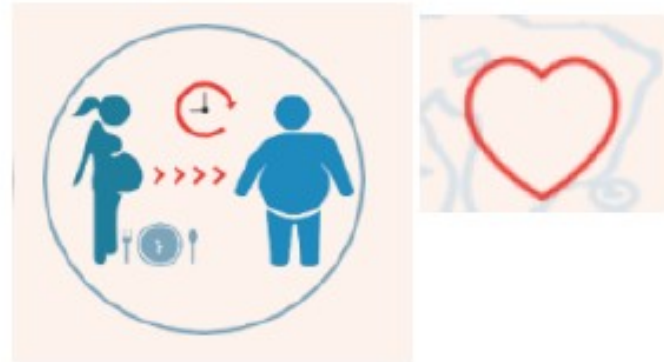


# India is facing the Triple Burden of Malnutrition

**Under Nutrition**  
(Stunting/Wasting/Underweight)



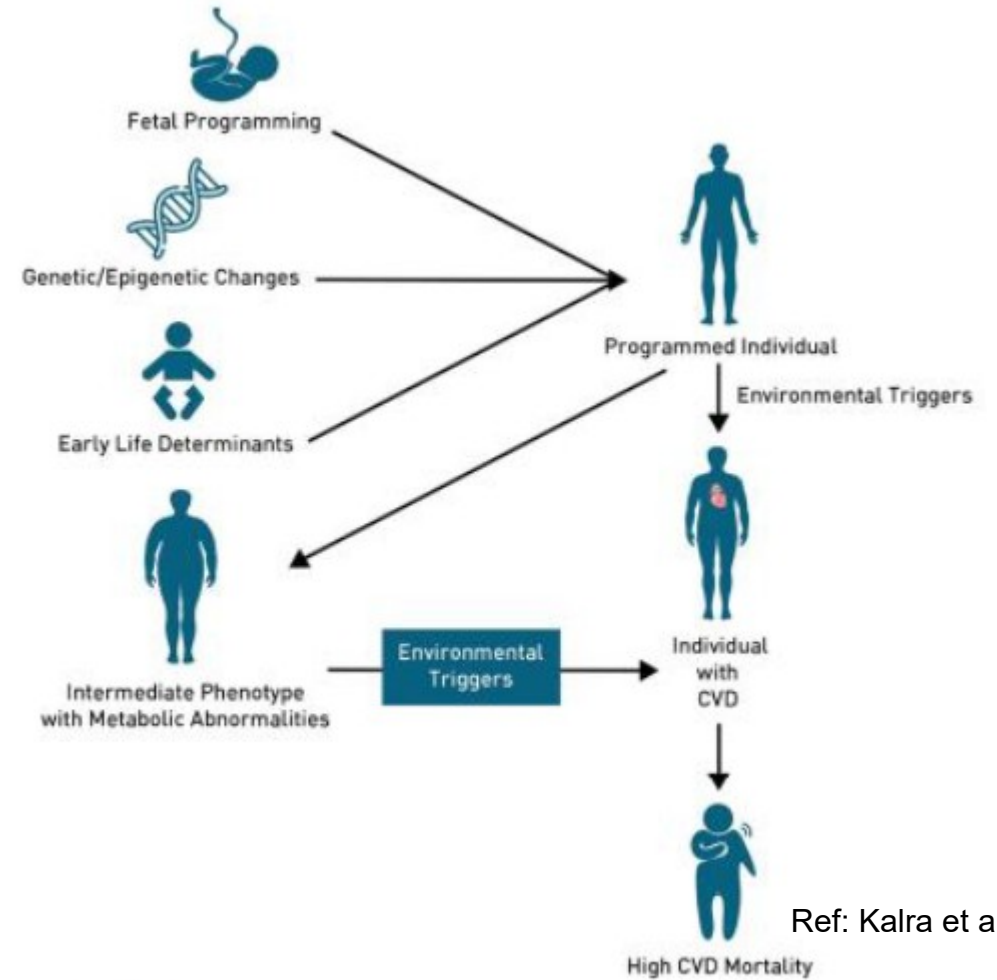
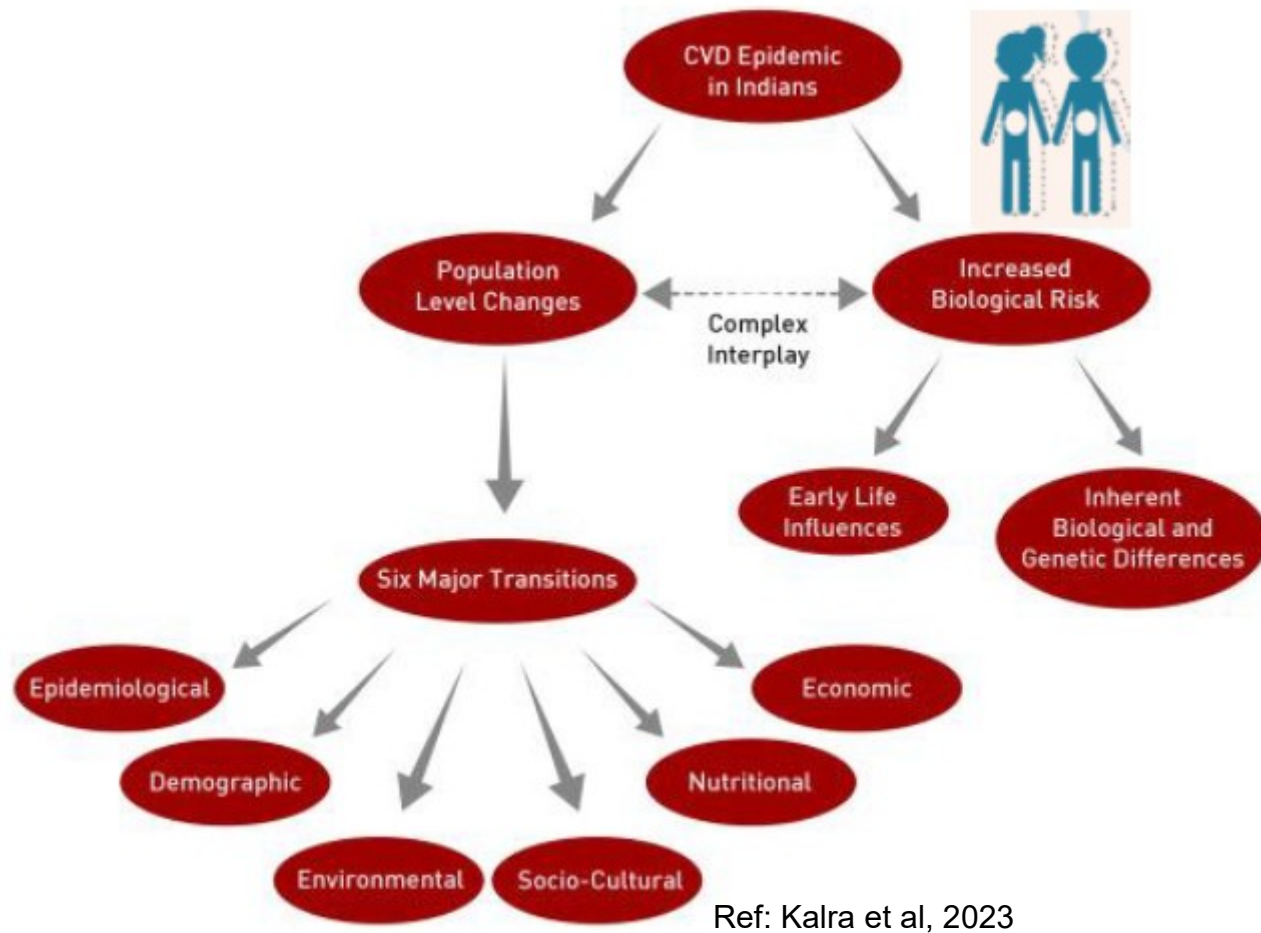
**Over Nutrition NCDs**  
(CVDs/Diabetes/CRDs/Cancers)



**Hidden Hunger**  
(Micronutrient Deficiencies)



# We Indians are more prone to NCDs



There is a complex interplay of several determinants & “**Fetal origins of adult disease**” hypothesis that adverse environmental influences in utero and during infancy directly increase susceptibility to disease

# NCDs Situation In India

- **66%** of total deaths by NCDs
- **75%** in LMIC
- **11%** (101 M) Diabetics, **15%** (136 M) Prediabetics (INDIAB)
- **CVDs** are the leading cause of NCD deaths
- NCDs have doubled in last 20yrs



Onset	X	<b>10y &lt; X</b>
Age related DALY CVD	X	<b>1.3 X</b>
Age related DALY IHD	X	<b>1.6 X</b>
DALY RHD	X	<b>2.4 X</b>

India contribution to Global Daly  
IHD **23.1%** Stroke **14%**:



- ▶ Changing Health Environment
- ▶ Triple Burden of Malnutrition
- ▶ Indians more prone to NCDs
- ▶ Onset earlier by a decade
- ▶ Younger population at risk
  - ▶ **40 is the new 30**
  - ▶ *Is 40 the new 60 as well?*
- ▶ Worsening Lifestyle Habits





# What is the campaign all about

## ABOUT US

### Making Young India **refocus** on Health



Saffola presents 40 under 40, an initiative by TOI dedicated to **spearheading the cause of a healthy India**. This campaign seeks to inspire young Indians to hit a pause on living a “**productive**” life and recognise the repercussions of their unhealthy and sedentary lifestyles. **This is a 8-week health movement** in which 40 young achievers will take daily healthy steps to improve their lifestyle scores. The mission is to **create widespread awareness about the cumulative effects of such habits on one's well-being to empower the nation**, particularly those under the age of 40, to embrace positive transformations in their daily routines to adopt healthier alternatives.

**Research** and studies have shown that unhealthy habits and sedentary lifestyles are leading to 60 Ki Bimari 40 Mein taking a toll on the well-being of young Indians. Rising instances of lifestyle diseases, such as obesity, heart disease, and diabetes, are compelling indicators of the urgency to address this pressing issue. Saffola presents 40 under 40, an initiative by TOI that is **a health campaign that acts as a catalyst for change**, fostering a culture of wellness and resilience in our society.

We aim to **inspire Indians** to take small yet **consistent steps towards improving their well-being**. By bringing together 40 enthusiastic changemakers for a 8-week health journey, the campaign offers engaging challenges, fitness tips, and nourishing dietary recommendations encouraging every Indian to join this journey. With consistent daily actions, participants gear up to witness a transformative impact on their fitness, energy levels, and overall quality of life.

#### **Change begins here**

Take your Roz Ka Healthy step today with Saffola 40 Under 40 and make lasting health changes. Join this one-of-a-kind journey to experience the impact yourself. **Let's revolutionize our health together for a happier and healthier future!**

# Saffola Leaders stir the communication on Health

Speaking about the campaign, **Somasree Bose Awasthi, Chief Marketing Officer, Marico Limited**, said, "There is an increasing trend of young Indians falling prey to lifestyle diseases: In a young country like India, this trend is deeply concerning. Saffola has always been a part of the Indian lifestyle and as a thought leader in that space we believe in inspiring young India to eat better and live healthier. Through this campaign, we are attempting to bring about a sustainable habit change. We believe in today's hectic day and age, earning the trust through hard effort and engagement which we will attempt to continue."

## Saffola's latest campaign 40 Under 40 inspires India to 'eat better and live healthier'

*The brand has joined hands with 40 young achievers under 40 to embark on the 'Eat Right for Healthier Living' journey over 8 weeks*

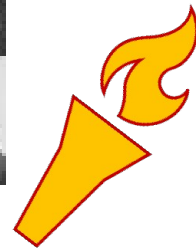
## Saffola teams up with 40 young achievers under 40 for 8-week 'Eat Right, Live Well' campaign

By **The News Desk** - August 10, 2023

**Ankit, Chief Operating Officer, Madison Media** said, "The rising incidences of lifestyle diseases amongst young Indians is a concern for all of us. At Madison Media, we at Madison Media take pride in creating this health content for influencers and their followers across India. Saffola has always been a part of the Indian lifestyle, and through this campaign it attempts to bring about a sustainable habit change. The focus on healthier living. Backed by months of research and development, excellence, along with all the stakeholders we look forward to creating a healthier India."

**Anant, Chief Creative Officer (CCO), Mullen Lintas** said, "While the world celebrates professional young achievers, we wanted to encourage all Indians to think deeply about another kind of achievement: good health. Saffola '40 under 40' Roz ka Healthy Step is a social-first, interactive campaign that recruits 40 influencers under the age of 40 as real, fallible brand ambassadors, to inspire the rest of us towards taking that decisive first (and second, and third) step towards mindfully healthy living."

# Select Influencers to Influence for REAL cause



# Saffola Lifestyle Score: Know your Health Status

## SAFFOLA LIFESTYLE SCORE

How often do you consume vegetables?

- Every day
- Every alternate day
- At least twice a week
- At least once a month

Can you tell us your level of job-related stress?

- Minimal
- Intermittent
- Stressful
- Under duress

Have you ever got your blood pressure checked by a doctor? If so, what was the result?

- Checked; it was normal
- Checked; it was high, but now in control
- Checked; it was high and still not in control
- Never checked



The score is an indicative tool designed by experts

<https://timesofindia.indiatimes.com/spotlight/saffola-40under40/survey>

HOME ABOUT THE 40 PARTICIPATE VIDEOS

Back

**SAFFOLA CARES FOR YOUR HEALTH.**

**YOUR SAFFOLA LIFESTYLE SCORE IS** Share

High Risk Low Risk

**74**

Your lifestyle is good and it surely has a positive impact on your heart health. Continue taking small healthy steps to make your heart healthier.

Get discounted nutrition consultation and health check up to start your health journey

Avail your discounted offers

NIS TATA 1mg

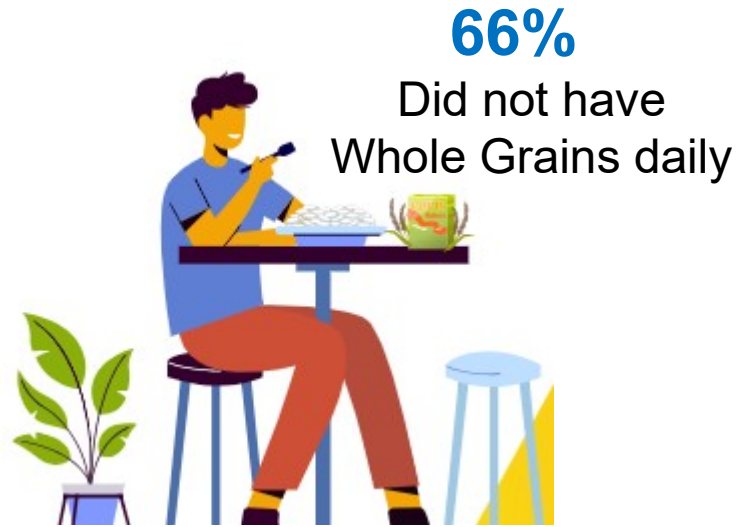


# Scores showed Concerning results



**84%**

Did not have fruits everyday



**66%**

Did not have Whole Grains daily



**28%** eat out often  
(**4%** is everyday)



**41%**

job related stress



**66%**  
skip meals

Age: 30 and above (#17318)  
Age: 30-49 (#16322)

# Scores showed Concerning results



**67%** did not exercise daily



**14%** high blood pressure



**60%** did not have sound sleep



**24%** high blood sugar



# Roz Ke Healthy Steps for 8 Weeks: Challenge One step @ a time



The Hidden Sugar Challenge: After portion control, Saffola & TOI's 40 Under 40 young achievers address their sweet tooth

Anushree Singh | SPOTLIGHT | Sep 1, 2023, 14:10 IST



When leading busy, hectic lives, convenience often takes precedence over conscious eating. As a result we are left unaware of the hidden sugars we are consuming in our diet and how adversely they impact us. The second week of the 'The Hidden Sugar' Challenge, by Saffola and Times of India's '40 Under

40' Health Initiative, is here to remind us that it's time to address the

## Stay healthy with tried and tested recipes: Nutritionists

Sep 1, 2023, 07:42

Share



you cannot go too wrong.

BENGALURU: Walk into an "organic" are likely to acco may not find, in the world

Today, more and more nut recipes for the table will er

What is the common gran preference? Eat home-coo consistent routine, spend t These are some of the inex long. Lead a balanced life, i

# Roz Ke Healthy Steps for 8 Weeks: Challenge One step @ a time

## 40 influencers inspire 22K young Indians to make health a priority

Aug 19, 2023, 11:50  
Share



In a world where the barometer of success is how fast we have achieved something and been liked and acknowledged the same, rarely are the impact of the same on our bodies and health becoming the youngest ever CEO, the most successful superwoman mother, the hattrick of the best twice about those missing exercise schedule of coffee to eating out every day. But our bodies put it through, and it shows up as poor lifestyle

changes that will go on to have a big impact on their lives and

## Practise calm, beat stress, experts tell young Indians

Mini Thomas | Aug 12, 2023, 08:29

Share



BENGALURU: For 27-year-old, the biggest stressor in life takes immense effort, way the world wants to see Bengal State University

One of the life lessons cannot be judged by s

Modern life makes people successful and have even among the hardest hit

## 'Get relaxing bedtime routine, fight sleeplessness epidemic'

Sumitra Debroy | Aug 25, 2023, 04:55

Share



BENGALURU: In the fast-paced world, Jain grapples with a relentless war efforts to hit the bed early, the night twists and turns, but sleep eludes him, replaying the day's events and so morning. Exhausted, his companion worsening his sleep woes. After finally the help of a sleep expert who provides from his phone before bedtime.

Jain's situation is likely to resonate a quiet epidemic of sleeplessness: young, taking an invisible but massive toll on their



# Propagation of simple *Roz ke Healthy Steps*



Making young India refocus on health: A 40 under 40 initiative

[Read More >](#)



60 Ki Bimaariyaan 40 Mein? Saffola & TOI join hands to make India healthy again, one roz ka healthy step at a time

[Read More >](#)



Curb lifestyle disorders, incentivise health at personal & systemic level

[Read More >](#)



The Hidden Sugar Challenge: After portion control, Saffola & TOI's 40 Under 40 young achievers address their sweet tooth

[Read More >](#)



Practise calm, beat stress, experts tell young Indians

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Do you have any roz ka diet and nutrition questions? Join Saffola and TOI in #AskMeAnything session

[Read More >](#)



40 influencers inspire 22K young Indians to make health a priority

[Read More >](#)



Take Roz Ka Healthy Step by watching your portion size with Saffola & TOI's 40 under 40 Initiative

[Read More >](#)

<https://timesofindia.indiatimes.com/spotlight/saffola-40under40/articles>

# Health Experts Shared their *Daily Mantras* to help!!



IRREGULAR EATING HABITS LEAD TO A RISE IN HEART DISEASE IN INDIVIDUALS

A screenshot of a video call interface. At the top left is the Saffola logo and '40 Under 40' branding. A red button labeled 'AskMeAnything' is at the top right. Two video feeds are shown: 'EXPERT' Sheryl Salis, Founder &amp; Director of Nurture Health Solutions, and 'MODERATOR' Arun George, Senior Assistant Editor of TOI. A text overlay at the bottom reads 'resolved. Treat it. Then from' and 'NUTRITION PARTNER AT SAFFOLA 40 UNDER 40'.

# The Campaign continues to encourage several Indians to take a Pledge towards Healthfulness


PLEDGE NOW HOME ABOUT THE 4C PARTICIPATE VIDEOS ARTICLES



0 0 0 6 3 2 PEOPLE HAVE TAKEN THE PLEDGE.



# Thank You for your patience !

 **Saffola.** **4C UNDER 4C** Roz ka healthy step A TOI INITIATIVE THE TIMES OF INDIA CHANGE Begins Here

PLEDGE NOW **HOME** ABOUT THE 40 PARTICIPATE VIDEOS ARTICLES



## POOR HEALTH CAN LEAD TO A HEART FULL OF REGRETS!

This **WORLD HEART DAY**,  
pledge to live with **NO REGRETS!**

Take the pledge now



 **Saffola.**

**4C UNDER 4C**

Roz ka healthy step

A TOI INITIATIVE

THE TIMES OF INDIA

CHANGE Begins

