WHO Initiative Prevention & Control of NCDs:

Need for an All of Society Approach

National Health Council
Voluntary Health Leadership
Conference
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PAN AMERICAN/WORLD HEALTH ORGANIZATION: OVERVIEW

• NCDs #1 killer in world; economic and development threat
• Multifactorial, multisectoral links & causes
• Cost effective solutions; “All of society” needed
• WHO Leadership; Americas Region

UN HIGH LEVEL MEETING (SUMMIT) ON NCDs
September 19-20, 2011, New York
NCDs – Nearly all families affected in one way or another

4 NCDs

4 Risks

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NCDs – Nearly all families affected in one way or another

KEY DETERMINANTS OF NCDs

**CHRONIC DISEASES:**
Cardiovascular diseases including hypertension, cancers, diabetes, and chronic respiratory diseases

**BIOLOGICAL RISK FACTORS:**
- **Modifiable:** overweight/obesity, high cholesterol levels, high blood sugar, high blood pressure
- **Non-modifiable:** age, sex, race, genetics

**BEHAVIORAL RISK FACTORS:**
Tobacco use, unhealthy diet, physical inactivity, alcohol use

**ENVIRONMENTAL DETERMINANTS:**
Social, economic, political conditions, such as income, living and working conditions, physical infrastructure, environment, education, access to health services and essential medicines

**GLOBAL INFLUENCES:**
Globalization, urbanization, technology, migration
Bad News: NCD Situation in the Americas

149 million smokers
30-40% of 25-64yr olds are hypertensive
25% persons >15 years old obese; increasing

45% Cardiovascular diseases
36% deaths are below age 70 years

Approx 250,000,000 million people live with an NCD in the Americas region

Smoking prevalence in the Americas

Source: PAHO, Informe sobre Control del Tabaco para la Región de las Americas, 2011
FACING THE FACTS: ALCOHOL IMPACT IN THE AMERICAS

DEATHs (000)

 DALYs (000)

Trends in Adult Overweight/Obesity in the Caribbean

Prevalence (%)
1309 men aged 25-64yrs had BP, blood sugar, cholesterol, fitness measured at baseline and then followed up carefully for 7 years.

Unfit men compared with fit men were:
- 3.6 times more likely to die
- 2.5 times more likely to have a heart attack

NCDs, Poverty and Money
A Consequence of Diabetes

Suffering
Direct care costs
Out of workforce
Loss of earnings
Niece stays home;
Loss of earnings

NCDs are closely related to poverty and contribute to poverty

Poverty at household level

Increased exposure to common modifiable risk factors:
- Unhealthy diet
- Physical inactivity
- Tobacco use
- Harmful use of alcohol

Globalization
Urbanization
Population ageing

Loss of household income from unhealthy behaviours

Non-communicable diseases:
- Cardiovascular diseases
- Cancers
- Diabetes
- Chronic respiratory diseases

Loss of household income from poor physical status

Limited access to effective and equitable health-care services which respond to the needs of people with non-communicable diseases

Loss of household income from high cost of health care

8 million people die prematurely each year in developing countries from non-communicable diseases
Global Economic Impact of NCD

- Huge and accelerating economic burden
- Direct and indirect costs

- Will cost the world economy $30 trillion in next 20 years!!
- Mental health: additional $16 trillion!

World Economic Forum & Harvard University, 2011
Good News! We can avoid 3 million deaths in 10 years

NCDs ARE HIGHLY PREVENTABLE

Many Cost Effective Interventions

- Tobacco taxes and smoke free spaces (Uruguay)
- Trans Fat Free Americas (led by PAHO)
- Reduction of sodium in bread, Argentina; restaurants New York
- Ciclovias (car free Sundays)
- Scale up PHC for diabetes/hypertension (Brazil)
- Reduce amputations through foot care (T&T)
- School meals reformulation as part of obesity law (Colombia)
- Quality of care improved using “promotoras” (Mexico)
- Let’s move America

- Many outside the health sector; need broader political commitment
The global vision: on a journey to scale up action

2000
Global Strategy for the Prevention and Control of Noncommunicable Diseases

2003
Global Strategy on Diet, Physical Activity and Health

2004
Action Plan on the Global Strategy for the Prevention and Control of NCDs

2008
Global Strategy to Reduce the Harmful Use of Alcohol

2009
WHO Global Status Report on NCDs

2010
Political Declaration on NCDs

PAHO Regional Strategy & Plan of Action 2006-2012

• Policy & Advocacy
• Surveillance & Research
• Health Promotion & disease prevention
• Integrated disease management
• Networks & Partnerships
The CARICOM Heads Summit on NCDs, 2007.

- “We, the Heads of State of the Caribbean Community….”
- 15-point “Port of Spain Declaration”; multi-sectoral
- Tobacco – Ratify and implement the WHO FCTC: taxes, packaging, earmark some revenue for health promotion & disease prevention, ban smoking in public places
- Alcohol - use alcohol taxes to finance NCD prevention and control
- Healthy Diet - Trade policies on food imports, agriculture policies, Healthy school meals, Food labeling, reduce or eliminate trans fats
- Physical activity - physical education in schools; physical activity in work places; improve public facilities for physical activity
- Health services - screening and management of NCDs to achieve 80% coverage by 2012; primary and secondary prevention, comprehensive health education
- Monitoring - Surveillance of risk factors; monitoring of the actions agreed upon in Declaration (CARICOM Secretariat, CAREC, UWI & PAHO/WHO)
- Mobilizing Society - National Commissions on NCDs; including public, private sector and civil society, media and communications industry
- Caribbean Wellness Day – Second Saturdays in September
ACHIEVEMENTS: Higher level political commitment for NCDs

CARMEN network, CARMEN Policy Observatory and CARMEN subregional meetings
Preparation of the Member States in the lead up to the UNHLM on NCDs
- Regional Consultation, Mexico
- Policy Observatory Meeting, Trinidad & Tobago
- Andean CARMEN Subregional Meeting

High-level of commitment to address NCDs by leaders as a result of the UNHLM
High participation from the region: 8 heads of states and government as well as 24 countries out of 36
Political declaration on the Prevention and Control of NCDs approved
ACHIEVEMENTS: Multisectoral mechanism - Pan American Forum for Action on NCDs- for building partnerships

Strategic partnerships and networking processes for multi-sectorial policy action strengthened

ACHIEVEMENTS: Strategic Partnerships and multistakeholder work

Partnership established to develop economic framework and build country capacity for economic evaluation

"Economics of NCDs and its Risk Factors"
-Mobilization of development and financial institutions (PAHO, PHAC, UNECLAC, OECD, U Wash, CGD) to support countries in priority setting for NCD.

Multistakeholder dialogue to catalyze advances in healthy workplaces and salt reduction, Project, programs and strategies aimed to create a more sustain environment approach to address NCDs developed by PAHO and Member States.

-Rio salt reduction declaration among private-public sector and civil society agreed, World Econ Forum, Latam Econ Summit.
**ACHIEVEMENTS: Strengthened surveillance of NCDs and its Risk Factors**

**NCD IN THE AMERICAS BASIC INDICATORS 2011**

Approval for the establishment of the MERCOSUR and Caribbean framework surveillance system

2010 NCD National Capacity Survey conducted in 32 countries

**COSTA RICA: STEPS Survey**

National surveillance system for chronic diseases and their risk factors. The first report included a cluster sample of 103 centers and 4,200 people from a target population of 113,000 inhabitants across the country. The surveillance system is expected to produce data every 4 years.

**ACHIEVEMENTS: Advocacy, social media and communication campaigns**

**RAISED AWARENESS ON NCDs THROUGH STRATEGIC COMMUNICATIONS**

- Media coverage of the UNHLM and PAHO's side events by more than 95 media companies.
- Blog set up with multiple authors for participants to share knowledge and information in the run-up to the UN High-Level Meeting (UNHLM) and increased of +21.3% on Facebook, +26.3% on Twitter followers and +54.2% in Blog visits.
- Wellness week 23 cities in 12 countries in Americas; PAHO/WEF/NYAM/Humana Inc
- Videos on successful stories of NCDs projects in the countries
- Celebration of World days activities: Diabetes, stroke, cardiovascular, cancer
- “Get the Message Campaign”: Over 700,000 SMS of support from 17 Caribbean countries in 4 months
**ACHIEVEMENTS:** Practical “hands-on” tools for disease management and policy makers

Practical “hands-on” tools developed to support countries with the practical implementation of disease management strategies, including decision-making, early detection, self-care, monitoring and evaluation.

- **CERVIVAC model** in collaboration with the ProVac Initiative to evaluate strategies for cervical cancer screening and HPV vaccination
- **Chronic Care Passport**, a patient held card containing a care plan, healthy lifestyle advice, a healthy meal personalized plan and preventive measures including the Global Cardiovascular Risk assessment.
- **VIA and cryotherapy quality assurance and quality control guide.** Developed jointly with WHO and other international partners
- **AEPI modules:** Early detection of childhood cancers, Childhood obesity & diabetes
- **Priorities for cardiovascular health in the Americas:** Key messages for policymakers

**ACHIEVEMENTS:** New guides & norms for disease management

Guides and norms developed, translated and disseminated to support disease management at the country level

**DIABETES, CVD AND CANCER**
ACHIEVEMENTS:
Knowledge sharing and exchange of experiences

Review and dissemination of scientific evidence and best practices in the region

- NEW TECHNOLOGIES FOR CERVICAL CANCER PREVENTION AND CONTROL, PANAMA, 2010
- VIA AND CRYOTHERAPY FOR CERVICAL CANCER PREVENTION, GUATEMALA, 2011
- PALLIATIVE CARE WORKSHOP FOR CENTRAL AMERICA AND DOMINICAN REPUBLIC, HONDURAS, 2011
- CVD CONSULTATIONS WITH COUNTRIES AND STAKEHOLDERS FOR DEVELOPMENT OF CVD PLAN
- CERVIVAC REGIONAL WORKSHOP, COLOMBIA, 2011
- CHRONIC CARE MODEL LEARNING SESSIONS TO IMPROVE QUALITY OF CARE

ACHIEVEMENTS: Training and capacity building

CARMEN School

- EPH Evidence Based Chronic Illness Care
  Stronger capacity to address NCDs through a multi-stakeholder approach developed
  29 participants from 25 countries of the Americas
- Trade and NCD course
- Social marketing courses
- Physical activity course
- Policy analysis & development course

Online diabetes self-care course

Online course intended for health care professionals involved in the management and care of diabetic patients

1st Virtual Course "Management of Palliative Care Program"

48 students from different provinces of Panama 165 hours with over 115 hours of networking and 50 face work hours

Radiology and mamography courses

- Virtual course on oncologic radiology for RESSCAD countries
- National course on Digital Radiology in Guatemala
- Mamography training for radiotechnicians and radiologists
UN HLM: NCD an ECONOMIC & DEVELOPMENT CHALLENGE

- REDUCE RISK FACTORS AND CREATE HEALTH-PROMOTING ENVIRONMENTS
  - Develop, strengthen, implement multisectoral NCD POLICIES & ACTION PLANS by 2013
  - Accelerate IMPLEMENTATION OF
    - WHO FCTC
    - Global Strategy reduce Harmful Use of Alcohol,
    - Recommendations on ADS2KIDS
    - Global DPAS
  - REDUCE SALT, SUGAR, SAT. FATS, ELIMINATE INDUSTRIALLY PRODUCED TRANS-FATS
  - Encourage policies that support HEALTHY FOODS & LOCAL AGRICULTURE
  - Promote access to cost-effective VACCINATIONS and CANCER-SCREENING PROGRAMMES
  - Support BREASTFEEDING
  - CALL UPON THE PRIVATE SECTOR re above mentioned and environment for healthy workplaces

STRENGTHEN NATIONAL POLICIES AND HEALTH SYSTEMS

- HEALTH SYSTEMS THAT SUPPORT PRIMARY HEALTH CARE, effective, sustainable coordinated responses.
  - Improving alliances and the accessibility to MEDICINES, TECHNOLOGIES and DIAGNOSTIC SERVICES
    - Make full use of TRIPS flexibilities
  - Importance of UNIVERSAL COVERAGE
  - Increase and prioritize NCDs in BUDGETARY ALLOCATIONS
  - Strengthen INFORMATION SYSTEMS

- Promote MULTISECTORAL & MULTI-STAKEHOLDER ENGAGEMENT and GENDER-BASED approaches
- Promote the PRODUCTION, TRAINING AND RETENTION OF HEALTH WORKERS
- Ensure the SCALING-UP of COST-EFFECTIVE INTERVENTIONS WHO Best Buys
International cooperation, including collaborative partnerships

- CONTRIBUTION OF AID TARGETED AT THE HEALTH SECTOR
- NORTH-SOUTH, SOUTH-SOUTH & TRIANGULAR COOPERATION
- MOBILIZE FINANCIAL, HUMAN & TECHNICAL RESOURCES but no new $
- UN System should collaborate; WHO coordination role

Research & development

- Strengthen NATIONAL CAPACITY FOR QUALITY RESEARCH
- Promote the use of INFO & COMM TECH

Monitoring & evaluation

- Strengthen country-level SURVEILLANCE AND MONITORING SYSTEMS
- WHO and partners to develop a COMPREHENSIVE GLOBAL MONITORING FRAMEWORK, INCLUDING A SET OF TARGETS & INDICATORS
- Secretary General to submit OPTIONS FOR STRENGTHENING & FACILITATING MULTISECTORAL ACTION.

SPECIFIC COMMITMENTS FROM THE UN HLM on NCDs

By 2012

WHO: global monitoring framework, including indicators, and recommendations for voluntary global targets
UNSG: present options for multi sectoral partnership

By 2013

Member States: develop / strengthen national multi-sector NCD policies and plans

By 2014

UN: comprehensive review and assessment of progress
WHO Post UNHLM

• Intense planning/ coordination
• Organization-wide workplan: Dec 2011
• Coordination with other agencies: UN agencies 1\textsuperscript{st} meeting, Dec 2011; Apr 2, 2012
• Global monitoring framework & targets: Jan 2012; consultation with MS; Exec Board resolution
• Articulate policy options for strengthening inter-sectoral action
• Update global action plan 2013-2020
• Technical assistance to LMICs

PAHO ACTION ON NCDs 2012-2013

✓ REVISE REGIONAL STRATEGY & goals and targets, in consultation with countries, align w WHO

✓ Support countries strengthen/develop & implement sustainable NATIONAL MULTISECTORAL PLANS and strengthen ECONOMIC EVIDENCE for priority setting

✓ REINFORCE NETWORKS & PARTNERSHIPS: CARMEN Regional meeting and Pan American Forum for Action on NCDs, to Scale up implementation of BEST BUYS

✓ Expand CAPACITY BUILDING: e.g. CARMEN school

✓ COMMUNICATIONS & ADVOCACY, SoA, G-8/G-20, Rio+20, Traditional & New social media

✓ Continued research; Evaluate 2007 CARICOM Heads NCD Summit

✓ STRENGTHEN SURVEILLANCE & INFORMATION SYSTEM

✓ Integrate NCDs management into HEALTH SERVICES SPECIALLY PRIMARY HEALTH CARE

✓ NCD ESSENTIAL MEDICINES IN SOCIAL PROTECTION PACKAGES, use TRIPS flexibilities

✓ Develop a stronger response to OBESITY: specially childhood obesity
Pan American Forum for Action on NCDs (PAFNCDs)

• A multi-stakeholder PLATFORM:
  ✓ Brings together government, private sector, civil society, academia, Int’l Orgs
  ✓ Builds on CARMEN Network and the Regional Strategy on NCDs
  ✓ Support Member States to implement the outcomes of the UN HLM on NCDs
  ✓ Dialogue, advocacy, sharing of info, identification and scale-up of successful practices: Avoid 3 million deaths, billions in economic losses

• Initial Projected Areas of Work

  - TREATMENT ADHERENCE
  - WELLNESS WEEK
  - HEALTHY WORKPLACES
  - CERVICAL CANCER
  - PUBLIC AWARENESS
  - DIETARY SALT REDUCTION

Pan American Forum for Action on NCDs (PAFNCDs)

PAFNCDs
Open and inclusive

Governments
CARMEN Network
Multilateral agencies
Academia
Private sector
Traditional donors
Patient Orgs
Civil society orgs
Faith based groups

Catalyzes partnerships and action

Projects led by:

- PAHO
- MoH
- other entity/ies

Criteria for action/projects:
- Strength of science
- Feasibility
- Interest of partners
- Capacity in PAHO

PAHO provides
Technical & Support Secretariat to Pan American Forum
Catalyst in the creation of synergies between parties and sectors: Honest Partnership Broker
# NCD 'best buys'

(Source: NCD Global Status Report; WHO, 2011)

<table>
<thead>
<tr>
<th>Condition</th>
<th>Interventions</th>
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<tbody>
<tr>
<td>Tobacco use</td>
<td>Tax increases; smoke-free indoor workplaces &amp; public places; health information / warnings; advertising/promotion bans</td>
</tr>
<tr>
<td>Alcohol use</td>
<td>Tax increases; restrict retail access; advertising bans</td>
</tr>
<tr>
<td>Unhealthy diet &amp; physical inactivity</td>
<td>Reduced salt intake; replacement of trans fat; public awareness about diet &amp; physical activity</td>
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<tr>
<td>CVD &amp; diabetes</td>
<td>Counselling &amp; multi-drug therapy (including glycaemic control for diabetes) for people with &gt;30% CVD risk (including those with CVD); treatment of heart attacks with aspirin</td>
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<tr>
<td>Cancer</td>
<td>Hepatitis B immunization to prevent liver cancer; screening &amp; treatment of pre-cancerous lesions to prevent cervical cancer</td>
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**BACK TO WHERE WE STARTED**

- NCDs #1 killer in world; economic and development threat
- Multifactorial, multisectoral links & causes
- Cost effective solutions; “All of society” needed
- WHO Leadership; Americas Region

**UN HIGH LEVEL MEETING (SUMMIT) ON NCD**
THANK YOU
MUCHAS GRACIAS
OBRIGADO
MERCI BEAUCOUP