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

2011 - 2022

NCD Action Plan Brazil: 2011-2022
Summary

1. Background – NCD mortality
2. Leadership and multi-sectoral action
4. Surveillance and Monitoring
5. Prevention and Health Promotion
   • Tobacco
   • Salt Reduction Agreements
   • Physical Activity Policies
   • Alcohol regulation
5. Treatment and access to medicines
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NCD Mortality

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

Reduction of Chronic Diseases 2000 – 2011 – 2.5% per year

- Neoplasias (Redução 0,9% ao ano)
- Diabetes Mellitus (Redução 1,5% ao ano)
- Doenças Cardiovasculares (Redução 2,6% ao ano)
- Doenças Respiratórias (Redução 3,3% ao ano)

• 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

- Tobacco use
- Unhealthy diets
- Harmful use of alcohol
- Physical inactivity

- Prevention and Health Promotion
- Integral Care
- Surveillance, monitoring and evaluation

NCD
I - NCD Surveillance and Prevention in Brazil

Actions in progress
NCD Surveillance and Prevention in Brazil

- 2005: Surveillance, control and prevention of NCD
- 2006: VIGITEL 2006
- 2007: VIGITEL 2007
- 2010: PeNSE 2012, VIGITEL 2010, NCD Guidelines
- 2012: VIGITEL 2012
- 2013: National Health Survey
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
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
School Health 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.
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
- Hamburgers
- Sausages
- Bologne
- Hams
- Mozzarella cheese
- Cheese spreads
- Hotdogs
- Soups
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


✓ Prohibits smoking in collective space, increases health warnings on cigarette packs, increased prices of cigarettes

Alcohol


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

Thank you!
Deborah.malta@saude.gov.br
Patricia.jaime@saude.gov.br