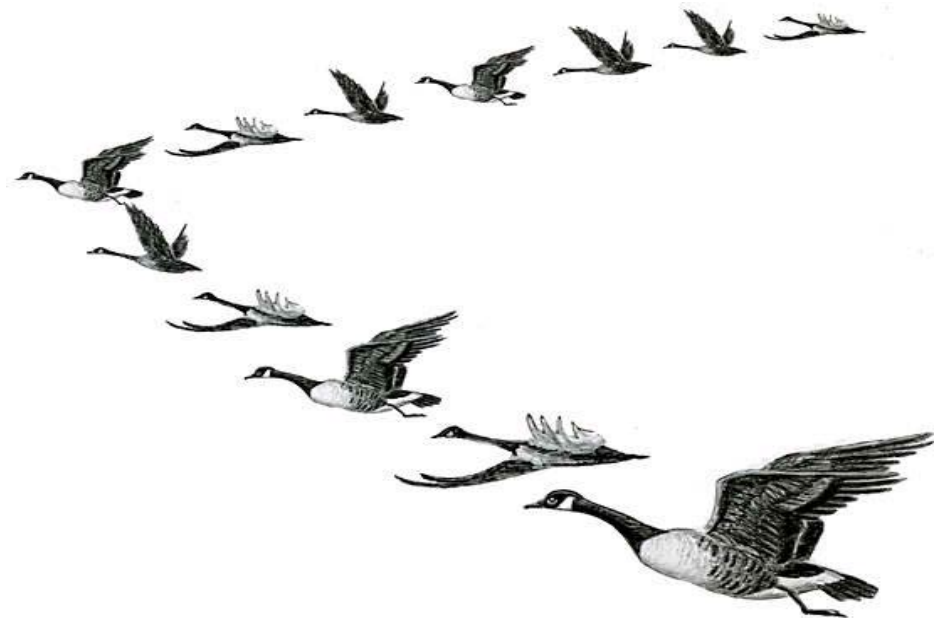


Whole-of-Community Approach: a model for Type 2 Diabetes Mellitus management



Whole-of-Community

- Not a new concept.
- More prevalent in earlier times; still prevalent in rural areas out of necessity
- Spirit of communal effort – community played a bigger role in individual lives

Whole-of-Community

- Individualism and technology available in urban areas displaced communal effort
- But when there is a problem in society – the law of diffusion of responsibility kicks in.
- Increase in population has led to increase in shared problems and resurgence of the need for shared solutions

Universal Concept

ASIA

- Philippines – *Bayanihan* (one village)
- Indonesia – *Gotong Royong* (carrying burden together for a common goal)

Universal Concept

Similar concept in the rest of the world:

- North America – Barn raising
- Norway – *Dugnad*
- Finland - *Talkoot*
- Ireland – *Meitheal*
- Sudan – *Naffir*
- Cherokee Indian - *Gadugi*

Situations where whole of community comes in

- Disasters & Epidemics
- Public health programs
 - Immunization
 - Health insurance
- Use of public utilities (transport, washrooms)
- When governments fail - case of EU and Greece

“Solidarity in the heart of a person is impossible without solidarity among people.”

-Fidel Castro





Past vs. Present

Past

- Communities helped with neighbors' children
- Family ties
- Service to others



Present - 21st century ads

- Full of promotion for individualism
- Aim to differentiate



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“Community”

Definition varies according to individual context

- Residence
- Workplace
- School
- Church
- Social group

Whole of Community approach

Conditions to make it work:

- A Champion (not always group spontaneous)
- Rotating leadership
- Empowered citizens
- Often manifest best in crisis
 - Caveat - Crisis brings out the best in people, or the worst at times.

Why do people behave differently?



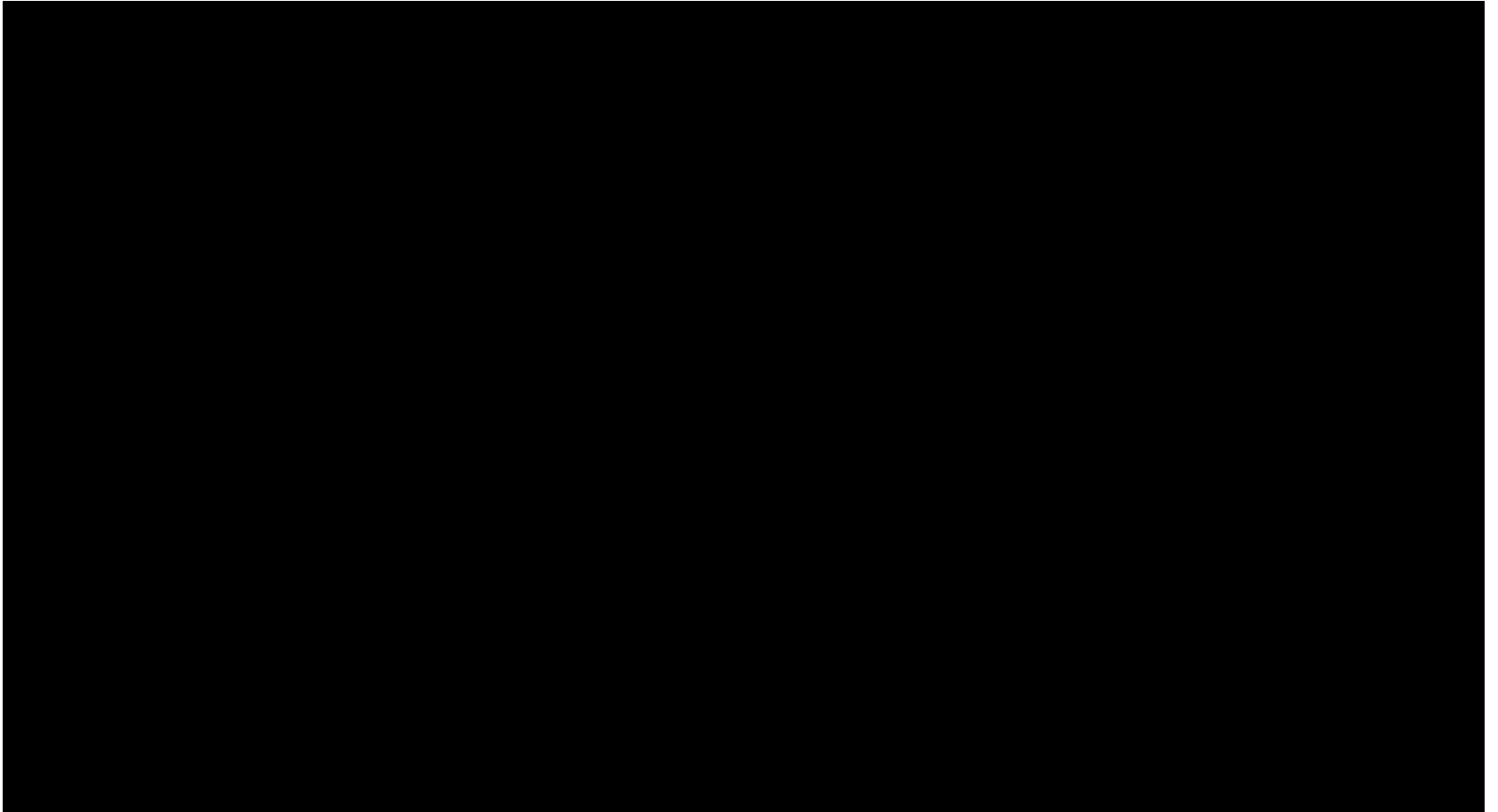
The whole community pitches in to move a member's house from one location to another.

- a. Reciprocal
- b. Work is unpaid except in psychic rewards
- c. Beneficiary family provides food in thanksgiving and celebration



Starting a Movement

- [DerekSivers 2010U.mp4](#)



An ounce of prevention is worth more than a pound of cure.



Credit for cartoon: Diabetes Health

"It's the only way he will exercise!"

Type 2 Diabetes Mellitus (T2DM)

- No permanent cure, only treatment
- Systemic disease, affects many organs
- Onset has become younger, prevalence higher
- Can be prevented in most cases
- Caused by lifestyle factors: overeating leading to obesity, lack of exercise, excessive smoking, alcohol
- Targeting these causes, especially eating habits and exercise levels, can prevent the disease

Why is Whole-of-Community Approach Suited to Address Type 2 Diabetes Mellitus?

- Individual and community are at risk: high health costs, economic and non-economic
- Communal effort more effective than individual effort



- Inclusive - can set individuals up for success, even sceptics
- Efficient and cost-effective – will address society as a whole rather than individuals

Efficient and Cost-Effective

Whole-of-community lifestyle interventions cost less in the long run, and are more effective in **preventing or delaying the disease** than either individual interventions or doing nothing.

- China Da Qing Diabetes Prevention Study
- Indian Diabetes Prevention Program
- Japanese study

Potential Difficulties

- Eating and not exercising are not considered vices and individuals consider these a matter of personal choice, unlike smoking or drinking



Dilemmas

- Regulation of companies may prove difficult because their product is not inherently dangerous
- Requires change of habits and attitudes (Asian culture) which will take time



Potential Difficulties

- Sustainability
- Requires multi-component intervention and coordinated multi-sectoral approach
- Public-Private Partnership (PPP) requires transparency, mutual commitment, trust, accountability, well-defined leadership

Changing Eating Habits

Family/Neighborhood

- Group counselling
- Reminder phone calls
- Limit availability of less nutritious food

Work/School

- Vending machine policies
- Access to nutritious food and drinks

Media

- Limit advertising of food and beverages

Changing Eating Habits

Community can further clamour for:

- Policies against TV ads on unhealthy food
- Healthier options in fast food restaurants
- Reformulation of unhealthy foods for healthier profile
- Nutrition labelling
- National plan to consolidate efforts of all sectors through government

Mang
INASAL

Hmmm...



**Pork Inasal
w/ Rice**

**UNLIMITED
RICE!**

ON ALL PABORITO MEALS

Increasing Activity Levels

Family

- Reduce TV time

Work/School

- Intervention in the form of increased opportunities for exercise, competition for weight loss/exercise goals

Media

- Bombardment with messages, positive to motivate, negative to dissuade

Increasing Activity Levels

Community can demand:

- Urban design conducive to exercise
- Better security, safer surroundings
- Integrated and systematic approach, concerted efforts
- National plan, regional collaboration, knowledge transfer, best practices through government/legislation

Asian Situation

- Development - urbanization, rising prosperity
- Lifestyle in Asia following that of the West
- Asians even more susceptible to T2DM than Western counterparts
- Can still prevent the coming crisis
- Community-wide efforts to address problem not yet available enough in Asia
- Need for continued evaluation, improvement



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BRAIN



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