

# Pilipinas Go4Health:

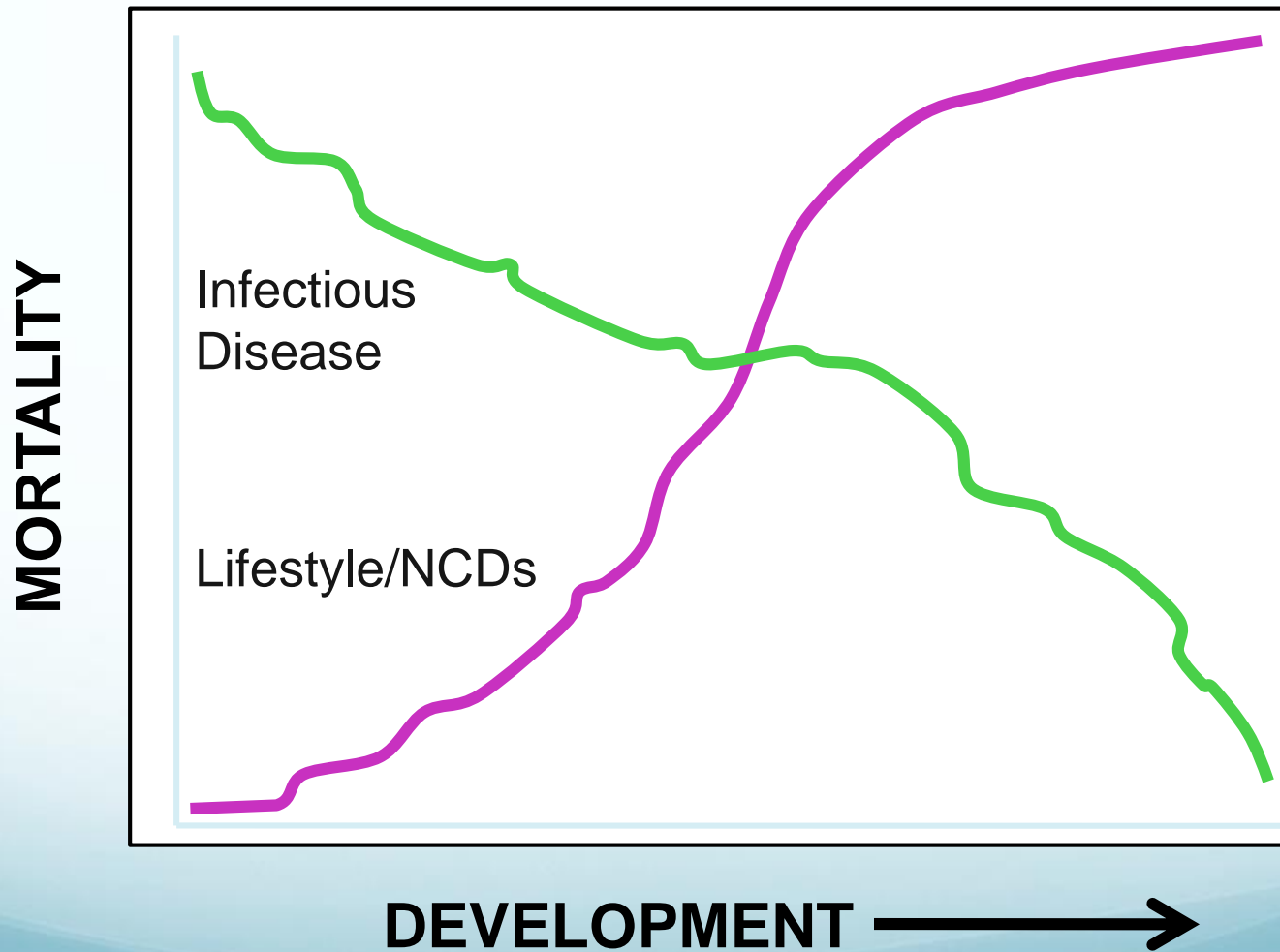
We Choose to be Healthy

As early as possible, As long as it takes



@erictayagsays

# Epidemiologic Transition



# 3 MILLION NCD DEATHS IN 2010



# Leading Causes of Morbidity and Mortality

## 10 Leading Causes of MORBIDITY

1. Acute lower RTI and Pneumonia
2. Bronchitis/Bronchiolitis
3. Acute Watery Diarrhea
4. Influenza
5. Hypertension
6. TB Respiratory
7. Diseases of the Heart
8. Malaria
9. Chickenpox
10. Dengue

## 10 Leading Causes of MORTALITY

1. Diseases of the Heart
2. Diseases of the Vascular System
3. Malignant neoplasm
4. Pneumonia
5. Accidents
6. Tuberculosis, all forms
7. Chronic Lower Respiratory Diseases
8. Diabetes Mellitus
9. Certain conditions originating in the Perinatal Period
10. Nephritis, nephrotic syndrome & Nephrosis

# One Thing Leads to Another

## Underlying determinants

- Globalization
- Urbanization
- Population aging

## Common Risk Factors

- Unhealthy diet
- Physical inactivity
- Tobacco and alcohol use
- Age (non-modifiable)
- Heredity (non-modifiable)

## Intermediate Risk Factors

- Raised blood sugar
- Raised blood pressure
- Abnormal blood lipid
- Overweight/ Obesity

## Main Chronic Diseases

- Heart disease
- Cancer
- Stroke
- Chronic respiratory diseases
- Diabetes

# The Big Four for Trouble

TOBACCO USE



UNHEALTHY DIET



PHYSICAL  
INACTIVITY



ALCOHOL  
CONSUMPTION

# Prevalence of Hypertension, Hyperglycemia, Dyslipidemia & Overweight

(1998, 2003 and 2008 Philippine NNS, FNRI)

Risk factors	1998	2003	2008	Basis
Hypertension	21.0	22.5	25.3	SBP $\geq$ 140, DBP $\geq$ 90
Hyperglycemia	3.9	3.4	4.8	FBS $\geq$ 126 mg/dL
Total cholesterol	4.0	8.5	10.2	$\geq$ 240 mg/dL
Triglycerides	8.7	9.4	14.6	$\geq$ 200 mg/dL
BMI (Overweight)	20.2	24.0	26.6	BMI $\geq$ 25.0

## **OBESITY TREND**

**9-11 years old**

**1993: 2.4%**

**2005: 4.8%**

**2008: 4.6%**

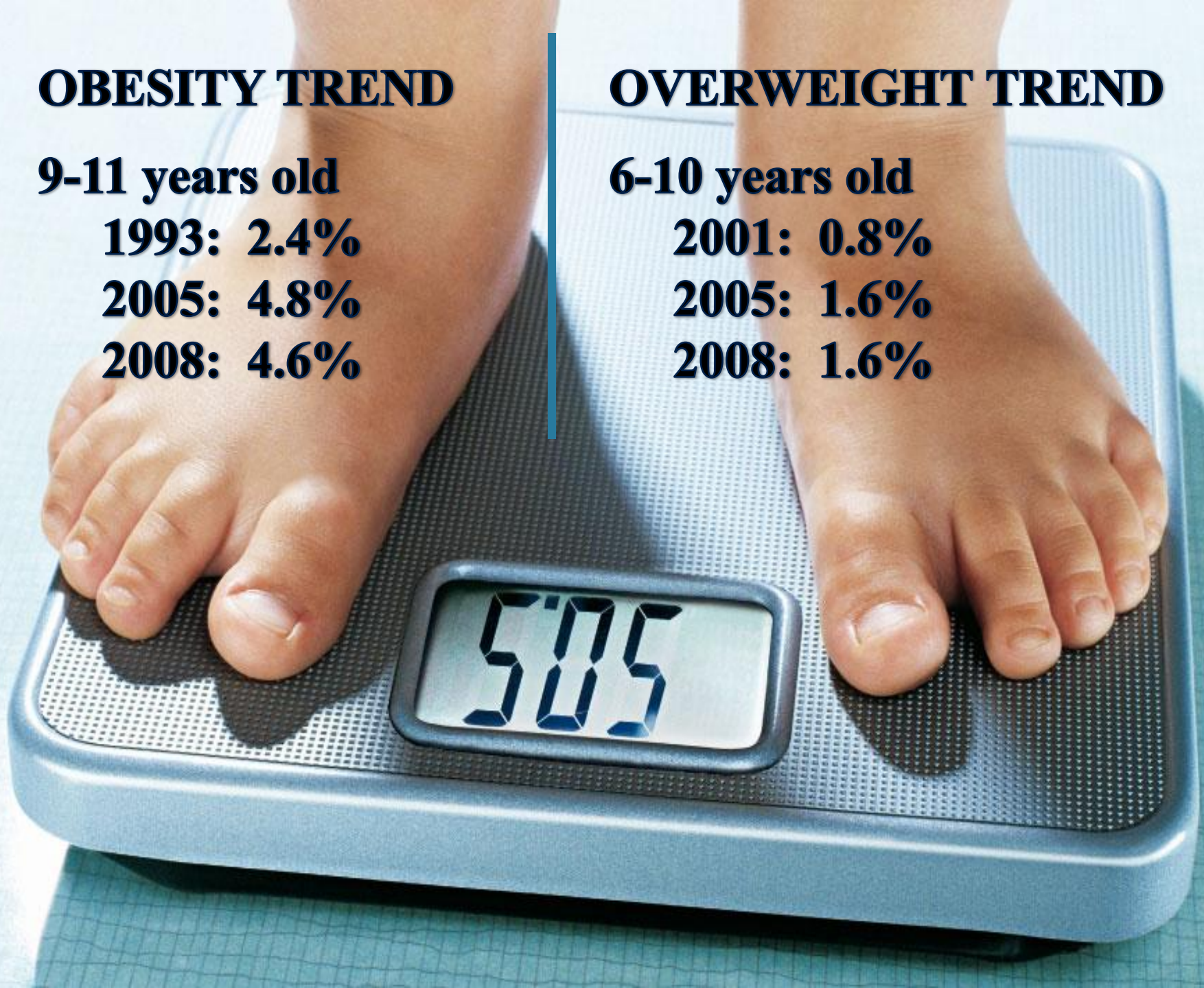
## **OVERWEIGHT TREND**

**6-10 years old**

**2001: 0.8%**

**2005: 1.6%**

**2008: 1.6%**





# Fast Food Nation



# Our Taste Buds Crave for Salt



# Battle of the Bulge



# We Sit on Our Health



# Not Water





## **ADULT CURRENT SMOKERS (15 years old and above)**

- 28.3% of total adults (17.3M)
- 47.7% of adult males (14.6M)
- 9.0% of adult females ( 2.8M)

SOURCE: Philippines' Global Adult Tobacco Survey, 2009



## **YOUTH CURRENT SMOKERS (13 - 15 years old)**

- 13.7% currently use any tobacco product (18.8% *Boys*; 9.3% *Girls*)
- 8.9% currently smoke cigarettes (12.9% *Boys*; 5.3% *Girls*)

**Is There a Way Out of these Bad Habits?**



Pilipinas

Go



Health!



**GO**  
smoke-free



**GO**  
sustansya

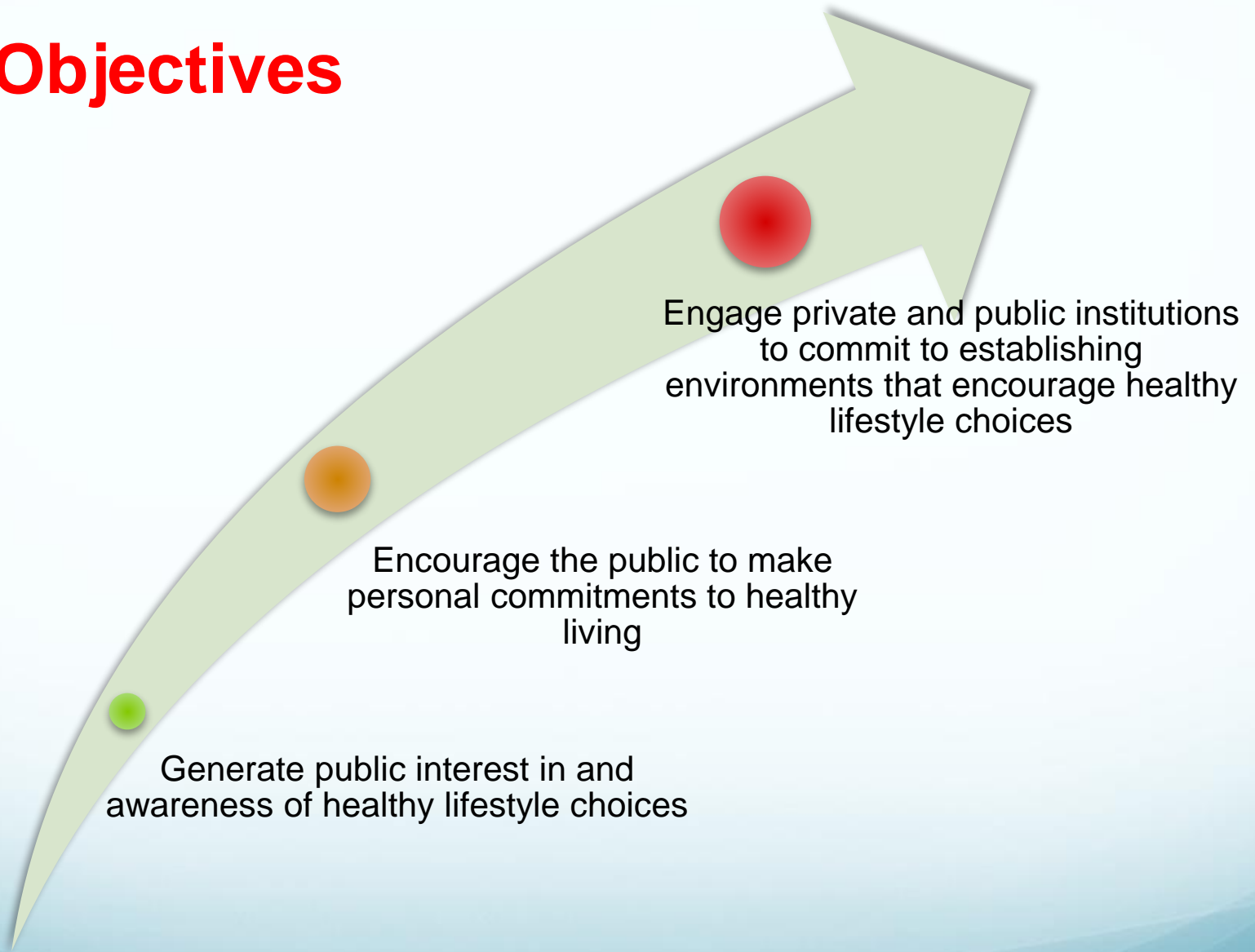


**GO**  
sigla



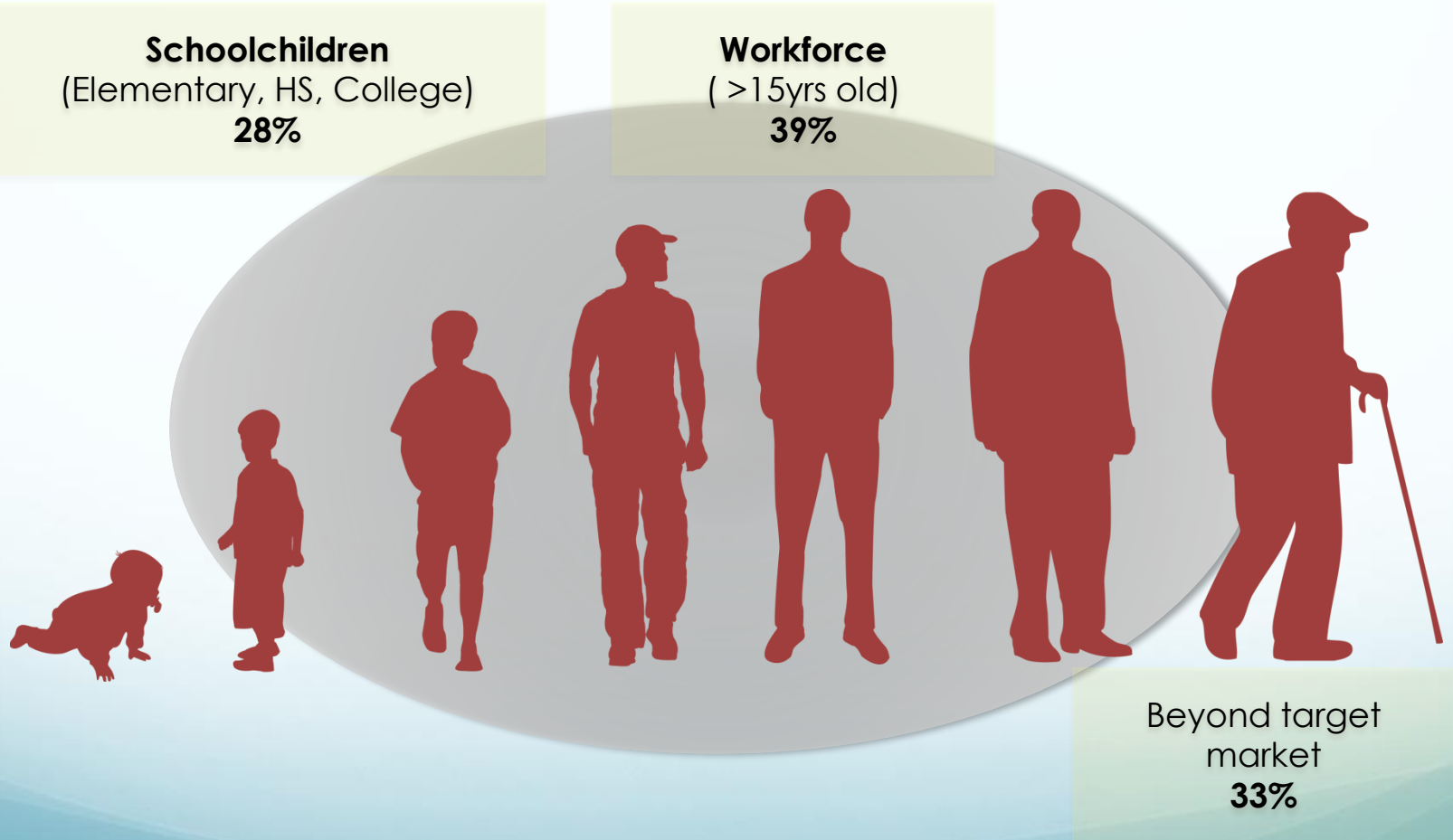
**GO**  
slow sa tagay

# Our Objectives



# Our Targets

## Schoolchildren & Working Adults



# Our Messages

- Be Smart, Don't Start
- Quit Smoking
- Make your home smoke-free
- Support smoke-free public places
- Advocate for the strict enforcement on the ban on tobacco advertising, promotion and sponsorship as well as the ban on selling of tobacco products to and by minors.

**GO**  
**smoke-free**

# Our Messages

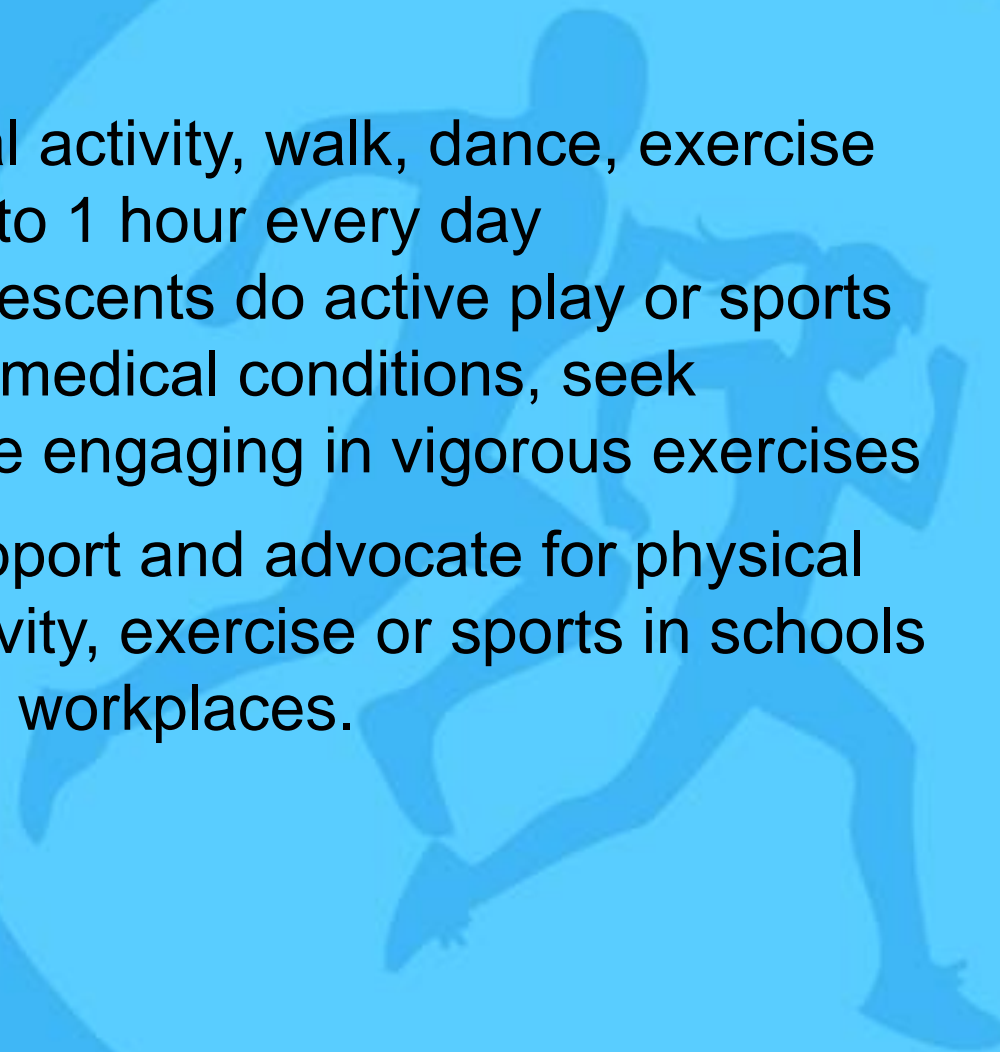
- Cut back salt, fat, sugar and even MSG in cooking and in eating
- Eat more vegetables and fruits that are high in fiber
- Don't skip breakfast.
- Support and advocate for healthier menus in public eating places

**GO**  
**sustansya**

# Our Messages

- Do moderate physical activity, walk, dance, exercise or sports 30 minutes to 1 hour every day
- Let children and adolescents do active play or sports
- If you have health or medical conditions, seek doctor's advise before engaging in vigorous exercises
- Support and advocate for physical activity, exercise or sports in schools and workplaces.

**GO**  
**sigla**



# Our Messages

- Drink responsibly or don't drink at all
- If you drink, don't drive
- Advocate for the strict enforcement on the ban on advertising, selling and drinking alcohol products especially to minors and near schools

**GO**

**slow sa tagay**



# Touchpoints



Pilipinas Go4Health



Online



Champions



Partners



Events



Collateral

# Pilipinas Go4Health Website

**Pilipinas Go4Health!** User Name  Password  [Log in](#)  Search

Follow us : [f](#) [t](#)

Home About the Movement **Join the Go4Health Movement** FAQs Contact

**A healthy lifestyle is a choice. START TODAY!**

[Click here to register](#)

Registration Count **00156**

**About**

Pilipinas Go4Health

**Pilipinas Go4Health** is the nationwide healthy lifestyle movement of the Philippine Department of Health. It aims to inform and engage the youth and adults in forming healthy habits and practicing a healthy lifestyle through the promotion of physical activity, proper nutrition, and the prevention and cessation of smoking and alcohol consumption.

[Read more...](#)

[How to Register](#)

Not yet a member?  
[Click here to register](#)

**Sign up using**

[facebook](#) [twitter](#)  
[LinkedIn](#) [Google](#)  
Powered by LoginRadius

**May 2013**

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

www.go4health.ph

Anyone can register in the Pilipinas Go4Health website to use the health tools and apps and receive the latest news and updates on living healthy!

# Social Media Accounts

News and updates about Pilipinas GoHealth will be posted in these social networking sites



[facebook.com/Go4Health.PH](https://facebook.com/Go4Health.PH)



[twitter.com/Go4HealthPH](https://twitter.com/Go4HealthPH)






[youtube.com/user/Go4Health.PH](https://youtube.com/user/Go4Health.PH)

**GO** smoke-free

# IS SMOKING TAKING A TOLL ON YOUR HEALTH?

Get ready to live a **healthy lifestyle!**  
Join Pinoy's that are taking action for health.

Register at [www.go4health.ph](http://www.go4health.ph) and support the Pilipinas Go4Health Movement!

Pilipinas **Go4Health!**  facebook.com/go4healthPH  twitter.com/go4healthPH 

**GO** sustansya

# IS YOUR DIET KEEPING YOU HUNGRY?

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**GO** slow sa tagay

# ARE HANGOVERS GETTING THE BEST OF YOU?

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**GO** sigla

# IS THE LACK OF EXERCISE LEAVING YOU BREATHLESS?

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## Promote Pilipinas Go4Health!

Produce and display movement collateral in your establishments

**GO** sigla

**GO** slow sa  
tagay

**GO** smoke-  
free

**GO**  
sustansya

# Pilipinas **Go4Health!**

**We're bringing Pinoys together to take action for health!**

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the Pilipinas Go4Health Movement!

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 [twitter.com/go4healthPH](https://twitter.com/go4healthPH)