



Plano de Ações Estratégicas para
o Enfrentamento das Doenças Crônicas
Não Transmissíveis (DCNT) **no Brasil**
2011 - 2022

NCD Action Plan Brazil: 2011- 2022



Ministério da
Saúde

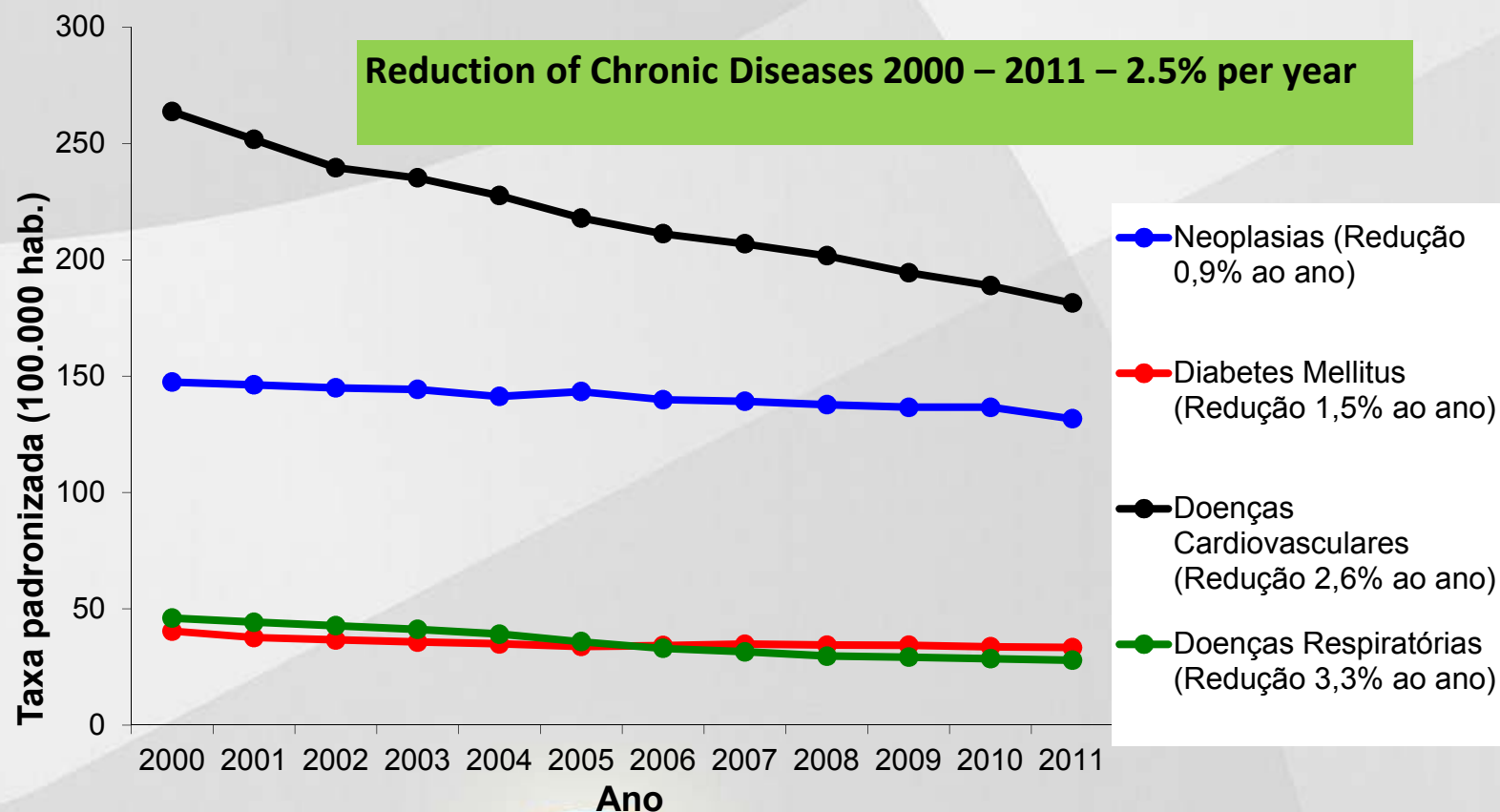


Summary

1. Background – NCD mortality
2. Leadership and multi-sectoral action
3. NCD Action Plan 2011- 2022
4. Surveillance and Monitoring
5. Prevention and Health Promotion
 - Tobacco
 - Salt Reduction Agreements
 - *Physical* Activity Policies
 - Alcohol regulation
5. Treatment and access to medicines
6. Conclusion

NCD Mortality

- 72% of deaths in 2011
- 20% reduction mortality

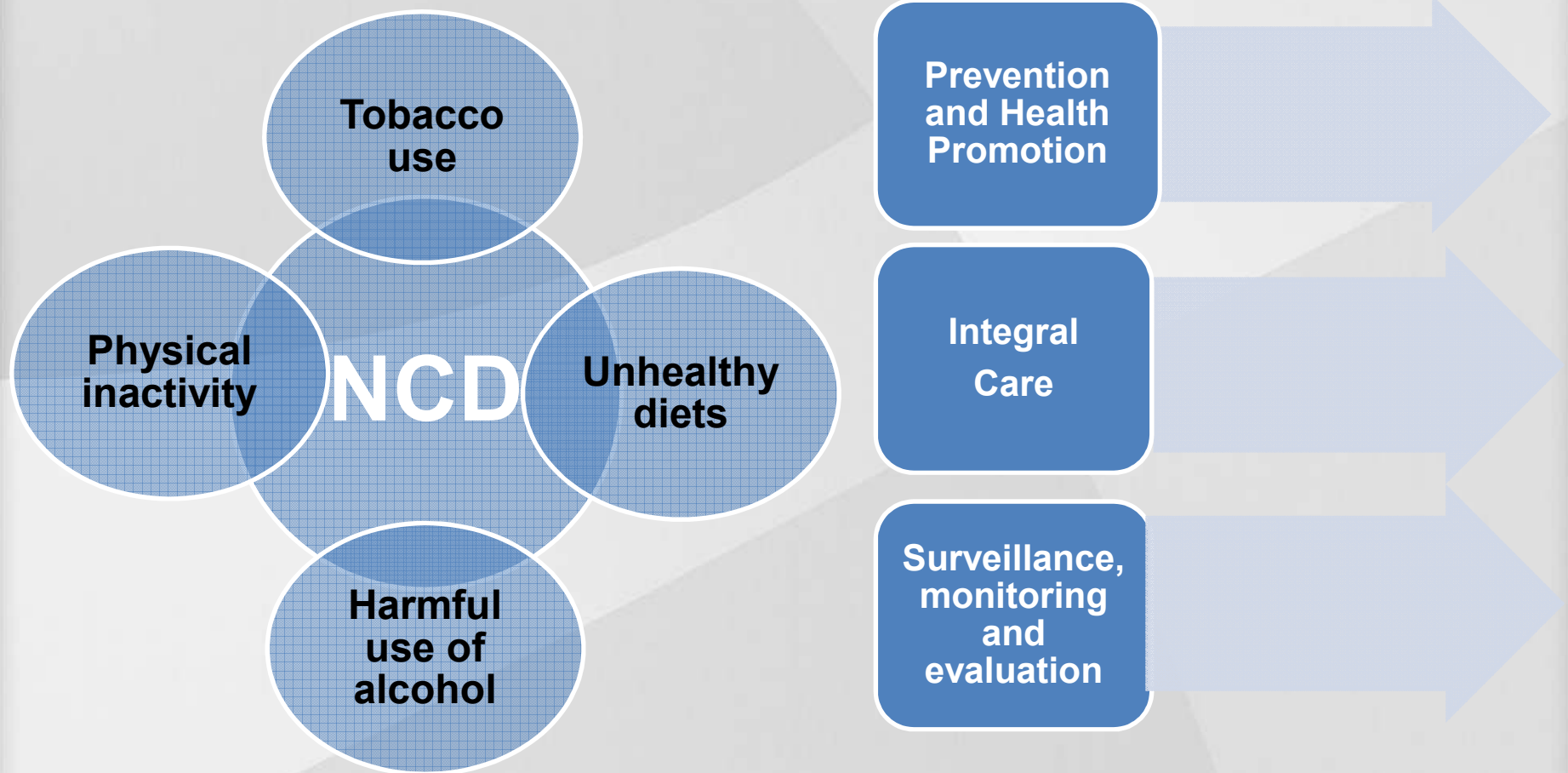


Leadership and multi-sectoral action

Mobilization NCD Plan

- ✓ The NCD Plan has intersectoral participation in the Plan elaboration:
 - About 20 sectors participated in the planning of the NCD Action Plan. (Education, Sports, Finance, Communication others...)
 - And: NGOs, Universities, Civil Society, private sector.
- ✓ The actions in the Plan include direct responsibilities of the Ministry of Health and also the roles of other sectors.
- ✓ The plan was widely disseminated in several meetings and conferences.

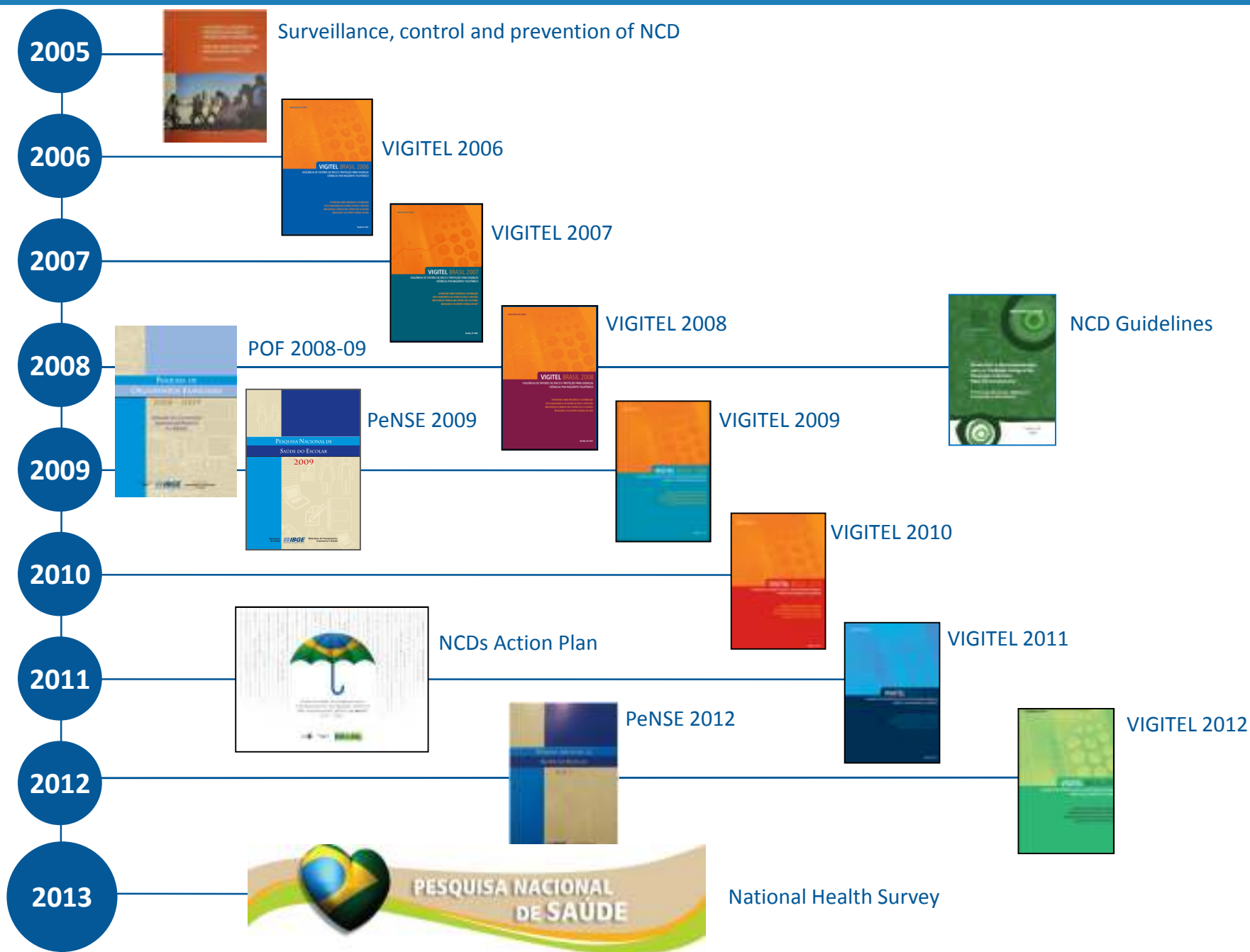
NCD Action Plan 2011- 2022



Actions in progress

I -NCD Surveillance and Prevention in Brazil

NCD Surveillance and Prevention in Brazil

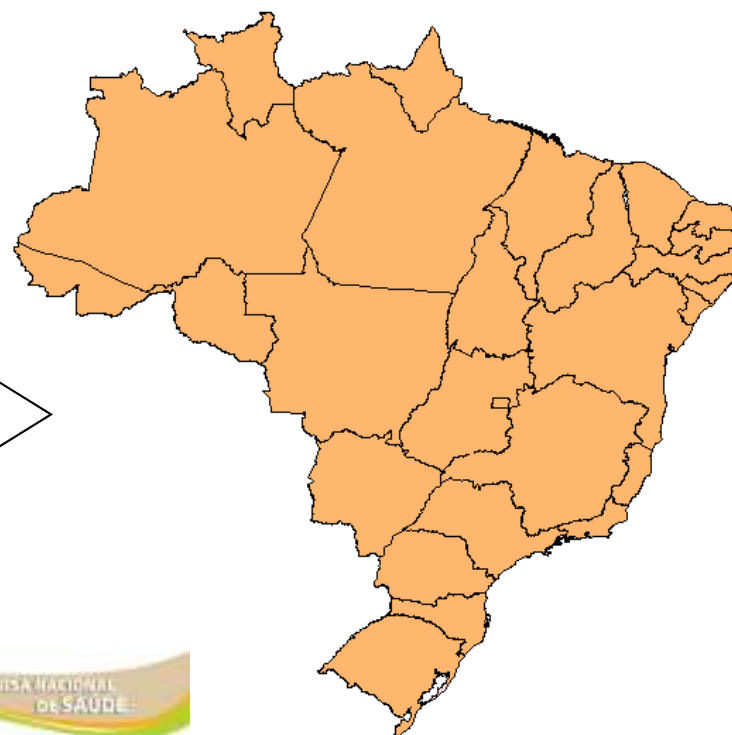


National Health Survey: 2013



- In 2013 a National Health Survey (household) was made in order to produce national data on health status, risk behaviors (including PA monitoring) NCD, health services access, financing, others;
- Include GATS reduced – TQS (Adults Population ≥ 18 years old).
- This survey will be the base line to all NCD targets.

- **Sample: 80.000 households**
- **Representation: Brazil, Regions, States, Capitals, urban and rural.**
- **Include anthropometric measurements, blood pressure testing laboratories, urinary sodium and iodine excretion.**



VIGITEL – Risk factor for NCD

Monitoring System of Risk and Protective Factors for Non Communicable Chronic Diseases by Telephone Survey



Periodicity: annual -
2006 to 2014



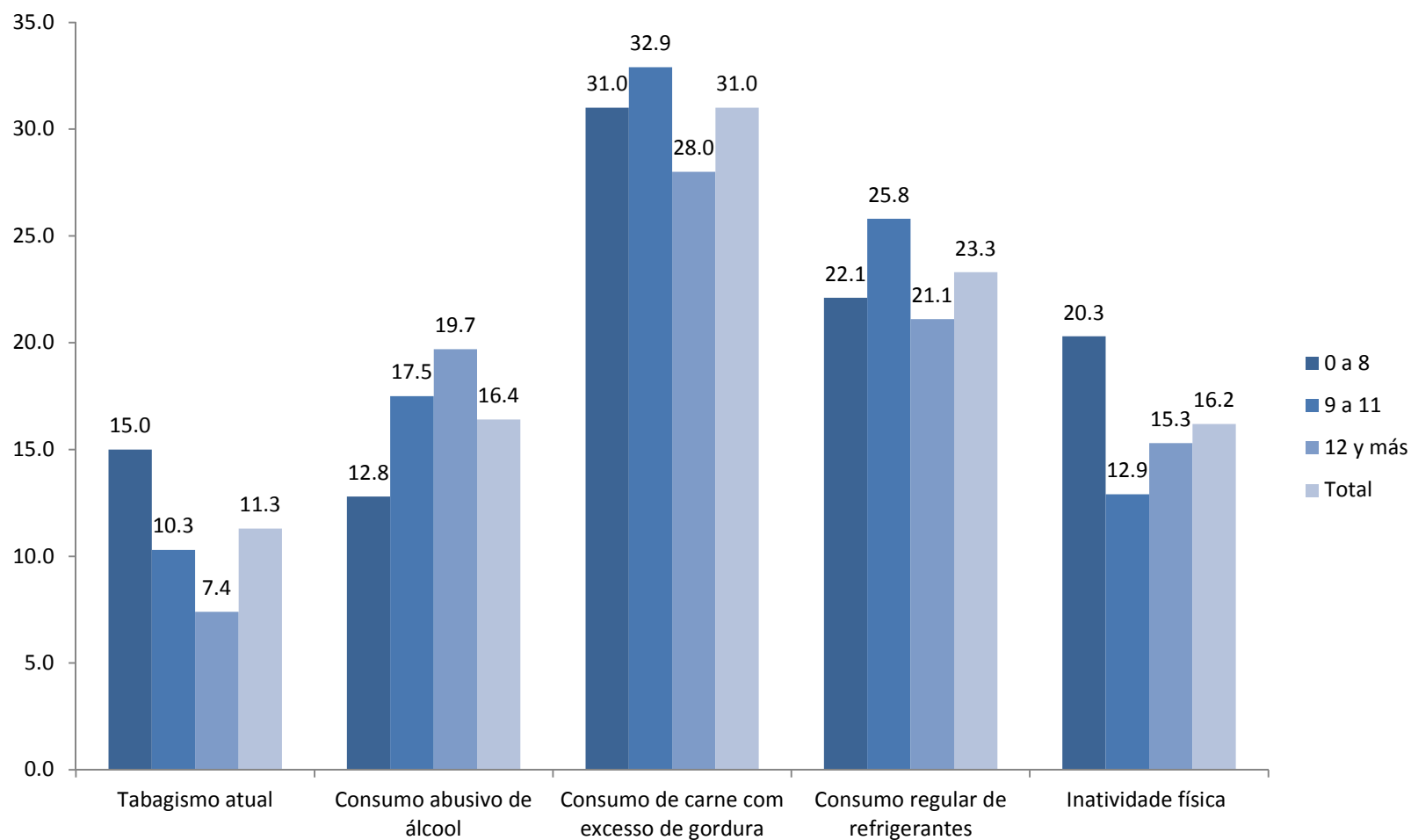
Sample: Total of 54 Thousand
interviews ≥ 18 years
(2000 in 27 State Capitals)

Advantages: Low cost
and speedy results



Blocks of Investigation
Alcohol consumption
Tobacco use
Dietary habits
Physical Activity
Weight/Height
Hypertension/Diabetes
Other indicators

Prevalence of risk and protective factors for NCDs in the capitals of Brazil according to schooling, VIGITEL 2013



II - Prevention and Health Promotion

Health Academy Program:

- ✓ The Health Academy units are spaces to promote physical activity and other health promotion activities for the population.
- ✓ 4000 Health Academy Program units will be built.
- ✓ 2014 - U\$ 150 million invested



Health Academy Program



Partnership between the Ministry of Education and the Ministry of Health



Objective - Integral action for the health of children and adolescents in public schools. Promote PA, adequate nutrition, alcohol and tobacco prevention).

Implemented in 4,700 municipalities in Brazil.

2012/2013 - Health in school mobilization week:
Prevention of obesity in children and adolescents
mobilization - 12 million students aged between 5 to 19 y.

Communication Plan for NCDs

Media campaigns



Campaign on smoking prevention



**Stimulating fish consumption
(Ministry of Fishery)**



Watch the weight Exhibition
(Partnership with the artist Siron Franco)



Living well is living with health Program

Media campaigns with private sector partners

- **ABRAS (Brazilian Association of Supermarkets) Campaign**
- Pilot campaign held in three states to incentive the reduction of salt consumption



ABAP Campaign - Brazilian Association of Advertising

- Campaign **“The future is promising. I want to get there well.”**
- Movement that encourages healthy habits
- Media campaign funded by private companies
- Published in Magazines, radio, TV, newspapers.



Salt Reduction Agreements

Ministry of Health, ABIA (Brazilian Food Industry Association) – voluntary agreements with industry association to reduce the sodium content of processed foods.

1st phase (April, 2011)

Instant pastas
Sliced breads
Buns

2nd phase (October, 2011)

French bread
Potato chips
Corn snacks
Cakes and cake mixes

3rd phase (August, 2012)

Cookies and biscuits
Margarines
Breakfast cereals
Salt-based condiments

4th phase (November, 2013)

Breaded meats	Mozzarella cheese
Hamburgers	Cheese spreads
Sausages	Hotdogs
Bologne	Soups
Hams	

Agreement Private Schools

Healthy School Cafeterias

Agreement between Ministry of Health and the National Federation of Private Schools

Healthy school cafeterias promoting a healthy diet (guide for healthy diet in schools).



Legislative measures - Laws

Tobacco

- ✓ **Law nº 12.546, December 14/ 2011 and May 31, 2014**
- ✓ Prohibits smoking in collective space, increases health warnings on cigarette packs, increased prices of cigarettes

Alcohol

Law nº 11.705/2008 - “Dry Law - prohibits driving motor vehicles after consuming alcohol (any amount of alcohol).

2012 – New Law - increases penalties and defines new evidence for punishment of motorists who drink (video and testimonial evidence)

Actions in progress

III – Integral Health Care

Integral Health Care

- **Prevention, diagnostics and treatment of cervical and breast cancer**
- **Popular Drugstore program:** medications for hypertension, diabetes and asthma.
- **Health at all times:** Urgency Care Network, Emergency Ambulances (SAMU 192), Acute Myocardial Infarction (AMI) Care Network, Home Care Service.
- **Healthcare Network for Chronic Diseases.**

NCD Brazilian Plan targets 2011- 2022

The goals of the NCD Plan include reducing mortality and risk factors:

- Reducing premature death rate (<70 years) by NCD in 2% a year
- Reducing the prevalence of obesity in children and adolescents
- Detaining the increase of obesity in adults
- Increasing the prevalence of physical activity in leisure time
- Decreasing Physical Inactivity in 10%
- Increasing fruit and vegetable consumption
- Reducing the prevalence of harmful alcohol consumption
- Reducing the average salt intake
- Reducing tobacco prevalence



Possible to
achieve



- Steady
- Or will be measure
next survey



Difficult to
achieve

Conclusion

- ✓ NCD Action Plan is a commitment of the Brazilian Government
- ✓ Organization of the Surveillance, Health Promotion and Disease Prevention
- ✓ Partnerships for health promotion – voluntary agreements: reduction of salt, media
- ✓ Advances in the laws– tobacco and alcohol (need to advance in other fields, as food marketing, tax incentives to healthy foods and disincentives to unhealthy foods)
- ✓ Advances in health care– free medicines, prevention of cervical and breast cancer, urgency care (AVE, IAM), primary health care
- ✓ Next step - to involve partners in monitoring and evaluation

http://portal.saude.gov.br/portal/saude/profissional/area.cfm?id_area=1818

The screenshot displays the official website of the Brazilian Ministry of Health (Ministério da Saúde) for the 'Plano Nacional de Enfrentamento de Doenças Crônicas Não Transmissíveis' (National Plan for the Management of Non-Communicable Diseases). The page features a search bar at the top, navigation tabs for 'Cidades', 'Profissional e Gestor', 'Sobre o Ministério', and 'Sobre o SUS', and a main content area with a large header image of a colorful umbrella. The main text describes the plan's objectives and provides contact information for the Secretariat of Surveillance in Health (SVS).

PLANO DE AÇÕES ESTRATÉGICAS PARA O ENFRENTAMENTO DAS DOENÇAS CRÔNICAS NÃO TRANSMISSÍVEIS (DCNT) NO BRASIL, 2011-2022

Este Plano define e prioriza as ações e os investimentos necessários para preparar o país para enfrentar e deter as DCNT nos próximos dez anos.

O principal objetivo do plano é promover o desenvolvimento e a implementação de políticas públicas efetivas, integradas, sustentáveis e baseadas em evidências para a prevenção e o controle das DCNT e seus fatores de risco e fortalecer os serviços de saúde voltados para cuidados crônicos.

DECLARAÇÃO BRASILEIRA PARA A PREVENÇÃO E CONTROLE DAS DOENÇAS CRÔNICAS NÃO TRANSMISSÍVEIS

O Brasil, assim como outros países, tem se preparado para a reunião do Alto Nível da OMS, na qual serão discutidas estratégias de enfrentamento das DCNT no âmbito nacional, regional e internacional. Neste contexto, o Brasil elaborou uma declaração de apoio à implementação do Plano Nacional de Enfrentamento das DCNT e coloca a disposição da sociedade civil organizada para apreciação e ratificação.

PRINCIPAIS EVENTOS RELACIONADOS

- Reunião do Alto Nível - OMS 2011
- Fórum Nacional de Ratificação do Plano de Enfrentamento das DCNT

DOCUMENTOS-BASE

Clique aqui para acessar os principais documentos utilizados como base para a elaboração do Plano DCNT e da Declaração Brasileira.

DESTAQUES

- Contexto das DCNT no Brasil
- Histórico
- Principais Ações do Plano
- Principais Ações do Plano segundo o Ciclo Vital

CONSULTA AMPLIADA

Nota de Agradecimento

CONTATOS

Secretaria de Vigilância em Saúde (SVS)
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Thank you!

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Ministério da
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GOVERNO FEDERAL
BRASIL
PAÍS RICO É PAÍS SEM POBREZA