Pan American Forum for Action on NCDs

Pan American Health Organization (PAHO)

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

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

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

From Declaration to Multi-Stakeholder Action
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**:

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)

Regional Strategy

Strategic Initiatives

- Being Active, working healthy
- A grain of salt goes a long way
- Tobacco control as a low-cost solution
- Women and cancer: a joint commitment to save lives
- Thinking with the heart: scaling up access to cardiovascular treatment
- Communicating the non communicable
- The sweetness of confronting diabetes

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.

PAHO Member States make the policy for the Organization.
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?

- **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?

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?

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

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