

Pan American Forum for Action on Chronic Diseases:

Supporting the Implementation of the
Regional Strategy for
Prevention & Control of NCDs

Meeting of PAHO/WHO Salt Expert Group
October 28, 2011

Meeting with private sector companies and PAHO Task Force on Trans Fats: Sept 2007



What is the Pan American Forum?

- The Pan American Forum for Action on Chronic Disease is a platform established by PAHO, which brings together government, private sector and civil society to raise awareness of and help scale-up successful practices for the prevention and control of NCDs/chronic diseases and promotion of health at all levels
- Aims to create synergy between initiatives of different sectors/partners (e.g., Urban health forum)
- Approach relevant to all countries which will be needed to intensify action after the UN High Level Meeting on NCDs

Pan American Forum: Aims and Functions

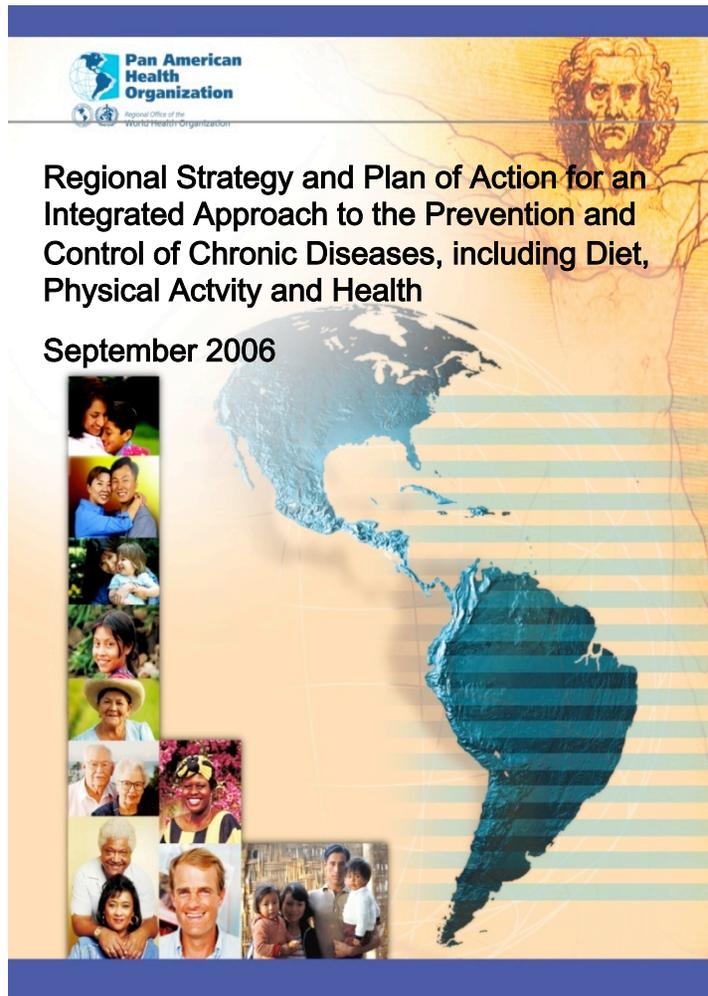
Aim:

- Support attainment of the regional strategy goal of improving well-being and productivity in the Americas, avoid billions in economic losses, and prevent 3 million deaths in the next 10 years, through multi-sector collaborative approaches

Functions:

- A multi-stakeholder platform for dialogue, advocacy, sharing of information, and identification of successful practices in prevention and control of NCDs and promotion of health
- Catalyze the scale up of successful practices and joint action between government, civil society and private sector to support national and regional priorities
- Support Member States in the Americas to implement the outcomes of the UN HLM on NCDs

Supports PAHO/WHO/UN Mandates



- Resolution CD/47, 2006: “D to develop new or strengthen existing partnerships related to the Regional Strategy...”
- WHO NCD Global Action Plan 2008: “..partners are called to support the development/ strengthening of international, regional and national alliances, networks and partnerships to support countries in mobilizing resources, building effective national programs and strengthening health systems...”
- PAHO Strategic Plan 2008-13 -- establish a Partners Forum for prevention and control of NCDs including public, private and civil society
- UN HLM “All of society approach”

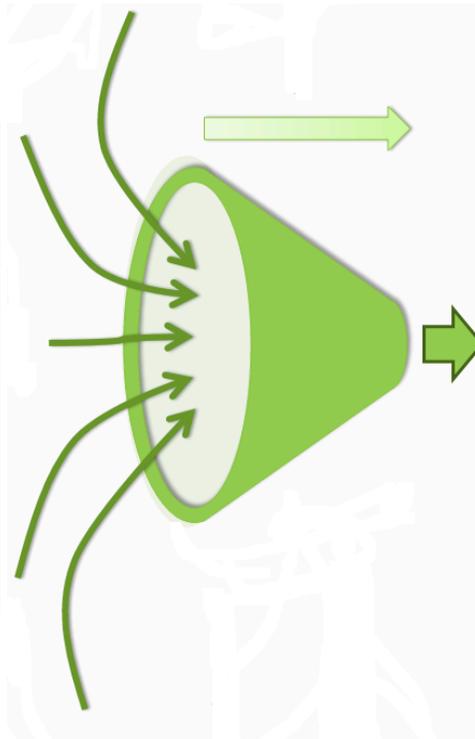
Builds on existing initiatives

- Several multi-stakeholder initiatives exist in the region, led by government, civil society or private sector, which would benefit from expansion or joining up for synergy
- PAHO has other Forums, e.g., health promotion, urban health (does not include the private sector)
 - PAF will be complementary to these initiatives
 - PAF builds on the work of the Partners Forum after 9/20
 - PAF will serve as a platform for an “all of society approach” to addressing NCDs

Process

FORUM for information exchange and advocacy
Open and inclusive

Governments
CARMEN Network
Multilateral agencies
Academia
Private sector
Traditional donors
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 (& PAHEF)

Technical & Support Secretariat to Pan American Forum

Catalyst in the creation of synergies between parties and sectors: Honest Partnership Broker

History and progress to date

2008-09

Preparatory steps externally and internally

Dec 2009

Partners Forum Launch: PAHO, PAHEF, WEF, IBLF, PHAC

130 participants = 10 countries + 65 organizations

Led to work groups: healthy diet, health services, healthy workplace

2010

One year of Partners Forum activities

Website & Members invited to sign Commitment to Action (see attachment)

Work group meetings; discussions at CARMEN Network meeting in Lima

US-MEX border PF event, Trinidad & Tobago PF event, Cartagena event with WEF

Trainings in partnerships and negotiations

Manager November 2009- August 2010

January 2011

Partners Forum evaluation by TPI consultants

To provide recommendations on governance + operational aspects

May 2011

Event at WEF during WHA

USA, Canada, Mex, Caribbean; companies; NGOs

June 2011

Multi-stakeholder consultation, WEF office, New York

30 participants from business, government, NGO sectors

Consulted on proposed goals, architecture, governance and areas of work

August 22-29

Consultative process with stakeholders

Sept 20, 2011

Launch next phase, Americas side event, UN HLM

Sept 26-30

Directing Council

Main Areas of Work ⁽¹⁾

Dietary Salt Reduction:

Will include sharing information of successful practices; public education and information; product reformulation to reduce salt in manufactured foods; standardization of labelling; changing standards for catering in public settings, and monitoring of levels of consumption of salt

Healthy Workplaces:

Will include documenting successful practices; developing/adapting tools for monitoring workplace wellness and progress in health, absenteeism and presenteeism; develop training package for the SME sector; leveraging experiences from the World Economic Forum workplace Wellness Alliance

Public Awareness:

Aims to extend the “Get The Message” campaign regionally will include advocacy and communications on NCDs, with traditional and new social media, raising political and public awareness while educating and empowering consumers

Main Areas of Work (2)

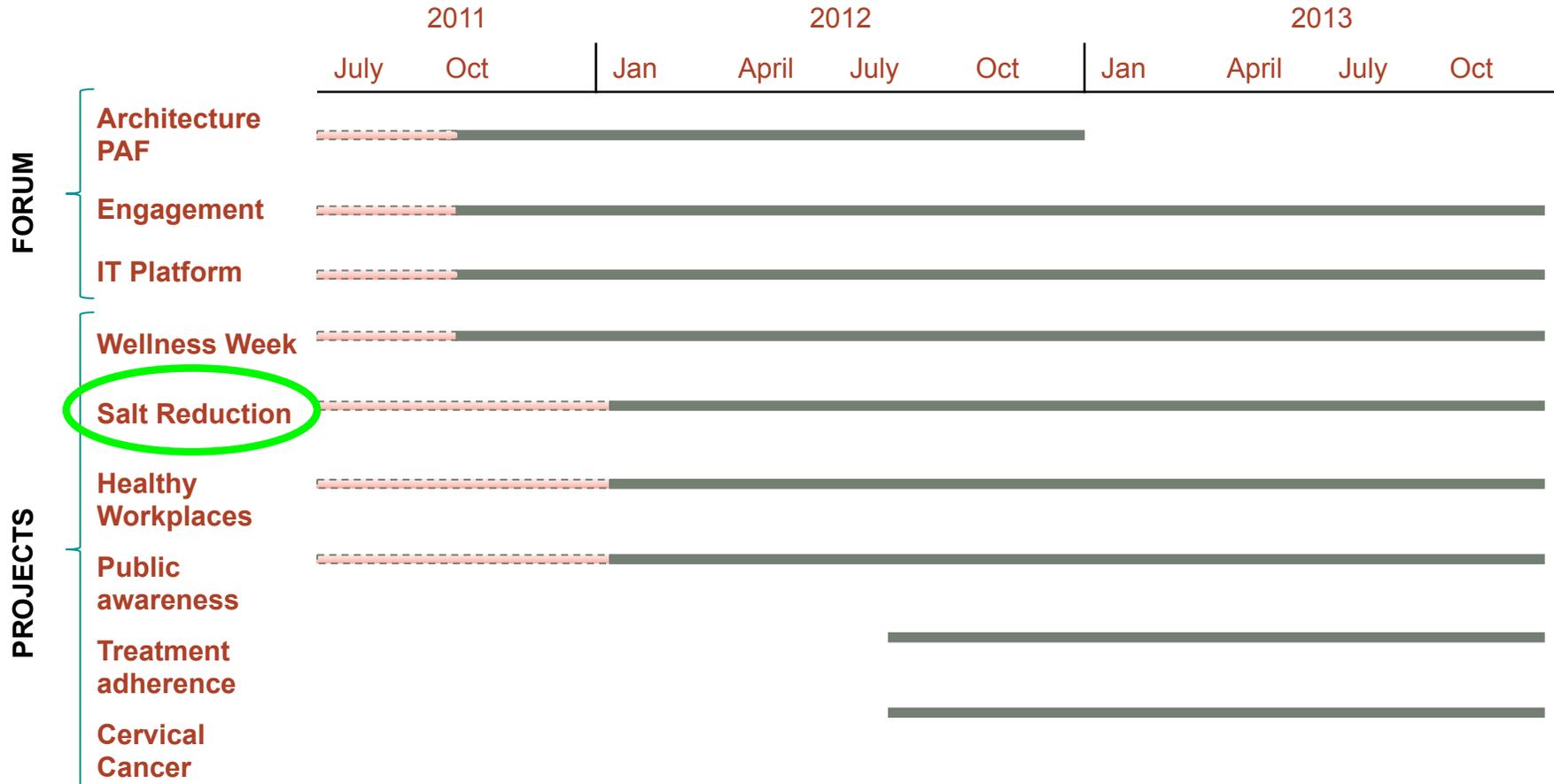
Innovation in Treatment Adherence and Health Care Delivery:

Will focus on addressing secondary prevention of cardiovascular disease, cancer and diabetes, and avoiding expensive complications on a regional basis including education to improve adherence with treatment and promote lifestyle changes (e.g., diet and physical activity) for patients at high risk of cardio-vascular disease or complication of diabetes

Innovation in cervical cancer prevention and control:

Aims to prevent and control cervical cancer in the Region with a focus on women and girls at high risk by a comprehensive approach including education of consumers, scaling up screening and treatment, and vaccination through innovation in healthcare delivery and training and building capacity

Provisional Timeline Aligned with the Regional Strategy



Project Pipeline...

What are other areas of work/projects you would like to be realized in the next year using this approach?

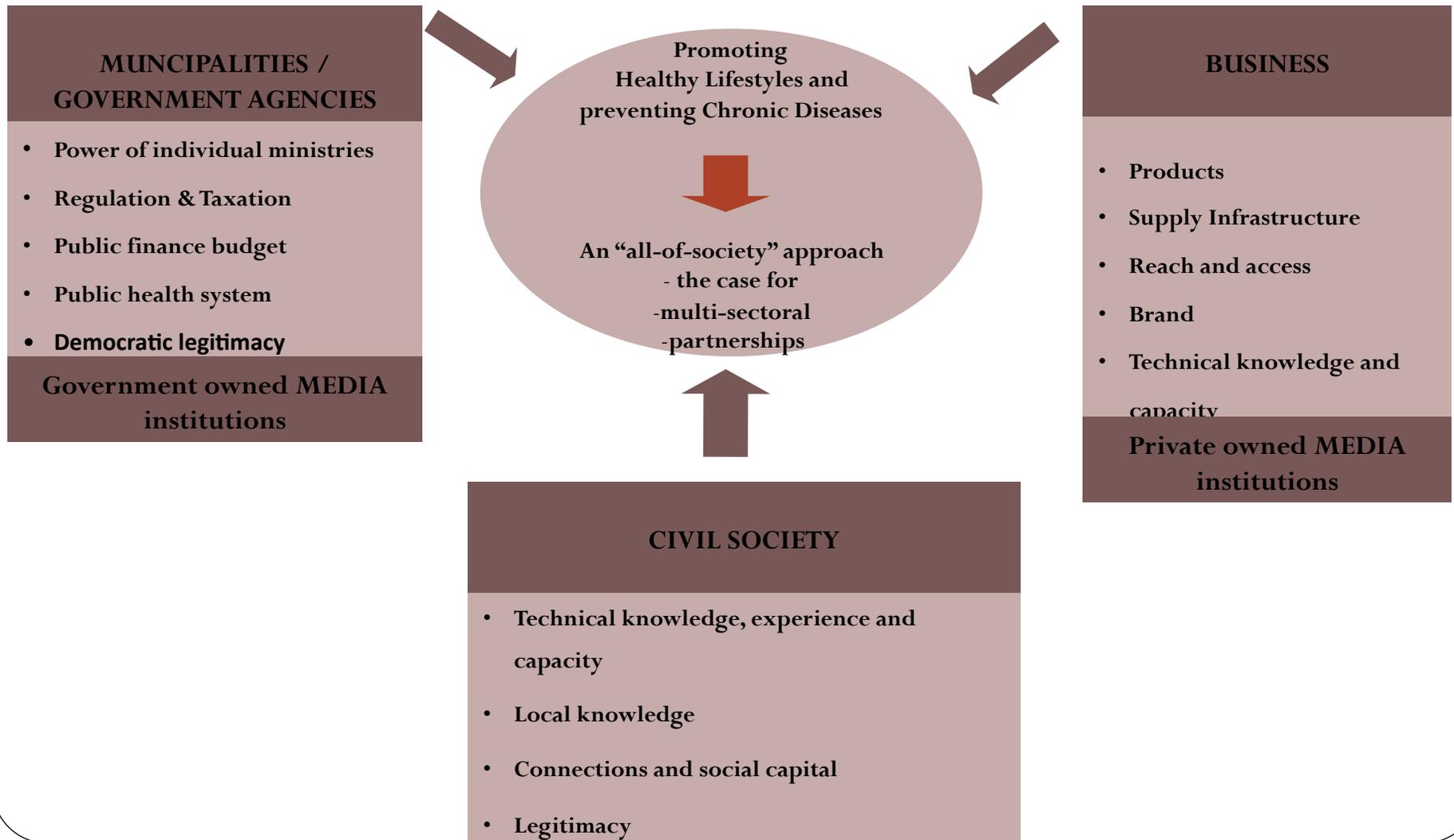
----- Already ongoing/Development Phase

————— Implementation Phase

Rules of Engagement / Membership

- PAF will engage:
 - Member states and their institutions; already signed onto regional strategy
 - Private sector and civil society organizations that share interest in NCD prevention and control
- Managing conflict of interest:
 - Tobacco, alcohol, arms & armament industries excluded
 - Differentiate policy making “what” from “how”
 - Diversify partners - reduce undue influence of any one sector
 - Other measures
- Commitment:
 - Sign shared values statement
 - Commit to action within 1 year
 - Join discussions, get involved in dialogues/implementation:

Why multi-sector...



Planned Resources and Funding

- Core team at PAHO
 - Senior advisor, multi-stakeholder partnerships
 - Forum manager
 - Communications specialist
 - Admin assistant
- Project teams
 - Technical advisors from PAHO
 - Collaboration specialists
- Funding
 - Will be needed for core team, implementation, comms strategies, publications, events, outreach, travel, etc

Governance

- Interim Advisory Group for year 1 to:
 - Support further definition of PF architecture and expand/diversify membership
 - Advise on a clear mechanism of governance and communication
 - Secure equality in providing input
 - Advise on other issues, e.g., mobilization of resources
- Proposed membership (16):
 - 4 MOH reps (e.g. CARMEN Management committee)
 - 4 civil society (from different angles)
 - 4 business sector (from different industries)
 - 1 Academic (with expertise in partnerships)
 - 1 WHO/NCDnet coordinator (observer)
 - 2 PAHO (Senior Rep and Senior advisor multi-sector collaboration)
- Project teams to be established as needed

Foreseen Products 2012-13

Forum

- A functioning Forum with annual meetings
- 100 members from a balanced background have joined
- Compilation of successful practices in region
- IT platform developed and successful practices showcased

Projects

- At least 4 regional projects underway (e.g. comms campaign)
- 2 national/sub-regional multi-stakeholder forums started,
- Project pipeline mechanism established

Infrastructure

- Project teams and resource mechanisms for projects in place
- Supporting materials, eg., guidelines, plans, in place
- 50 PAHO & MOH officials trained in multi-sector collaboration

Monitoring Progress

- Platform and areas of work will be monitored and evaluated
- Initial indicators of process, outputs and outcomes will be set by PAHO, as part of its leadership role
- The set up process, output and outcome indicators will be discussed with Advisory Group for input on joint goals, overall and project- specific
- Agree and develop a regular (annual) “partnership health check” re satisfaction of members with the PAF

Next Steps

- Virtual consultation meetings: *Aug 22-29*
- Announcement of the PAF: *Americas side event, Sept 20*
- Ad hoc/interim advisory group meeting: Sept 21st
- Event/announcement at PAHO Directing Council: Sept 26-30
- Finalize rules of engagement and diversify membership: Dec
- Consultations to develop work-plan of activities: Oct-Dec
- Develop infrastructure: hiring staff by January, 2012
- Finalize and launch the IT platform for the Forum: Dec
- PAF meeting with CARMEN Network: early 2012