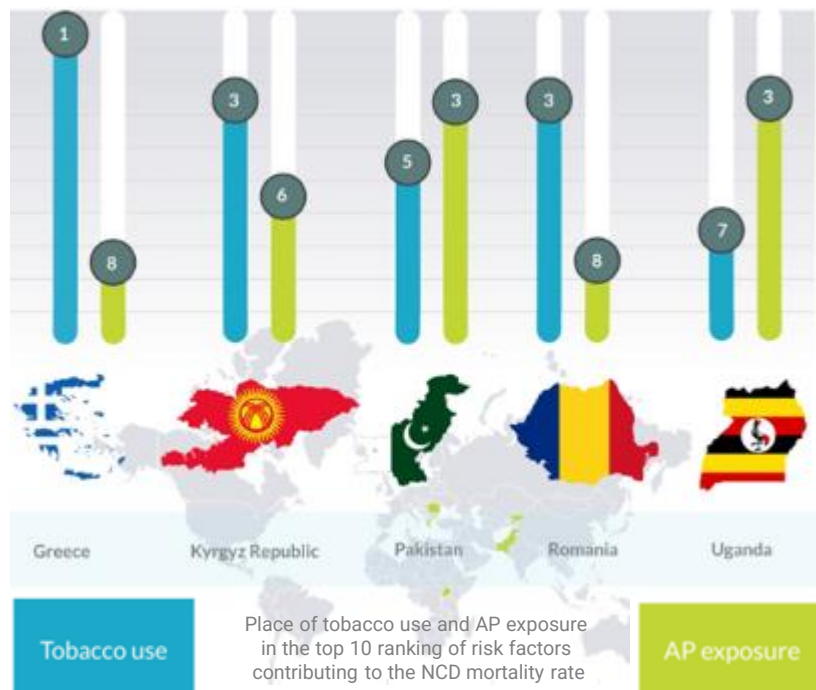


Why?



Disadvantaged populations are disproportionately affected by **non-communicable diseases (NCDs)**

Tobacco use and **air pollution (AP)** exposure are the two deadliest NCD risk factors

Prevention efforts should start in early life, but **adolescents** are often overlooked in NCD prevention efforts

Evidence-based interventions aimed at NCD risk factor reduction are **rarely successfully translated into practice**

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On behalf of the FRESHAIR4Life consortium

Implementation research
on the **NCD prevention package**
FRESHAIR4Life:
Targeting exposure to
tobacco and **air pollution** in
adolescents in disadvantaged
populations worldwide

FRESH AIR 4Life

First results
expected
in 2024

Core principles



Youth advocacy



Co-creation



Capacity building

Contributing to SDG 3.4:
Reduce premature mortality from NCDs through prevention and treatment and promote mental health and well-being

How?

Phase 1

Situational analysis

Performing a Rapid Youth Context Assessment with mixed-methods design for an in-depth understanding of the implementation context. Key principles: 1) a community perspective, 2) rapid and in-depth data collection and analysis, and 3) triangulation.

Interviews
Observations
Focus group discussions



Photovoice
Questionnaires
Airspeck monitoring

Phase 2

FRESHAIR4Life prevention package

Selecting & adapting evidence-based interventions using the novel prevention palette method, and development of implementation strategies.



Phase 3

Implementation, evaluation & adaptation

Evaluating implementation success and categorizing outcomes into the RE-AIMS framework. Measuring cost-effectiveness and affordability of FRESHAIR4Life prevention packages using the socio-technical allocation of resources (STAR-)approach.