

Program for Advancing Strategic International Networks to Accelerate the Circulation of Talented Researchers  
Japan-ASEAN Collaboration Research Program on Innovative Humanosphere in Southeast Asia:  
In search of Wisdom toward Compatibility Growth and Community in the World

Report

Period of inviting: December 15-24, 2016

Place of accepted: Kyoto, Japan

Name: Touchanun Komonpaisarn, PhD.

Institute/University: Center for Southeast Asian Studies, Kyoto University

**Research title: Health Issues in ASEAN Countries**

Non-communicable Diseases (NCDs) are defined as diseases that are not transferable from people to people, but rather diseases that develop within a person largely as a result of his/her lifestyle or behaviors, basically, these diseases are mostly avoidable by changing the lifestyle or behaviors which are considered risk factors. According to the World Health Organization's Global Status Report on Non-communicable Diseases 2014 (WHO, 2014), NCDs were responsible for 68% of the world's total deaths in 2012, almost half of those deaths occurred with people under 70 years old, 82% of those premature deaths occurred in low- and middle-income countries. It was estimated that around US\$ 7 trillion has already been lost as the NCDs burden (e.g. healthcare cost and cost of lost productivity) in low- and middle-income countries since 2011.

Given that low- and middle-income countries generally possess smaller healthcare resources compared to the high-income countries, the comparable prevalence of risk factor behaviors, for example, tobacco smoking or alcohol drinking, in these countries are dreadful in the sense that healthcare resources will possibly be inadequate for them and large future burdens from NCDs will decelerate their economic development process if nothing is done to change those harmful lifestyles. The findings suggest that the use of Behavioral Economics will be an important tool to control the healthcare burden these diseases will impose on the ASEAN countries in the future.