



Pan American Forum for Action on **NCDs**

Pan American Health Organization (PAHO)

Dr. Irene Klinger. Manager, External Relations, Resource Mobilization and Partnerships

Women's Cancer Initiative: A joint commitment to save lives

February 2013

Pan American Forum for Action on **NCDs**



A platform for a “whole of government and whole of society effort” to confront the Non Communicable Diseases epidemic in the Americas

NCD Threat to Development

WEF 2010 *Global Risks* report, NCDs pose a greater threat to global economic development than fiscal crises, natural disasters, corruption, or infectious disease.

TOTAL NCD DEATHS 2009
4,5 M

Globally US 30 trillion over
the next 20 years.

The ultimate goal to prevent 3 million deaths over the next 10 years.

UNHLM NCD



CARMEN network, CARMEN Policy Observatory and CARMEN sub regional 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



From Declaration to

Multi-Stakeholder Action



The PAFNCD is conceived as a vehicle or 'platform' to:

- **Promote dialogue** to stimulate an appropriate environment to address the epidemic
- Strengthen/establish **collaboration & partnerships** to take action on selected priorities
- **Create synergy** and address underlying risk factors of chronic diseases, making the healthy choice the easier choice
- **Support Member States** in implementing the regional strategy and related mandates
- **Promote & scale up successful** practices
- **Mobilize** partners and resources

PAFNCD & Initiatives



Based on the Global NCD Strategy, the WHO Best Buys and the PAHO Regional Strategy, **seven topics** were selected by PAHO as **initial priority areas** for the Forum:



From Declaration to Multi-Stakeholder Action

1. **Being active, working healthy**
2. A grain of **salt** goes a long way
3. From burden to best buys: **tobacco** control as a low-cost solution to help curb the tide of NCDs
4. **Women and cancer**: a joint commitment to save lives
5. Thinking with the heart: scaling up access to **cardiovascular** treatment
6. **Communicating** the non communicable
7. The sweetness of confronting **diabetes**

Other initiatives will be added, with the concept of a “Project Pipeline” , based on strength of science, feasibility, evolving interest of Member States.

The Forum mobilizes partners to dialogue and catalyze innovative ways of fostering health at all levels, reducing the growing costs associated with NCDs, and saving lives.

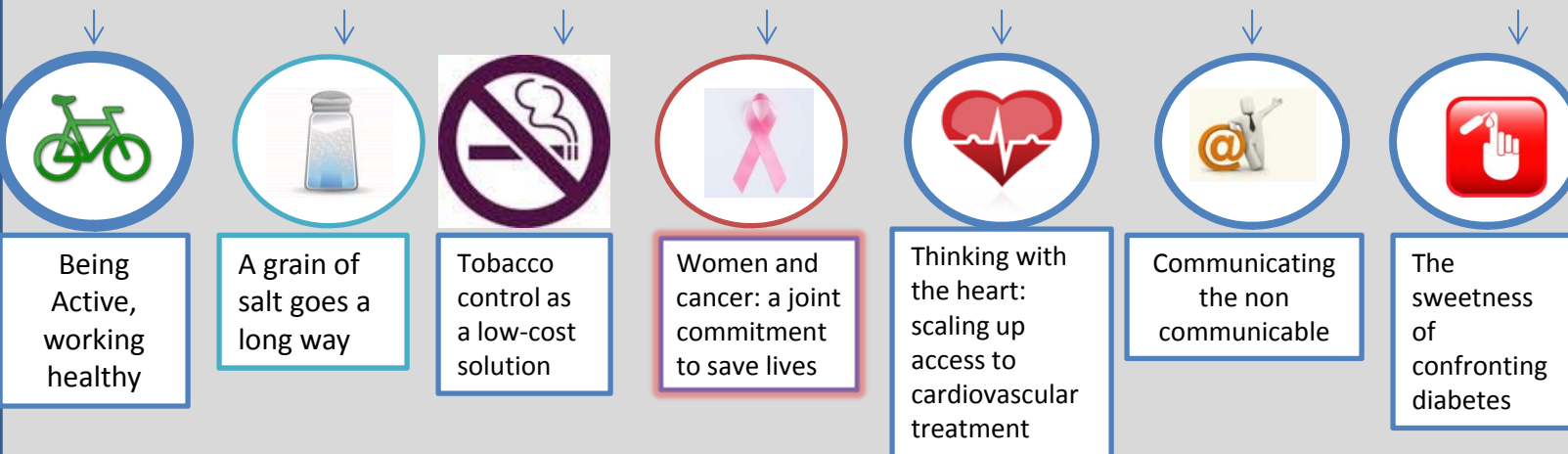


Pan American Forum for Action on NCDs (PAFNCD)

PAHO Member States make the policy for the Organization

Regional Strategy

Strategic Initiatives



The Forum members are encouraged to combine their skills to promote and contribute to the execution of the strategic priorities identified by PAHO within the Regional Strategy.

What has happened so far?

First PAFNCD Meeting in Brasilia, May 2012



260 participants

- Government officials from 36 countries
- 24 private sector companies
- 45 CSOs & academic organizations
- 6 International Organizations

Bring together all actors to dialogue on innovative ways to carry out the strategic priority initiatives/ PAHO's Regional Strategy

What has happened so far?

Strategic Alliances



– Salt Consortium: August 28-29, 2012

- Comprised of more than 20 reps from government, industry, consumers organizations and health NGOs, health and nutrition experts committed to work on reducing dietary sodium



What has happened so far?

Strategic Alliances

Forum with the World Bank & ACSM, September 21, 2012

- Evidence was presented highlighting the significant health and economic toll physical inactivity takes on countries and the importance of the built environment



Advancing healthy cities for smart growth

What has happened so far?

Strategic Alliances

Healthy Lifestyle Wellness Week

- Heart Healthy Lunch with Sister to Sister
- Walk for Health & DC Fiesta: September 24, 2012



Advancing healthy life styles

What has happened so far?

Strategic Alliances



**Partnership Guidelines with
World Economic Forum,
Mexico City, 25 September 2012**



Developing guides for enhancing multi-stakeholder
action for Healthy Living

What has happened so far?



Strategic Alliances

Harnessing Multi-stakeholder action for HEALTHY LIVING in the Americas with WFSGI

December 5, 2012

A dialogue on the opportunities for collaboration and development of joint efforts to promote healthy lifestyles and physical activity

OPS dialoga con Federación Mundial de la Industria de Artículos Deportivos para promover la actividad física en las Américas

Washington DC, 6 de diciembre de 2012 (OPS/OMS).- Representantes de la Organización Panamericana de la Salud/ Organización Mundial de la Salud (OPS/OMS) y de las principales empresas que integran la Federación Mundial de la Industria de Artículos Deportivos (WFSGI, según sus siglas en inglés) y la Asociación de la Industria del Deporte y el Fitness (SFIA, según sus siglas en inglés), dialogaron por primera vez sobre la posibilidad de realizar acciones conjuntas para promover la actividad física y la vida activa en las Américas.



PAHO/WHO retweeted



PAHO/WHO @pahowho 1d
#physicalactivity @PAHOWHO & @WFSGI share views in how to join forces and promote active living in the Americas cc: @ncds_paho



PAHO/WHO @NCDs_PAHO 1d
@opsoms How would you engage others to advocate for an active living world? #physical activity #ncds



PAHO/WHO @NCDs_PAHO 1d
@opsoms Las personas estamos diseñadas para movernos y ser activos. Ejercítate 150 minutos a las semana.

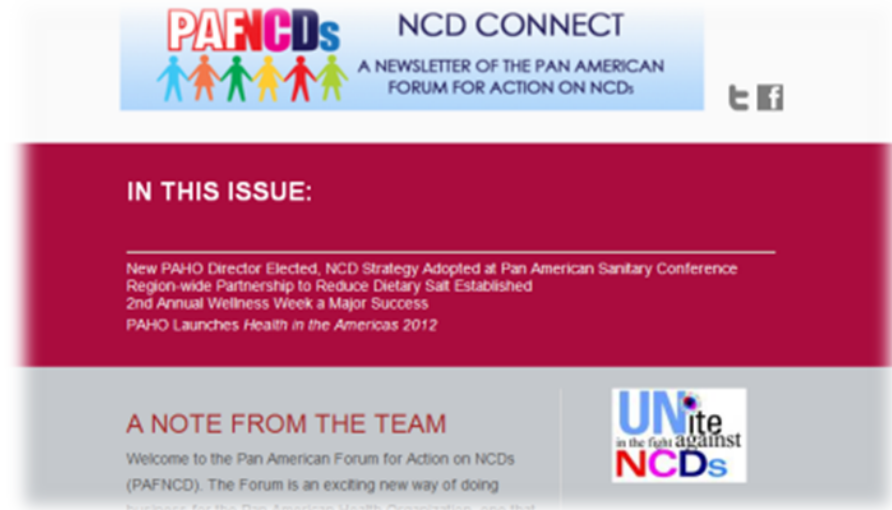
Advancing healthy life styles and physical activities

What has happened so far?

Communications

– Creating an NCD community & Communications Strategy

- NCD Newsletter
- PAFNCD Web page
- Data Base of Partners and Potential Partners
- Communicating the Non-Communicable



What has happened so far?

Establishment of internal structures/mechanisms



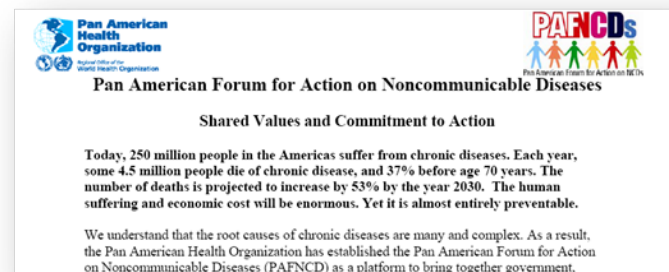
- Shared Commitment
- Rules & regulations
- Firewall idea / potential conflict of interest
- Implementation of the Advisory Group
- PAFNCD work plan
- Trust Fund

Clear rules, ensure alignment, manage conflict of interest



How to become a member?

- All Forum members are required to sign the Commitment to Action and agree to specific rules of engagement:
 1. Membership Application
 2. Commitment to Action
 3. Rules and Regulations



Challenges

Mobilize the appropriate human and financial Resources

- Pool diverse resources and skills (technical, in-kind, and financial)

Multi-stakeholder action

- Promote and encourage regional and country level multi-stakeholder approaches to advance a comprehensive solution for the NCD epidemic

Paradigm shift

- Continue creating a cultural change inside the Organization and among partners (trust, roles and respect, dialogue, competitive advantages)

Differentiate policy

- (“WHAT” is to be done) decided by public health authorities from action
- (“HOW” we achieve these goals) where members work together

Managing Conflict of Interest

- Shared Commitment to Action
- Roles and Responsibilities/Rules of Participation

Achieving the goal

- Producing the necessary behavioral changes and ensuring equitable access to prevention and control

In 5 years...

Outlook

Full ownership of PAFNCD partnership vision and actions implemented at country Level



- The **7 priority** initiatives are under implementation with **concrete results** and sustained broad and diverse **resources**
- Increased active and **supportive partners** engaged in specific regional and country/local initiatives
- Fully operational **platform** for effective interaction and communications
- **NCD** is a household **concept** and behavioral change is under way
- Increased coverage and quality of care for patients living with NCDs, including better “self care”



PAHO, Governments, Academia, Civil Society & Private Sector Partnering for Success

