



**ADB
YOUTH
FOR ASIA**

Youth's catalytic role in creating a conducive environment to promote physical activity to fight Non Communicable Diseases (NCDs) and improve youth productivity

10th of July, 2017

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How can youth move from an
advocacy role to an
actionable role
to fight the
physical inactivity
epidemic?

AGENDA

ADB YfA

The International School of Manila Student Experience

Global Context NCDs and Physical Inactivity

Economic Burden of Physical inactivity and NCDs

Innovative Practices Globally

Discussion





**ADB Youth for Asia ~
Increased Youth Participation in ADB
Operations**



YOUTH DELIVER ON
COMPETITIVE
ADVANTAGE

YOUTH ADEQUATELY
RESOURCED

YOUTH ARE CONSIDERED
CREDIBLE PARTNERS

INCREASED UNDERSTANDING OF YOUTH

INSTITUTIONALIZED CORE YOUTH **TEAM**

Outcome

OUR FRAMEWORK

Key Outputs

YOUTH FOR ASIA TEAM



15 Youth representing 12 nationalities across the globe



Projects

Increasing Youth Participation in ADB projects



Research & Development

Creating evidence based approaches for youth participation in ADB operations



Youth for Global Goals

Building Awareness and Action towards the achievement of the Sustainable Development Goals

Snap Shot

26 PROJECTS 2016



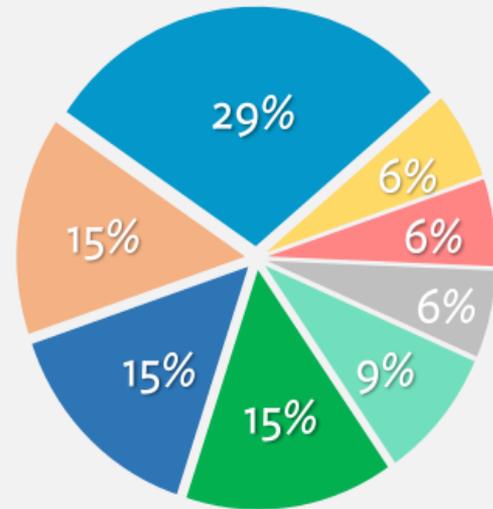
TOTAL 36 PROJECTS 2017



9

CONTRACTS WITH YOUTH PARTNERS IN PROJECTS

Projects Overview



- Energy
- Information and Communication Technology
- Public Sector Management
- Transport
- Agriculture, Natural Resources and Rural Development
- Water
- Urban & Infrastructure Services
- Education

*List of projects available upon request:



ADB YOUTH FOR ASIA



Capacity Building

Data Collection



Strategic
Partnerships



Youth directly working
in ADB Projects



Awareness
Raising





ISM Bearcat Career Internship



- Research on non-communicable diseases
 - Case studies
 - Statistical evidence
 - Youth engagement
- Curriculum for the SDGs
 - Digitalizing the curriculum
 - Spreading SDG awareness to school-aged youth
 - Interactive games, assessments, and content
 - Partnership with Plan International

Case Study: China's “广场舞”



- Self-organized groups of amateur dancers
- Gather in public spaces like city squares
- Many dance groups are recognized by local governments in Shanghai,

Case Study: China's “广场”



Case Study: China's “广场”

CCTV 1
综合

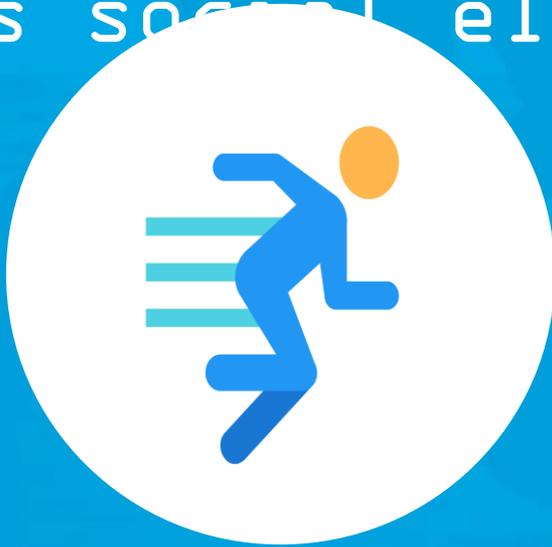
直播 高清
环绕声

2015 中央电视台
春节联欢晚会 乙未年



Why?

- Form of exercise to tackle problems like obesity that lead to NCDs
- Adds social element to exercise



How can youth help in the fight against NCDs?

- Asia accounts for half of obese children in the world
- Important stakeholders
- Promote school culture that values physical exercise
 - Run to the Sun
 - Battle of the Bear
 - Varsity sports



Global

Context

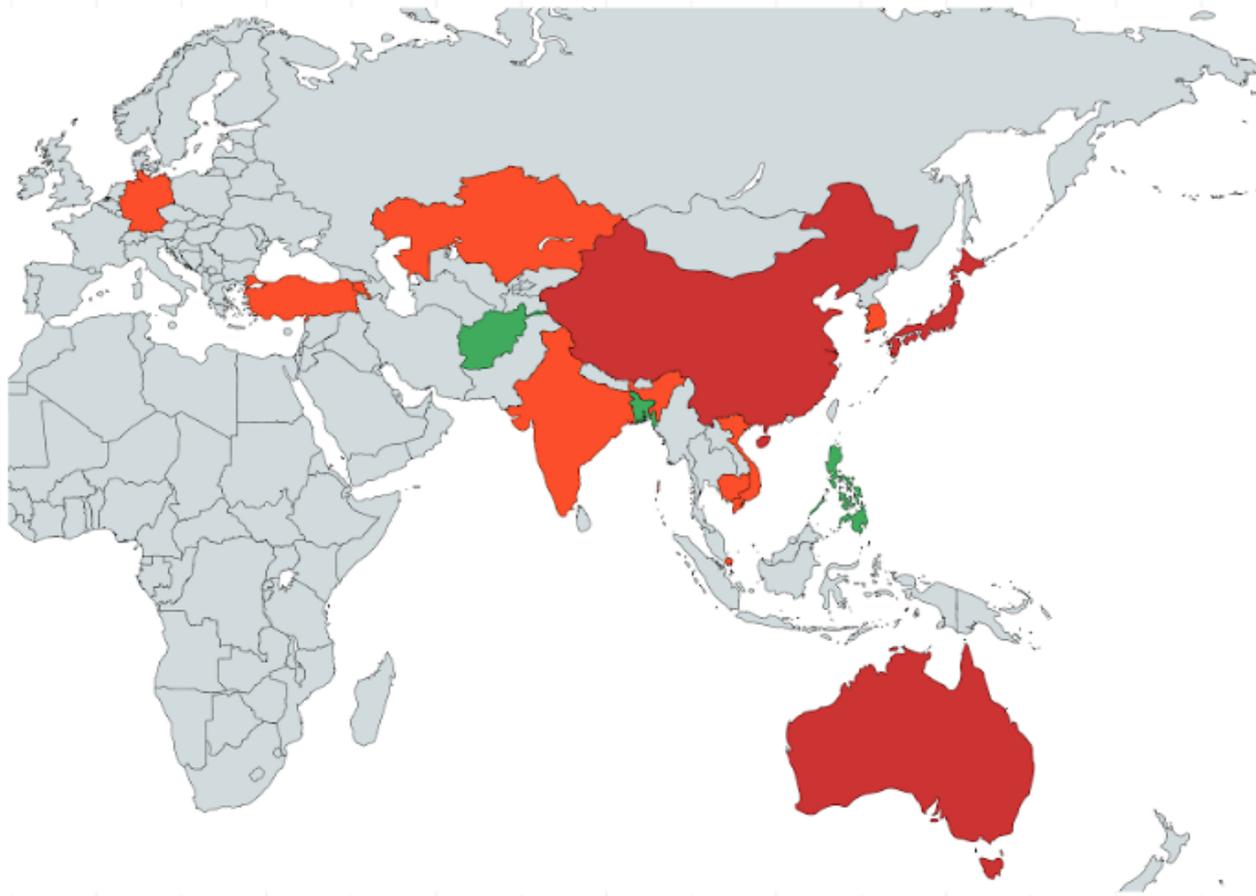
- 1.2 billion youth (15-29) in Asia and the Pacific today
- 2.2 billion individuals aged under 30 (nearly 50% of the region)
- Region is aging, but there are opportunities for select DMCs to reap the first demographic dividend with the right

Global

Context

- Youth are not productive
- Unemployment is 11.8%, nearly thrice adult average
- Underemployment is also a big problem, where youth get into informal jobs and those that do not pay enough to lift them out of poverty
- Young women disproportionately bear more risk of being unemployed and

Global



Is There a Governmental Authority Primarily Responsible for Youth

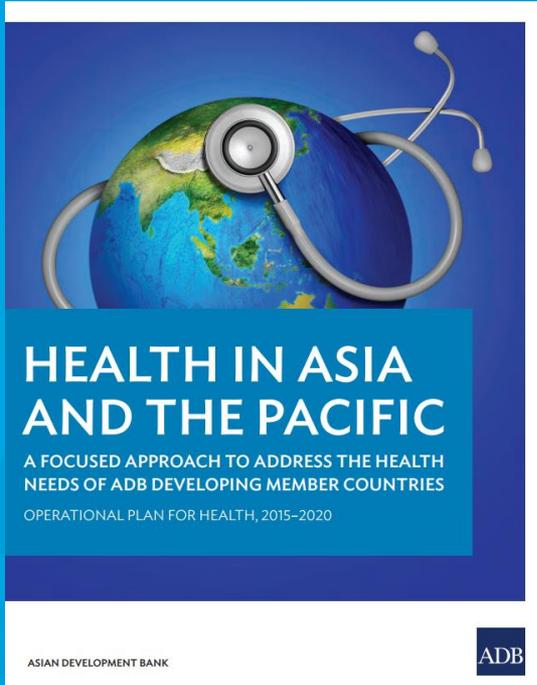
- None
- Partially Responsible
- Responsible

NCD Risk Factors Among Youth

	Current Tobacco Use						Year	Current Alcohol Use			Physical Inactivity			Overweight or Obese ¹¹				
	Cigarettes		Other Products		Any Products			Male	Female	Year	Male	Female	Year	Male	Female	Year		
	Male	Female	Male	Female	Male	Female												
EAST ASIA																		
China	10	2	-	-	11	2	2014	18	14	2013	⁶	77	82	2010	⁹			2010
China, Hong Kong SAR ¹	8	8	3	2	10	9	2009	18		2014/15		⁷						2011/12
China, Macau SAR ¹	4	7	4	4	-	-	2010	-	-			-	-			-	-	
Japan	2	1	-	-	-	-	2012	7	8	2012				2014	⁹			2014
Korea, North	-	-	-	-	-	-		-	-			-	-			-	-	
Korea, South	7	2	-	-	-	-	2014	10	7	2014		78	90	2014	⁹			2014
Mongolia	8	4	-	-	-	-	2013	5	4	2013		59	66	2013		11	12	2013
Taiwan	11	5	-	-	-	-	2012	21	17	2012		63	80	2012		32	16	2012
SOUTHEAST ASIA																		
Brunei	14	4	-	-	15	5	2014	4	3	2014		81	95	2014	⁹	37	35	2014
Cambodia	0	0	8	5	8	5	2010	8	3	2013		89	92	2013		3	4	2013
Indonesia	34	3	-	-	36	4	2014	4	1	2007		84	83	2007	⁹	14	6	2007
Laos	14	1	8	5	19	6	2011	19	21	2015		76	91	2015	⁹	11	12	2015
Malaysia	31	5	13	6	35	9	2009	9	6	2012		72	85	2012		25	22	2012
Myanmar	13	1	28	7	30	7	2011	1	1	2007		81	87	2007	⁹	4	6	2007
Philippines	13	5	10	5	19	9	2011	23	15	2011		85	87	2011		11	9	2011
Singapore	9	4	10	8	-	-	2012			2010		80	88	2012				2010
Thailand	15	5	-	-	20	6	2015	21	17	2015		82	93	2015	⁹	24	13	2015
Timor-Leste	54	11	-	-	66	24	2013	-	-			-	-			-		2009/10
Vietnam	4	1	-	-	-	-	2013	22	10	2013		76	87	2013		8	4	2013
SOUTH ASIA																		
Afghanistan	7	4	-	-	10	6	2014	-	-			91	90	2014	⁹	18	13	2014
Bangladesh	3	0	7	3	9	3	2013	2	0	2014		58	59	2014	⁹	10	7	2014
Bhutan	23	7	29	20	39	23	2013			2011	^{7,8}	-	-			-	-	
India	6	2	16	7	19	8	2009			2005/06		69	71	2007	⁹	12	10	2007
Iran	5	1	32	20	33	20	2007	-	-					(2013)	^{9,10}			2011/12
Maldives	6	2	13	6	15	7	2011	-	-			-	-	2014		19	16	2014
Nepal	6	1	22	16	25	16	2011			2012/13				2012/13				2012/13
Pakistan	10	1	-	-	-	-	2009	-	-			83	87	2009		5	9	2009
Sri Lanka	3	0	15	5	16	5	2011	-	-			83	89	2008	⁹	5	4	2008

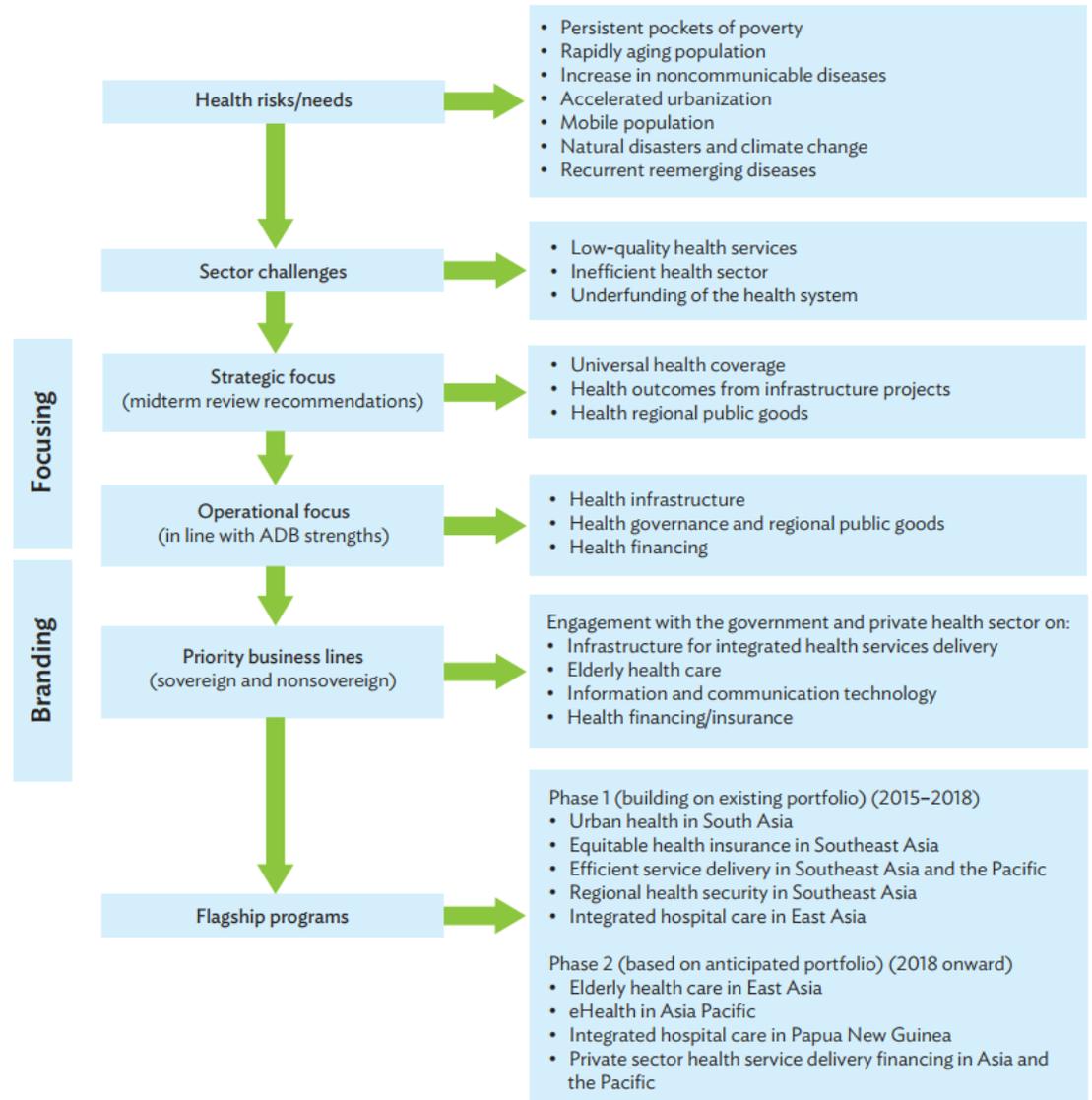
ADB's Health Operational

P1



- <https://www.adb.org/sites/default/files/institutionaldocument/160119/operational-plan-health-2015-2020.pdf>

Figure 1: From Health Needs to ADB Branding Strategy



Economic Burden of Physical Inactivity and NCDs

- In economic terms NCDs matter significantly
- A large portion of health spending is appropriately viewed as an investment one that yields a handsome rate of return
- Physical Inactivity costs health care systems
 - \$53.8 billion worldwide in 2013
 - \$31.2 billion public sector
 - \$12.9 billion private sector

Economic Burden of Physical Inactivity and NCDs

- Physical inactivity related deaths cost \$13.7 billion in productivity losses
- Estimated direct costs of physical inactivity represent 0.64% of global health expenditure.

PHYSICAL INACTIVITY IS RECOGNISED
AS A GLOBAL PANDEMIC THAT REQUIRES
GLOBAL ACTION

Impact on global GDP¹

\$2.1 trillion



Smoking

\$2.1 trillion



Armed violence,
war, and terrorism

\$2.0 trillion



Obesity

\$1.4 trillion



Alcoholism

¹In 2014 dollars at purchasing-power parity.

Economic Burden of Obesity

Asia Pacific

The Imminent Obesity Crisis in Asia and the Pacific: 1st Cost Estimates, ADBI

- Asia Pacific is home to the largest absolute number of overweight and obese people, equivalent to *1 billion*
- A burden of *12.36% of health care expenditure* and *0.78% of GDP*
- Direct costs of obesity in the region are approximately *8.9% of health care expenditure*
- East Asia faces highest direct costs with *9.78% of health expenditure*
- Central Asia and Pacific faces highest *indirect costs of health expenditure*

Solutio ns



Physical Activity in Schools



Physical Activity should be encouraged in urban planning



Technology Interventions
eg: Pokemon go



Health Care System

Cost-effective interventions to reduce obesity in the United Kingdom include controlling portion sizes and reducing the availability of high-calorie foods.

Example, United Kingdom	Cost: \$ per year saved ¹	Impact: number of saved years that would have been lost or rendered economically unproductive by disease (ie, DALYs), ¹ thousands
Obesity interventions		
Portion control	400	2,000
Reformulation of food products	2,600	1,700
Availability of high-calorie foods/beverages	200	1,100
Weight management	1,300	1,000
Parental education	2,000	1,000
School curriculum	600	900
Healthy meals	14,000	900
Surgery	10,000	600
Food labeling	2,000	600

*Physical and Social Build
Environments ~ Active by
design*

<https://www.youtube.com/watch?v=gwDoRPcPxtc>

Innovative Solutions around the
Globe!
Getting People to move!

Pulsera

Credits4Health



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 602386

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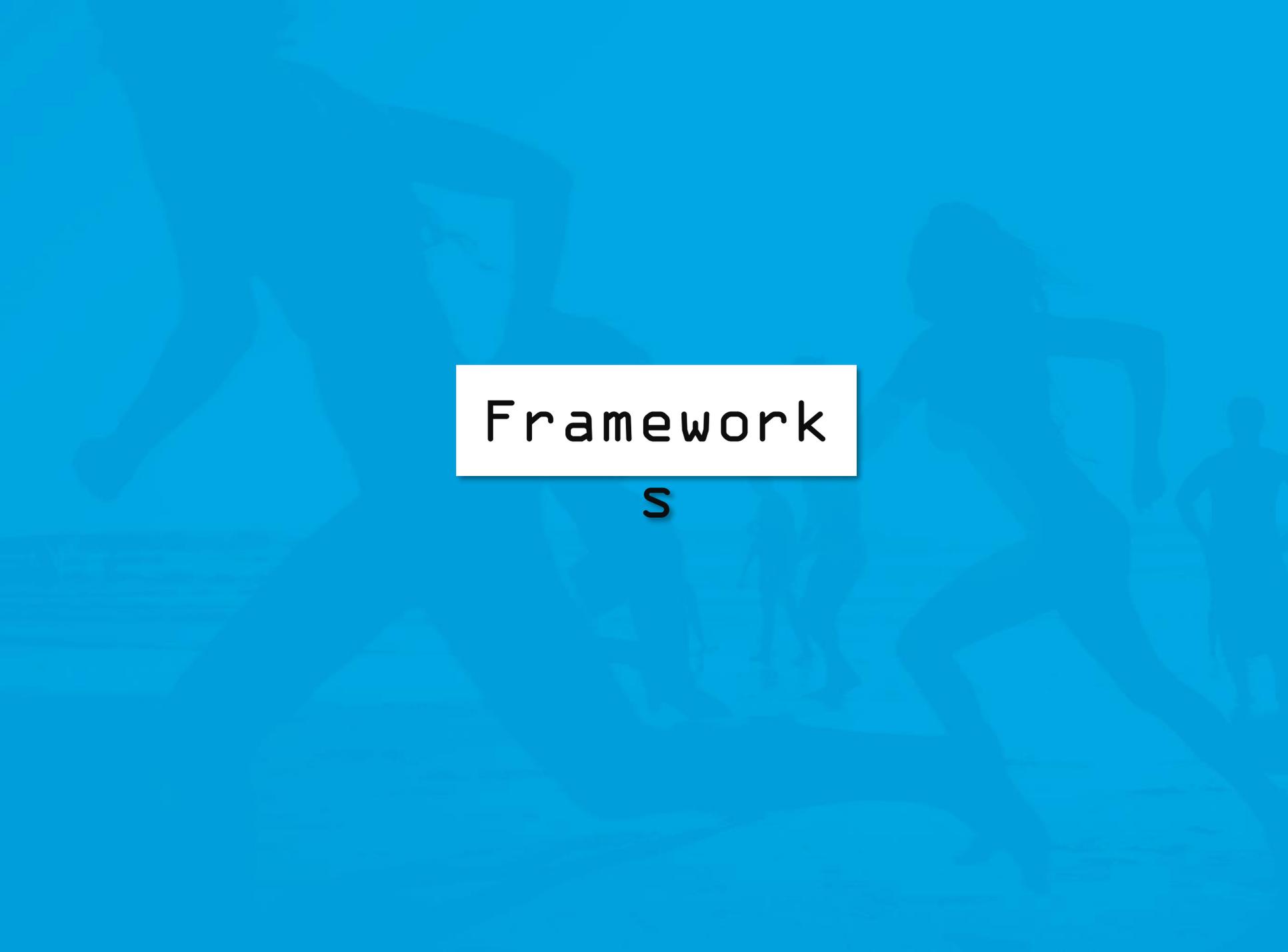
The Credits System

People's active involvement in the achievement of a healthy life-style will be rewarded through a credit system: participants will receive credits when they comply with their periodic goals in terms of physical activity and diet. Credits can be converted into discount vouchers for the purchase of products and services provided by our industrial partners.

The aim of the C4H approach is to provide a well-balanced mix of incentives (credits, information, personalized paths), which will enable participants to gradually develop further motivation towards a better lifestyle.

Ministry of Sports Sri Lanka- Walking Initiative



The background of the slide is a solid blue color with a faint, semi-transparent image of a soccer game. Several players are visible in various stages of motion, such as running and kicking, across the field.

Framework

S

Kazan Action Plan
6th International Conference
of Ministers and Senior
Officials Responsible for
Physical Education and Sport

Youth and Sport Task Force, Asia Pacific - UNESCO Initiative

02

FOCUS AREAS



Sustainable Urban Development



Active & Healthy Cities



Sport In Schools



Economic Growth



Social Inclusion



Gender Equality



Sport Integrity



Partnerships

Innovative Partnerships

International Federation of Medical Students¹



Active Healthy Kids Research



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THE GLOBAL MATRIX 3.0

Registration is open until July 31, 2017

[REGISTER YOUR COUNTRY](#)

[View Registration Information](#)

Indicators

- Overall Physical Activity
- Organized Sport Participation
- Active Play
- Active Transportation
- Sedentary Behaviors
- Family and Peers
- School
- Community Build Environment
- Government Strategies and Investment

Interactive Map



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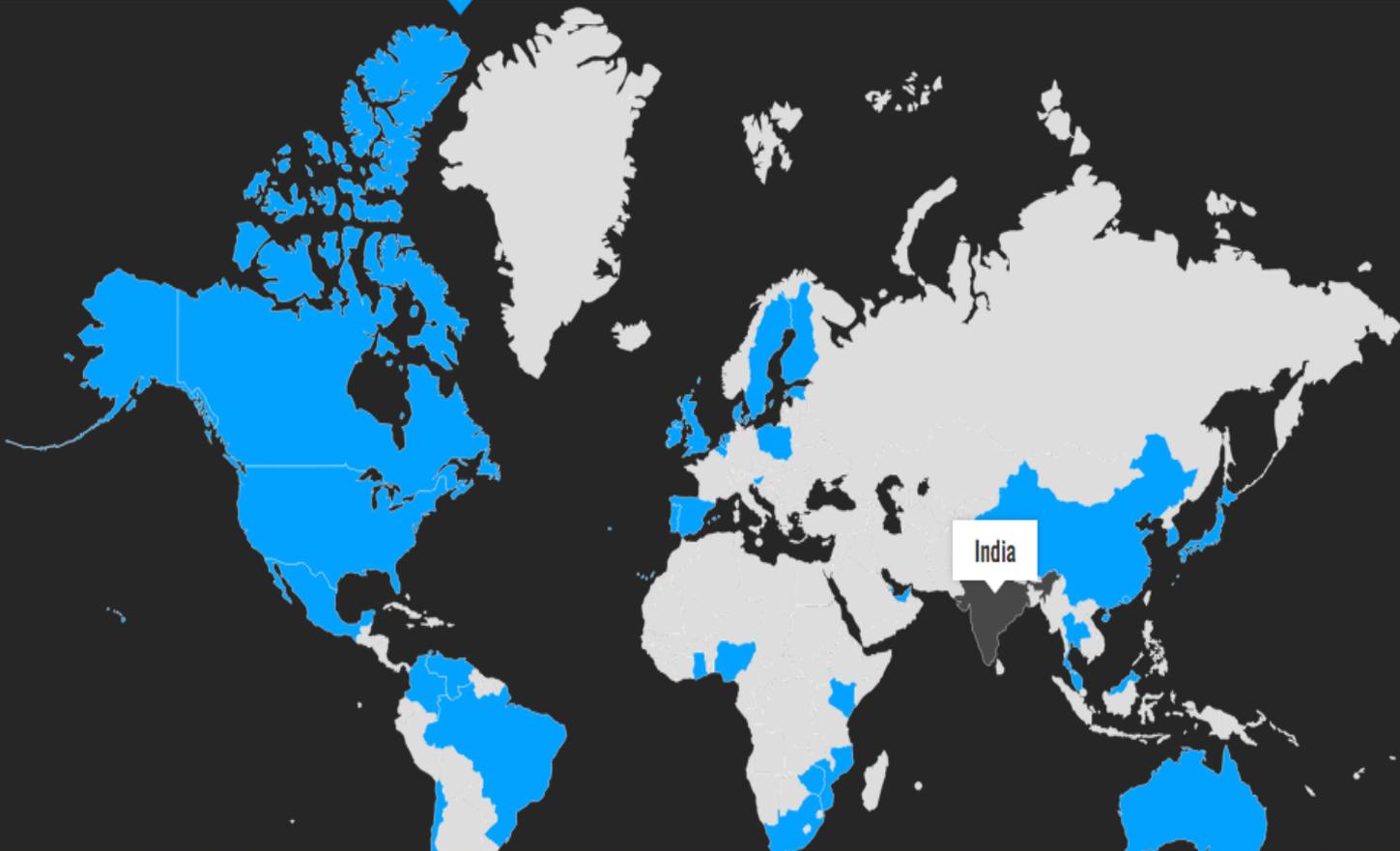
GET THE GRADES

EXPLORE THE INTERACTIVE MAP

DOWNLOAD THE RESOURCES

VIEW PHOTOS FROM THE LAUNCH

GET INVOLVED



What's Next?

Youth and

Unemployment

Technical

Assistance

- How can youth become more prepared to participate in development
- How to mainstream more youth participation and engagement in development
- Highlight on youth productivity
 - Economic
 - Unrestricted access to civil roles
 - Health

How can youth move from an
advocacy role to an
actionable role
to fight the
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epidemic?

Thank You!

Contact Us!

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