



Work Plan • Guide

How to get involved?

The “Guide to Participating Organizations,” available at www.paho.org/wellnessweek, was developed for countries and cities in the Americas that wish to become part of this initiative. This document, along with other communication materials, describe in detail the steps required to participate in Wellness Week each year.

Also, to facilitate the dissemination and promotion of the event, a Wellness Week blog was developed, <http://new.paho.org/blogs/wellnessweek/>, so that countries have a space to share their experiences and information about events that will take place in different cities during that week.

Visit our Wellness Week Website

<http://new.paho.org/wellnesweek2012>

Check our Facebook page

<http://www.facebook.com/PAHONCDs>



Follow us on twitter: http://twitter.com/#!/NCDs_PAHO



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2012

Background

➤ History and Purpose

Wellness Week was first launched in 2011 in Harlem, New York and in other locations throughout the Americas.

On September 16th, hundreds of people gathered in Harlem to celebrate the launch of Wellness Week and the associated health fair. As part of the opening ceremony, Dr. Thomas Farley, Commissioner of the Department of Health, delivered a proclamation on behalf of New York's Mayor Michael Bloomberg, which establishes that the city of New York will celebrate Wellness Week every September 16th to 21st.

Dr. Mirta Roses Periago, Director of the Pan American Health Organization (PAHO), also established Wellness Week in the Americas on those same dates. Thus, in September 2011, 23 cities in 12 countries in Latin America and Spain participated in this event under the leadership of local authorities and local leaders. The voices of the mayors of different cities of Argentina, Cuba, Ecuador, Spain, Peru, Costa Rica, El Salvador and Nicaragua were heard throughout the Americas and in the city of New York.

The initiative was coordinated by the Pan American Health Organization/ World Health Organization (PAHO/WHO) and the World Economic Forum (WEF) in conjunction with the Chamber of Commerce of Greater Harlem, the Academy of Medicine of New York, and the City College of New York.

PAHO/WHO and the WEF collaborated to host the first "Wellness Week" alongside the UN High-Level Meeting on Non-Communicable Diseases (NCDs) held in New York City from September 19th - 20th, 2011, and therefore targeted the delegates attending the UN meetings, as well as the NYC community, specifically in Manhattan. Wellness Week was introduced to develop a social movement for healthy settings and healthy living and to increase awareness among individuals, policy makers, communities, employers, civil society members, and the private sector about the threat of NCDs throughout the Americas.

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The objective of “Wellness Week” (WW) is to emphasize the importance of the built and natural environment and socioeconomic conditions in modifying risk factors and preventing NCDs. The Wellness Week project was initiated in New York, however, mayors and other officials from 23 cities in 12 countries throughout the Americas and Spain joined the movement by hosting wellness activities and advocating for the prevention of NCDs during the same time. 2011 was considered the “launch event” of a movement that we expect will grow this year and over future years in many other cities of the Americas and eventually worldwide. Building on the success of the project in 2011, Wellness Week is being replicated in 2012 in multiple communities all over the region.

➤ Non-Communicable Diseases

Non-Communicable Diseases (NCDs) are responsible for more than 36 million of deaths worldwide, a quarter of them among people under 60 years of age, and 80 percent in low and middle-income countries. The impacts of these diseases not only affect the health sector, but also present a significant economic burden for these countries. According to a report from the World Economic Forum (WEF) and the World Health Organization (WHO) “Best Buys: Reducing the Economic Impact of Non-Communicable Diseases in Low and Middle Income Countries,” it is estimated that, between 2011 and 2015, the economic loss for these countries will surpass \$7 trillion dollars if health promotion and intervention efforts against NCDs remain inadequate.

NCDs are the number one cause of mortality globally, and are being increasingly recognized as threats to development and well-being throughout the Americas. Non-Communicable Diseases include, but are not limited to, cardiovascular diseases, cancers, diabetes and chronic respiratory diseases. These four conditions are responsible for the majority of NCD-related preventable deaths and share common risk factors such as physical inactivity, inadequate diet, tobacco use, and harmful use of alcohol. A fact sheet on NCDs (Annex 2) is included in this document as a reference on the planning process of Wellness Week. Public and private sector organizations are being invited to participate in Wellness Week.

Wellness Week Goal

Wellness Week seeks to mobilize and raise attention on NCDs and the societal action needed to prevent and control them. It seeks to muster the participation of local authorities, civil society organizations, media, community organizations, the public in general and leaders from different sectors. It aims to bring these players together to build public policies and develop programs to reduce risk factors and raise awareness about the growing burden and unequal distribution of the threat posed by Non-Communicable Diseases for development.

Wellness Week has become an initiative to mobilize multiple stakeholders including local authorities, the private sector, civil society organizations, and the general public, to raise awareness and to remind everyone that each person plays a key role in preventing NCDs. Additionally, Wellness Week has influenced the development of initiatives and public policies in other sectors, that address the social determinants of health, emphasize the importance of health promotion, and encourage the creation of healthy environments.

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Objetives

- I. Promote the importance of public policies in all sectors to create a favorable environment for healthy living.
- II. Highlight the social, economic and environmental determinants related to the risk factors of NCDs.
- III. Make visible and strengthen the work of community-based networks for the promotion of health in schools, universities, municipalities and workplaces.
- IV. Collaborate with communities to take action against non-communicable diseases.
- V. Involve all sectors of society with a special emphasis on civil society organizations.
- VI. Promote the creation of healthy work environments involving workers, employers and their organizations.
- VII. Highlight the need to reorient health programs to expand their services and enhance community-level NCD prevention efforts.
- VIII. Strengthen efforts to create healthy environments and public spaces, and promote outdoor recreation in healthy settings.
- IX. Take advantage of the Wellness Week, thorough meetings, seminars and workshops, of accountability that allow to assess the progress made during the year to reduce the NCD and analyze the challenges.

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Principle Stakeholders (Social Actors)

Wellness Week is a call to action for people, communities, policy makers and employers.

- 1. People:** to develop activities that allow them to choose healthy lifestyles that prevent NCDs by:
 - Increasing physical activity
 - Encouraging healthy diets
 - Limiting alcohol use
 - Eliminating tobacco use
 - Seeking appropriate preventive care
- 2. Teachers and students:** to develop educational programs and academic activities that raise awareness on how to prevent NCDs and take action to promote health in educational settings. For example, encouraging the development of networks in schools and universities that engage in health promotion.
- 3. Employers and Workers:** to motivate employers and workers through examples of success stories and by highlighting the advantages of joining this movement, and creating healthy environments and healthy work styles. Improving the health and safety conditions of workers will also increase production and effectiveness. For example, invite the presence of the network of healthy markets and involve local small businesses in WW.
- 4. Communities:** to engage in discussions with local leaders to develop programs and resources that promote healthy lifestyles, including tobacco and alcohol regulation, access to healthy food, access to spaces that encourage healthy physical activity, and dissemination of information on health. For example, invite the president of the network of healthy municipalities to participate in WW.

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5. Decision makers: to promote the development of public policies and environments that promote healthy living, and to make the healthier choice the easier choice by:

- Improving access to affordable, healthy, local foods such as potable water, fruits and vegetables.
- Encouraging urban designs that promote an active lifestyle, including walkways, parks, and places for recreation, and access to adequate and comfortable means of public transportation.
- Encouraging the creation and transformation of open and closed smoke-free spaces.
- Inspecting and removing all the carcinogens and other pollutants from water and air.

Participating Organization Value Proposition:

- Recognition - Be recognized as an organization that supports healthy behaviors and promotes action to prevent NCDs.
- Multisectoral Health Innovation - Collaborate across industries, non- profit organizations and government agencies to promote and/or create innovative ways to raise awareness regarding NCDs and take action that positively influences individuals, communities, and policy.



Activities

Intersectoral Action is necessary to combat health inequalities, as the social determinants approach clearly outlines. Wellness Week is an example of multi-stakeholder action on health, through the involvement and mobilization of various sectors, such as education (schools, universities), health, supranational organizations (WHO), civil society organizations, and the private sector; this week long event creates an opportunity for collaboration. As this movement grows it will become a point from which to reinforce the network of healthy municipalities at the national, sub regional and regional levels. This will create further opportunities for south to south collaboration and for local and global goals to be formed and accomplished.



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Table 1: Wellness Week 2012 Locations



Location	Description
In All the Region	<p>The slogan of Wellness Week will be: Choose Health. Eat well. ¡Move!</p> <p>The website of the Wellness Week, facebook and twitter are closing gaps and involving everyone in the region. www.paho.org/wellnessweek2012  http://www.facebook.com/PAHONCDs  http://twitter.com/#!/NCDs_PAHO</p>
In Latin America	<p>All countries will have activities in at least one municipal.</p> <p>10 mayors will send messages about Wellness Week (During the Pan American Sanitary Conference they will present an overview of the activities carried out by each country)</p>
The Caribbean	<p>The Caribbean has taken the lead on the organization of the “Wellness Day” This year’s effort will extend it to a week and in the case of the Bahamas, they will hold the “Wellness Month”</p>
In Washington D.C., U.S.A	<p>The launch of Wellness Week II will take place at the dinner of the first day of the Pan American Sanitary Conference on September 17. PAHO will hold a photo exhibition on Wellness Week 2011 at the Organization of American States.</p> <p>During the Pan American Sanitary Conference, they will show the video of the messages of Mayors sent by countries participants of Wellness Week and a recount of the the activities that will be taking place during the week in the countries of the Region, will be given to the ministers.</p> <p>From 16 to 23 of September, PAHO as an organization, will be inviting all the ministers and delegates that are attending the Pan American Sanitary Conference , to promote physical activities within the building , healthy diet and health screening activities will be developed .</p> <p>On September 21 there will a forum at the World Bank, from 10 am to 2 pm with the participation of the World Bank, American College of Sports Medicine and PAHO / WHO about Healthy Cities: Transforming Communities to Wise Growth and Health.</p> <p>We will join efforts with Mayor Vincent C. Gray from the City of Washington and the Hispanic Organizations in WDC to celebrate the 110th anniversary of PAHO, on Sunday 22 of September with a walk that will join the DC Fiesta events where the activities of the Wellness week will be highlighted with 4 protective factors:</p> <ul style="list-style-type: none"> • Physical Activity, • Healthy Diet, • Smoke Free Environment • Alcohol consumption reduction

Table 2: Suggested Activities in Cities

Activity	Description
Signage/Promotion of Wellness Week	To call the attention of local authorities, as well as municipal residents and other visitors, Wellness Week can be advertised in airports, on billboards, in subways and buses, on taxis, in clinics/hospitals, in schools, and in the areas around the PAHO/WHO regional offices.
Opening of Wellness Week 2012	Wellness Week is scheduled to kick off, with location and time to be determined by country planning office. Involve the previously existing networks of health promoting schools, health promoting municipalities, and healthy markets, to create a social movement.
Exercise Activities/Fairs	Congregate community in safe locations (in a diverse range of contexts such as the “barrios” / neighborhoods, schools, universities, etc...) and host community exercise activities such as: zumba classes, aerobics, dance classes, basketball games, football games, and soccer games.
Walk for Health	A community walk/run (2km, 5km, 10km), an empowerment event to change lifestyles and promote health. It is suggested to use the CICLOVIA venue for this activity
Symposium the local experience	Local Health Commissioner may present recently-released information/findings to showcase achievements in the region. The World Economic Forum and the Finance Ministers of the Region to discuss the cost of the burden of NCDs and how to reduce it by acting now. For the symposium, evidence based information will also be prepared and disseminated to member countries. These documents would include a review of the legal framework of the regulations on sales of junk food in schools and a document on the marketing of unhealthy foods.
Health Campaign	Wellness Week is a great platform from which to launch a campaign. Campaign examples include skin safety/cancer prevention, bike sharing programs, cycle/running paths, workplace work fit contest etc... Each network will have their own health campaign to respond to their specific contingencies.
Cooking/Healthy Eating Presentations	Host cooking or healthy eating event/s. Examples include cooking classes, healthy community breakfasts/lunches/dinners, healthy salad/soup competitions, and community garden development. Emphasize the use of local culinary traditions, chefs, cooks and popular restaurants. Involve the network of restaurants to promote healthy diets, tobacco free spaces and reduced alcohol consumption.

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Health Information Dissemination and Mobile Units	<p>Distribution of health information in the form of pamphlets, posters, and theatrical events. Topics can focus on the risks associated with smoking, alcohol consumption, inactivity, or on the benefits of healthy eating, smoke-free lifestyles, physical activity, etc.</p> <p>Involve the health sector in reorienting health services to better respond to the needs of cities by using mobile units to conduct health assessments such as measuring blood pressure, blood sugar levels and body fat. These units will also promote physical activity and a healthy diet in the cities of the region.</p>
Worker's Health	<p>Health Promotion campaign on Worker's Health</p> <p>Smoke-Free Workplace Initiatives</p> <p>"Healthy Workplaces – Increased Productivity" Initiative which would include: safe workplaces, fair workplaces (fair salaries, work hours and ability to participate in decision making), hazard management, work-life balance, retirement planning, and return to work programs. It would also include a seminar on Worker's Health.</p>
Road Safety / Bicycling/ Ciclovias	<p>Promotion of Safe Bicycle Lanes/Ciclovias</p> <p>Link Wellness Week to World Car Free Day (Sept 22) and create some joint events in the countries in our region.</p>
Social Media Campaign	<p>We plan to renew and add new contacts to the existing Wellness Week 2011 social media network. Please find out more on the website: http://new.paho.org/hq/index.php?option=com_content&task=view&id=5705&Itemid=4097&lang=en</p> <p>Using social media tools online, such as Facebook, Twitter and YouTube, in addition to the online networks that PAHO/WHO belongs to, we will inform the public of Wellness Week 2012 activities and promote participation.</p>



Implementation

For each city or area that wishes to celebrate Wellness Week, a Chair and a local organizing committee (LOC) should be established. The LOC should include representatives from: relevant local authorities; the private sector; civil society, including key community groups; academia; faith-based organizations; and a member of PAHO/WHO local office.

The Chair of the LOC should be selected by the main local authority or by the committee itself.

- The role of the Chair would be to oversee and coordinate the Wellness Week initiative and communicate with PAHO/WHO regional office.
- The roles of each group representative should be defined and agreed upon.

Table 3: The following chart may serve as an example for establishing the roles of the LOC:

Member	Role
Chair	<ul style="list-style-type: none"> • Establish and coordinate committee • Host planning meetings • Communicate with PAHO/WHO local office
PAHO/WHO	<ul style="list-style-type: none"> • Communicate with Chair • Act as a liaison to PAHO/WHO regional office • Maintain and update WW blog • Provide technical guidance
LOC committee members	<ul style="list-style-type: none"> • Receive, review, and approve applications from Participating Organizations (PO) • Coordinate WW event schedule • Disseminate WW initiative information at the local level • Develop budget and fundraise • Coordinate the logistics for the event

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The operational guidelines for the LOC should be agreed upon early and the LOC should make maximum use of virtual communication technologies. Participating organizations must apply to the LOC.

- In order to be recognized as a participating organization, organizations must:
 - Adopt the Wellness Week Work Plan and the Guidelines for Participating Organizations
 - Develop a budget for the organization's core activities for Wellness Week
 - Describe the resource mobilization approach
 - Design and implement a communications strategy

Cities and countries must agree to respect the branding and copyright of Wellness Week by abiding to the logo guidelines, which are detailed in the Participating Organization Guidelines document. The LOC may consider designing a complementary visual identifier to be used in conjunction with the Wellness Week logo.



Principles and Guidelines for Participating Organization

Principles and guidelines presented here are to ensure consistency regarding Wellness Week activities and events.

➤ Principles:

- Wellness Week is a call by the Organizers, the Pan American Health Organization and the World Economic Forum, to inspire and trigger action on healthy living in all sectors and at all levels.
- Organizations supporting Wellness Week are considered “Participating Organizations”.
- A logo has been designed to represent and promote the concept of Wellness Week.
- Participating Organizations are encouraged to use the Wellness Week logo on materials for activities supporting the Wellness Week initiative.
- If PAHO and the World Economic Forum logos are used in Wellness Week activities, no other participating organization logo can be used. Private industry logos are not to be used for publicity during public activities, and products and services are not to be sold. Recognition of participation can be issued in a local communiqué by the local organizing committee.

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➤ General Guidelines:

1. This list of activities should be updated continuously on the blog.
2. Organizations are invited to support and/or to lead their own activities as part of Wellness Week; a potential list of activities is available in Annex 1.
3. Organizations who choose to support specific activities led by the LOC and/or lead their own activities for Wellness Week must submit an application (available in this guide) to the LOC in order to be recognized as a Participating Organization for Wellness Week.
4. Application forms will be reviewed and approved case by case by the LOC. The LOC should inform the applicant organizations of their decision within 10 working days of receiving the application.
5. In accordance with PAHO regulations, companies in the tobacco, alcohol, and weapons industries will not be accepted as participating organizations or sponsors of any kind.
6. All Participating Organizations must highlight how their activity will promote/address:
 - a.- Physical activity
 - b.- Healthy diets (fresh fruit, vegetables, lower salt and sugar, no trans-fat, etc.)
 - c.- Limiting alcohol use
 - d.- Eliminating tobacco use
7. Activities and events must be positive, inspiring, engaging and appealing to their audiences.
8. Participating Organizations are encouraged to use social media to spread their messages to multiple audiences.
9. The process of inviting and coordinating the activities of the Participating Organizations in Wellness Week will be led by LOC.
10. Participating Organizations will work with the LOC to integrate activities and events for Wellness Week to ensure coordination and the best possible outcomes (i.e. review and share specifics of events/activities, locations, timing and method of engagement). The LOC will provide feedback as needed to the Participating Organizations.
11. Participating Organizations must refrain from selling or actively promoting their products during WW events and may not imply, in any way, that the LOC and/or PAHO/WHO endorses or approves of the Participating Organization or its products.
12. Participating Organizations will not distribute items or sponsor events that would be in conflict with the key focus areas of Wellness Week. If Participating Organizations wish to distribute any items during Wellness Week, the details of this should be included in the application form to the LOC.
13. The participating organizations that offer service to the public in conflict with the Wellness Week principles should not use the logo.

➤ Guidelines for the use of the Wellness Week logo:

1. The Wellness Week logo, a property of PAHO/WHO, will be used within activities/events which are part of the Wellness Week program. Participating Organizations will be provided with the official version of the Wellness Week logo by the LOC.
2. The Participating Organizations that use the Wellness Week logo must respect and adhere to the following guidelines:
 - It must be used according to its actual design and color (or black and white version);
 - It can be proportionately enlarged or reduced to a legible size if needed;
 - The logo cannot be changed in any way- under no circumstances may it be redrawn, re-proportioned, cropped or modified ;
 - If used on a website, it must have a minimum of 25 pixels between other logo(s), graphic (s) or textual elements;
 - It cannot be used to imply an affiliation with PAHO/WHO;
 - It cannot be used in relation to images/text which promote activities against the values of Wellness Week;
 - It cannot be used on any materials or websites that violate laws or regulations.
 - For activities led by Participating Organizations, the Wellness Week logo may be used with their own organization's logo.
 - In the case that the logos of PAHO and the World Economic Forum are used with the Wellness Week logo, no other logos will be used. Participating Organizations supporting the activities/events in this case, will be recognized by name in writing (e.g. on the Wellness Week webpage and in communication materials).

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➤ Modes of Participation in Wellness Week:

This list is not exclusive; additional ideas are welcome.

- Expertise to support Wellness Week activities/events
- Co-Sponsors of lectures and forums (financial and in-kind contributions)
- Leading or hosting activities within one's own workplace
- Advertising/promotional campaigns
- Activities/events management
- Donation of the use of the building, outside space, etc.
- Financial contributions
- Technological resources



Data Evaluation

Measures of Success

The measures of success will be identified and selected in each PAHO country office in conjunction with the major stakeholders. Some include: the commitment of national and local authorities, the number of cities involved, the number of participants in WW activities, the number of stakeholders, the mobilization of local businesses (restaurants, markets), the mobilization of networks of municipalities, schools, hospitals or healthy markets, and the number of events organized across sectors to reduce the incidence of NCDs. Also a successful media campaign could be a measure of success, including an active social media strategy.

It is important to evaluate the process and outcomes of Wellness Week in order to improve future events. This can be done by monitoring various quantitative and qualitative indicators. Participating Organizations will be asked to provide metrics on both process and outcome indicators for their specific events.

- Quantitative indicators:
 - Wellness Week Printing materials
 - “Wellness Week” Interactions
 - Physical Attendance to Events (minimum population estimated)
 - Virtual Key Process Indicators (KPIs): (Examples: number of page views, site visits, video streaming, Tweets, Facebook impressions and interactions, location mapping, etc.)
- Actionable indicators:
 - Virtual personal tracking of short term and long term progress of individuals.

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Timeframe Planning Milestones:

Suggested Planning Dates: (Assuming Wellness Week takes place during the third week of September)

Milestones	Date
Mobilize the LOC, disseminate Participating Organization Guidelines, Participating Organizations to submit registration form for activity (ies)/event (s)	July / August
Planning Committee reviews/approves WW activities/events of Participating Organizations	July-September
Media, Public Relations and WEB launch	July
Wellness Week launching event (first day of activities)	September
Wellness Week events and activities	September
After Action Review	End of September
Begin plan for next Wellness Week	Early October



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Form for Participating Organizations

Application Form to be recognized as Participating Organizations

- ☐ Yes, mi organization formally comitts to support Wellness Week.
- ☐ Yes, mi organization accepts the guidelines and criteria described in this form.
- ☐ Yes, mi organization agrees to support a healthy municipal, a healthy nation, a healthy world.

I. Participating Organization Contact Information (Please print legibly)

Name of Organization _____

Street Address _____

City, State/Province, Zip/Postal code _____

Country _____

Name of Responsible Person _____

Title _____

Email Address _____

Work Phone _____

Cell Phone _____

Signature _____

Date _____

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II. Specific Activities Proposed for Wellness Week

1. Description of event or activity: (Please be specific and list all important details)
2. Date(s) and time(s) of activity/event:
3. Specific location of activity/event: (please list address)
4. What specific arrangements are necessary for this activity to occur?
(Space, lead time required to organize, set-up event, registration, etc.)
5. List any special approval(s) needed to implement the event/activity:
6. Will social media be used as part of the event/activity planned during Wellness Week?
7. List products, services or information that will be distributed at event:

III. Type of Support for Wellness Week:

(Please check the one(s) your organization would like to support)

- ☐ Organize and coordinate an event or activity for the Wellness Week
- ☐ People/time resources donated
- ☐ Advertising/campaigns to support Wellness Week
- ☐ Activities/events Management
- ☐ Donation of building, outside space, open spaces, etc. for a Wellness Week activity or event
- ☐ Donation of materials or products with the Wellness Week logo (T-shirts, water bottles, lineyards, pedometers, etc)
- ☐ Technology Resources
- ☐ Other _____

Please return completed form and description of products to be distributed in the event (if applicable) to:

Dr. Sofialeticia Morales
Health Promotion and Social Determinants Coordinator
Telefono: 202-9743106
email: moraless@paho.org

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Appendix 1: Basic Wellness Week Information

Who?

1. Individuals
2. Urban Communities
3. Policy makers
4. Employers (Workplace Wellness Alliance)

What?

Influence policy that will help communities promote change by creating:

1. Favorable settings and policies
 - (i) The urban environment
 - (ii) The social context
2. Healthy behaviors
 - (i) Increasing physical activity
 - (ii) Encouraging healthy diets
 - (iii) Limiting alcohol use
 - (iv) Smoking cessation

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Why?

1. To create healthy urban environments that facilitate healthy choices and physical activity
2. To encourage healthy behaviors
3. To extend quality of life and life expectancy
4. To improve the performance and contribution of individuals in their society/community
5. To prevent and decrease susceptibility of chronic diseases
6. To foster the ability to do things that bring joy and happiness to life

When?

1. During “Wellness Week” - Dates will be determined by each participating organization
2. Advertisement and awareness activities should be implemented beforehand

Where?

1. Cities around the world

How? (Suggested activities)

Examples: Interactive health literacy activities:

1. Ad campaigns: airports, train stations, public transportation
2. Information packages to increase awareness of the built environment and social organizations in the area
3. Virtual Interactions: (WEB presence, Facebook, Twitter, etc.)
4. YouTube clips about NCDs
5. Walks/runs, walking and cycling path dedications/development
6. Healthy food choice promotion: grocery stores, restaurants
7. Link to other existing health-related events in the city

“Wellness Week” will focus on raising awareness regarding the risk factors associated with non-communicable diseases (NCDs), and will aim at developing actions which can be taken to moderate these factors. The following is a brief list of the main risk factors of NCDs.

Behavioral Risk Factors

1. Physical inactivity
2. Unhealthy diets
3. Harmful alcohol consumption
4. Tobacco use

Biological Risk Factors

1. High blood pressure
2. High cholesterol
3. High blood sugar
4. High body mass index (BMI)

Social and Environmental Risk Factors

1. Carcinogens and Pollutants – Water, air, second-hand smoke
2. Limited access to healthy food: potable water, fresh fruit and vegetables
3. Access to inexpensive, highly processed, high calorie, non-nutritious foods
4. Urban design that do not allow active living: lack of sidewalks, parks and plazas, limited bike paths and comfortable and adequate public transportation
5. Lack of housing, buildings and schools conducive to active healthy living
6. Poor accessibility to fresh water, fresh food and transportation
7. Lack of closed and open spaces free of tobacco smoke
8. Unhealthy work environments, violence and insecurity
9. Inadequate health education and knowledge translation

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Appendix 3: Relevant Background Resources

Document	Link
Prevention and control of non-communicable diseases, Report of the Secretary General, United Nations, May 2011	http://www.un.org/ga/search/view_doc.asp?symbol=A/66/83&referer=/english/&Lang=E
World Health Organization: 2008 – 2013 Action Plan: Global Strategy for the Prevention and Control of Non-communicable Diseases	http://www.who.int/nmh/publications/9789241597418/en/index.html
Pan American Health Organization: PAHO/WHO Regional Strategy & Action Plan on Chronic Disease Prevention & Control	http://www.paho.org/english/ad/dpc/nc/pan-mtg-07-2cncd-reg-strat.pdf
Margaret Chan, Director-General, WHO,: February 25, 2011 Statement at the Regional high-level consultation of the Americas on non-communicable diseases and obesity in Mexico City, Mexico	http://www.who.int/dg/speeches/2011/NCDs_20110225/en/index.html
Moscow Declaration. Ministerial Meeting April 28-29, 2011	http://www.who.int/nmh/events/moscow_ncds_2011/conference_documents/moscow_declaration_en.pdf
Ministerial Declaration of Mexico. February 25, 2011 (version as of March 4th, 2011)	http://www.paho.org/English/D/Ministerial-Declaration-Mexico-NCDs.pdf
World Economic Forum Workplace Wellness Alliance	http://alliance.weforum.org/
Mike McCallister Interview, Fortune	http://money.cnn.com/2011/03/17/news/companies/leadership_michael_mccallister_humana.fortune/index.htm
NYC Department of Health and Mental Health Resources: Las Directrices de Diseños Activo, Papel Blanco -por discutir (Primera semana de Agosto)	www.nyc.gov/health
Rio Political Declaration on the Social Determinants of Health	http://www.who.int/sdhconference/declaration/Rio_political_declaration.pdf
National Association of Country & City Health Officials	http://www.naccho.org/
Preventing Non-Communicable Diseases and Injuries	http://www.nyc.gov/html/doh/downloads/pdf/ip/un-rpt.pdf

