



Date: 08-01-2022

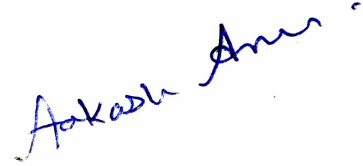
Dear Sir,

We write to you to suggest a few measures which would be important to present the rise of non communicable diseases like diabetes and the associated comorbidities.

1. Front of the package labelling of food products: As you are aware, high glycemic index food is the primary reason behind increasing insulin resistance and diabetes/obesity. People deserve to be informed well in this regard. To achieve this, the WHO has suggested front of the package labelling so that products contributing to non-communicable disease can be identified better by consumers. It is suggested that this be taken up with FSSAI for early issuance. This is especially important given the adverse consequences of comorbidities in Covid times.
2. Preventive messaging through wellness centres: Even as wellness centres are doing screening and primary treatment of diabetes, they have not been found to be taking up responsibility to prevent insulin resistance and obesity. Preventive messaging could start from educating people about their food with the points as mentioned in Annexure – I. The preventive messaging could be done through educational institutions as well.

We look forward to an early reply in this regard. Any assistance that our society could offer to take forward the agenda of public health will be our privilege.

Warm regards,



Aakash Arun

Secretary, 3S and Our Health

To

Shri Vishal Chouhan,

Joint Secretary,

Ministry of Health.

**Note on key concepts related to health for inclusion in
the messaging through wellness centres**

1. Glycemic index of food: The presence of refined sugar and maida could be pointed out as a way of identifying junk food. Also the technical factor of junk foods being of higher glycemic index could be pointed out. The glycemic index of food is critical for the population to know which is staring at a pandemic of diabetes and comorbidities.

2. Insulation from advertisements: Most of the advertisements of products leading to obesity and inculcation of unhealthy food habits are targeted. If there is a specific input regarding the presence such advertisements in their surroundings, they will be more aware to them when they encounter the same. This might be helpful in insulating or inoculating them against the same.

3. Melatonin and its role in sleep: The role of melatonin in providing good deep sleep and how watching the screen with full spectrum light affects the same will be an important input. The need to avoid full spectrum light of screens after dark can be highlighted.

4 Sun Break: Having periodic exposure to sunlight even briefly during the day may be incorporated. Renaming the “Tea Breaks” and “shorts breaks” as sun breaks could be useful. Such a step will help in highlighting the importance of natural lighting in preventing depression, Vitamin D deficiency, etc.

5. Role of insulin and fasting: The role of heightened insulin level in not allowing fat to burn and leading to obesity could be conveyed. This could help them inculcate healthy habits of fasting. The details of hypoglycemia leading to dizziness should be clearly explained.