Prevention of Non-Communicable Disease in Hong Kong

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NCD prevention & control

Local health status

Hong Kong’s strategy

The alcohol challenge
The life expectancies at birth for both sexes have steadily increased during the past 40 years.
The proportion of population aged 65 and over is projected to rise from 13% in 2011 to 30% in 2041.

Source: Hong Kong Population Projections 2012-2041, Census and Statistics Department
Comorbidities Increase with Age

Number of doctor-diagnosed chronic diseases by age group, 2011

<table>
<thead>
<tr>
<th>Age group</th>
<th>Number of doctor-diagnosed chronic diseases</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>None</td>
</tr>
<tr>
<td>18-24</td>
<td>89.8%</td>
</tr>
<tr>
<td>25-34</td>
<td>87.3%</td>
</tr>
<tr>
<td>35-44</td>
<td>77.8%</td>
</tr>
<tr>
<td>45-54</td>
<td>66.3%</td>
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<tr>
<td>55-64</td>
<td>43.2%</td>
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Leading Causes of Death in HK (2013)

- 31.3% Cancers
- 13.4% Diseases of heart
- 7.5% Stroke
- 4.0% Chronic lower respiratory diseases
- 4.3% External causes of morbidity and mortality
- 2.3% Dementia
- 0.8% Diabetes
- 15.7% Pneumonia
- 3.7% Nephritis, nephrotic syndrome and nephrosis
- 2.0% Septicaemia
- 15.0% Other causes

Sources: Department of Health, Census and Statistics Department
Epidemiological Transition in Mortality - from CDs to NCDs

Proportionate Mortality of CDs and NCDs, 1963 - 2013

Sources: Department of Health, Census and Statistics Department
Major Behavioural Risk Factors in HK

Proportion of community-dwelling adults aged 18-64 who had inadequate fruit and vegetables intake, 2004 – 2014*

*Provisional figure.
Major Behavioural Risk Factors in HK

Proportion of community-dwelling adults aged 18-64 who had binge drinking in past 30 days, 2004 – 2014*

*Provisional figure.
Note: Significant at 5% level (downward)
Major Behavioural Risk Factors in HK

Proportion of community-dwelling adults aged 18-64 who smoked one or more cigarettes a day, 2004 – 2014*

*Provisional figure.

Note: Significant at 5% level (downward)

Major Behavioural Risk Factors in HK

Proportion of community-dwelling adults aged 18-64 who had inadequate physical activity, 2004 – 2014*

*Provisional figure.

Note: Significant at 5% level (downward)

Burden of NCDs to Hospital Service

Number of episodes of in-patient discharges and deaths in all hospitals for major chronic diseases, 1993 to 2013

Note: #include ICD-9 code 495 : Extrinsic allergic alveolitis for 1993 to 2000.

Sources: Department of Health and Hospital Authority.
Behavioural Risk Factors and NCDs

**Biomedical risk factors**
- Overweight and obesity
- Raised blood pressure
- Hyperglycaemia
- Hyperlipidaemia

**NCDs**
- Cardiovascular diseases
- Cancers
- Diabetes
- Chronic respiratory diseases

**Social determinants of health**
- Education
- Occupation
- Income
- Living conditions

Source: WHO Global Status Report on NCDs 2010
By having a healthier diet, increasing physical activity and stopping smoking, up to 80% of heart diseases, stroke, diabetes mellitus and one third of cancers can be prevented.
NCD prevention & control

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Strategic Management Structure for Implementation of the Strategy

Steering Committee on Prevention and Control of NCD
(Chaired by the Secretary for Food and Health)

Working Groups

- Diet and Physical Activity
- Alcohol and Health
- Injuries
- Other priority areas

Remark: The Tasks on control of tobacco use, cancer and poison control are taken up by the DH’s Tobacco Control Office, Cancer Coordinating Committee and the Hong Kong Poison Control Network respectively.
Strategic Framework for Prevention and Control of Non-communicable Diseases

Six Strategic Directions

- Health Promotion
- Information Base
- Partnership
- Capacity Building
- Responsive Health Sector
- Health Promotion Legislation
Health Promotion is the process of increasing people’s control over determinants, thereby improving their health.
Strategic Framework for Prevention and Control of Non-communicable Diseases

Key Elements for Success – PEOPLE

1. Partnership
2. Environment
3. Outcome-focused
4. Population-based intervention
5. Life-course approach
6. Empowerment
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Alcohol Consumption among Local Students

Note: Included 157,000 adolescent students of upper primary (P1 to P6), secondary and post-secondary
Source: The 2011/12 Survey of Drug Use among Students, Narcotics Division, Security Bureau
Alcohol consumption per capita in HK (Year 2004 - 2013)

Sources: Census and Statistics Department, Customs and Excise Department, and company reports of local beer manufacturers

Exemption of duty for wine and liquor of low alcoholic strength (Feb 2008)
Trend of binge drinking by age groups (Year 2004 - 2012)

Note: Binge drinking is defined as drinking at least 5 glasses/cans of alcohol on one occasion during the past 30 days prior to the survey
Source: Behavioural Risk Factor Survey, Department of Health.
Promotional tactics
Promotional tactics

Heineken presents Sensation: The Ocean of White

The world's leading dance event is about to reach Asia for the 1st time

Asia Tour: 21/7 Korea, 18/8 Thailand, 29/9 Taiwan
Promotional tactics
Promotional tactics

We are
An alliance of Hong Kong’s leading beer, spirits and wine companies that are committed to promoting responsible drinking in Hong Kong.

Established in 2010, the Hong Kong Forum for Responsible Drinking (FReD) is a coalition formed by the major companies engaging in the importing and selling of beer, spirits and wine in Hong Kong.

Facts but not the truth!
Promotional tactics

- FReD Sponsors HKUST Students Campaign to Promote Responsible Drinking
- FReD Supports Pernod Ricard’s “Responsib’ALL Day”
- “Together, our voices can stop drink-driving” Chinese New Year Tour
6.1 Carcinogenicity in humans

There is sufficient evidence in humans for the carcinogenicity of alcoholic beverages. The occurrence of malignant tumours of the oral cavity, pharynx, larynx, oesophagus, liver, colorectum and female breast is causally related to the consumption of alcoholic beverages.

Overall evaluation

Alcoholic beverages are carcinogenic to humans (Group 1). Ethanol in alcoholic beverages is carcinogenic to humans (Group 1).
ALCOHOL is

• a causal factor in more than 200 disease and injury conditions.

Source: WHO Global status report on alcohol and health, 2014
WHO Global status report on alcohol and health released in May 2014

- In 2012, about 3.3 million deaths, or 5.9% of all global deaths, were attributable to alcohol consumption.

- Need for action by countries:
  - national leadership to develop policies to reduce harmful use of alcohol
  - national awareness-raising activities
  - health services to deliver prevention and treatment services for patients and their families, and supporting initiatives for screening and brief interventions.

Source: WHO
J-shaped relationship (Overseas data)

A  Higher doses of alcohol were associated with increased mortality from coronary heart disease

B  People never drink or do not drink might be due to one’s ill health

C  ‘Healthy drinker effect’
   - More self constrained
   - More health conscious
   - Much healthy lifestyle

A Higher doses of alcohol were associated with increased mortality from coronary heart disease.

B People who never drink or do not drink might be due to one’s ill health.

C ‘Healthy drinker effect’
- More self-constrained
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- Much healthy lifestyle

**Gourmet Dinner**

*Savouring the Fine Wine of Hunter Valley*

**Date**: Friday, 5 December 2014

**Rundown**
- 7:30 p.m. Welcoming
- 8:00 p.m. Gourmet Dinner
- 11:00 p.m. END

**Venue**
HKMA Dr. Li Shu Pui Professional Education Centre
2/F., Chinese Club Building,
21-22 Connaught Road, Central,
Hong Kong

**Capacity**
57. First come, first served.
Registration shall only be accepted upon receipt of cheque payment.
No refund will be given for cancellation / absence due to personal reasons.

**Fee**
HK$550 per head

**Deadline**
Monday, 17 November 2014

**Enquiry**
Mr. Benjamin CHAN, Tel: 2527 8285
(HKMA Secretariat)

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**Menu & Dishes**

- Welcome Drink
  - Sparkling Pink Blush
    - Assorted Barbecue Platter (Five-spice Marinated Beef Shank, Roasted Pork Belly, Barbecued Pork, Mixed Cold Jellyfish)
- Hunter Valley Shiraz 2013
  - Shredded Marinated Chicken
- 2010 Sparkling Chardonnay Pinot
  - Garlic Tasty Spare Ribs
  - Steamed Fresh Garoupa
- Vintage Cuvee Chardonnay
  - Mushroom stuffed with Minced Shrimps
- Granache 2012
  - Short Ribs with Black Pepper
- Mudgee Cabernet Sauvignon 2013

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Ian Peterson purchased an old dairy farm at Mount View in the Lower Hunter Valley in 1964, with the intention of raising cattle. In 1971, ten acres of Semillon were planted to supply the nearby McWilliams winery. This was the beginning of a very successful vineyard on the rich soil of the Lower Hunter Valley.
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<thead>
<tr>
<th>Action Areas</th>
<th>Current Status</th>
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<tbody>
<tr>
<td>Healthy public policy</td>
<td>Tax is exempted from products with no more than 30% alcohol</td>
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<tr>
<td>Supportive environment</td>
<td>Marketing, advertising and sponsorships are rampant</td>
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<td>No legal restriction for off-premise sale</td>
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<td>Re-setting of social values for young people to drink</td>
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<td>Peer pressure to drink</td>
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<td>Community action</td>
<td>Parents are the one to expose or coerce children to drink</td>
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<td>Personal skills</td>
<td>Public awareness of alcohol harm is low</td>
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<td>Public is misinformed about health effects of alcohol</td>
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<td>Reorient health services</td>
<td>Healthcare providers are not well informed of alcohol harm</td>
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<td>Healthcare providers have little training on drinkers’ management</td>
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<td>Screening and counselling of drinkers is not a service priority</td>
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ALCOHOL DOESN’T PROTEST, PEOPLE DO!
How to get there?

- Advocacy – professional
- Awareness and education
- Emphasis on children and youth
- Policy changes
  - Taxation
  - Marketing
- Restriction of sale