Introduction
Non Communicable Diseases (NCDs) like heart disease, cancer, diabetes and obesity are the #1 killer in the Americas region and threaten socio-economic development, but there are cost effective solutions, which require everyone to work together with a comprehensive approach, that calls for action and interventions in and out of the health sector. For example, it’s estimated that over 3 million deaths can be prevented as per the figure below.

The Pan American Forum for Action on NCDs (PAFNCD) is a multi-stakeholder platform for dialogue, advocacy, sharing of information, promotion of inter-sectoral action, and resource mobilization for the prevention and control of NCDs and promotion of health. It will help scale-up successful practices and joint action between government, civil society, the academic and scientific community, and the private sector to support national and regional priorities, helping PAHO Member States in the Americas to implement the regional NCD Strategy, and the mandates of the United Nations High Level Meeting on the Prevention and Control of Non Communicable Diseases (UNHLM on NCDs).

The UNHLM called for a “whole of government and whole of society effort” and urged WHO to intensify efforts to assist Member States “in the implementation of multi-sectoral, cost-effective, population-wide interventions in order to reduce the impact of common non-communicable disease risk factors, namely tobacco use, unhealthy diet, physical inactivity and harmful use of alcohol”, taking into consideration the Global Strategy on NCDs and its Action Plan, the WHO Framework Convention on Tobacco Control, the Global Strategy on Diet, Physical Activity and Health, the Global Strategy to Reduce the Harmful Use of Alcohol, and Set of recommendations on marketing.

The PAFNCD will be a catalyst for multi-sector partnerships that drive direct social, economic and environmental, action to promote health and prevent chronic diseases. It will 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. It will seek to create synergy between initiatives of different sectors/actors, and to identify opportunities for strategic alliances with other on-going similar initiatives.
In September 2011, in a side event of the UNHLM, the Director of PAHO announced the next phase of the Partners Forum as the Pan American Forum for Action on NCDs, including the establishment of an Advisory Group. This document sets forth the terms of reference for an Advisory Group of the PAFNCD, designed to accompany the PAFNCD from initial kick-off to be fully operational over the period 2012-2013.

**The Pan American Forum Advisory Group**

The PAFNCD Advisory Group brings together a group of representatives of the different sectors of society, selected by PAHO, to share their knowledge and reach, in order to accompany the PAFNCD. Representation and balance of all sectors and of their respective comparative advantages and interests are fundamental for the Forum Advisory Group mission.

**Responsibilities**

The Advisory Group will specifically support PAHO in the implementation of the following:

- Vision and objectives for the PAFNCD, as set by PAHO
- Forum architecture, defining, expanding and diversifying the membership of the PAFNCD and its governance
- Priorities for action set by PAHO for the PAFNCD
- The 2-year operational and financial plan approved by PAHO
- Resource mobilization initiatives
- Development of in-country forums
- Communication strategy including brand/identity of the PAFNCD
- Promotion / encouraging relevant others to join
- Sustainability and up-scaling of the Forum/initiatives

**Operational Policies**

- **The Chairperson** will preside over all meetings and will be responsible for facilitating the mission of the Advisory Group and any Sub-Groups that may be established.
- **The Technical Secretariat of the PAFNCD** / PAHO’s Senior Advisor on Partnerships and Multi Sector Collaboration, will together with the relevant areas of PAHO, conceptualize the work and prepare and follow up on the meetings, and will maintain contact with AG members on a permanent basis.
- **Advisory Group** meetings will be held twice yearly, at least one face to face
- Financial costs incurred by members to attend meetings shall normally be covered by members’ parent organizations, or individually
- All sub-committees that might be created as a result of recommendations of the AG will have at least 1 representative from PAHO

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1 Chairperson: A PAHO official, brokers the discussion between sectors and entities in the Forum; ensures technical leadership of the PAHO/WHO on the initiative; coordinates with WHO; ensures coherence with regional NCDs strategy and UNHLM outcomes, and has overall supervision of the Forum.
- Advisory Group Members will:
  
  o Participate in the work of the Group twice a year, and in any sub-committees as appropriate, attending meetings in person.
  
  o Represent their organization and sector, i.e. are able to speak for (or engage other parts of their organization /sector’s preferences, experience, capabilities, etc.). Some members might be included in their own personal capacity.
  
  o Contribute their personal time, expertise, networks, etc.
  
  o Leverage their organizations’ resources (i.e. local insights, technical expertise/assistance, networks, staff time, infrastructure, marketing skills, logistical support, etc.) for the Advisory Group’s work and for the PAFNCD initiatives.

Membership

A selected, limited and diverse number of participants in terms of sectors and geographical distribution will be targeted, enlisting those that can bring to the table expertise in their areas of work, personal commitment, communications skills, etc. It will include a balanced group of representatives from the public sector (health and others), private sector (business, media), academia/scientific community, and civil society organizations.

Members of the AG are invited by PAHO at PAHO’s discretion, and can be changed as necessary to achieve the Forum’s goals.