

Health and Global Policy Institute

Breakfast Briefing

29 November 2011

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Good morning ... I will address three points

- Why tackling non-communicable diseases (NCDs) is a priority for health, for development, and for all of us
- What the NCD Alliance is, what we have done and what we plan for the future
- How Japan can become a global champion for preventing and controlling NCDs

What is an NCD?

- I don't need to tell you ... because all of us have personal experience of NCDs
- All of us know someone who is battling cancer, or who is living with diabetes, or who is disabled because of a stroke or emphysema, or who died of a heart attack
- But we do need to explain why are we now grouping these diseases together and calling for urgent action to prevent and control them
- It is because they are an enormous threat to the world

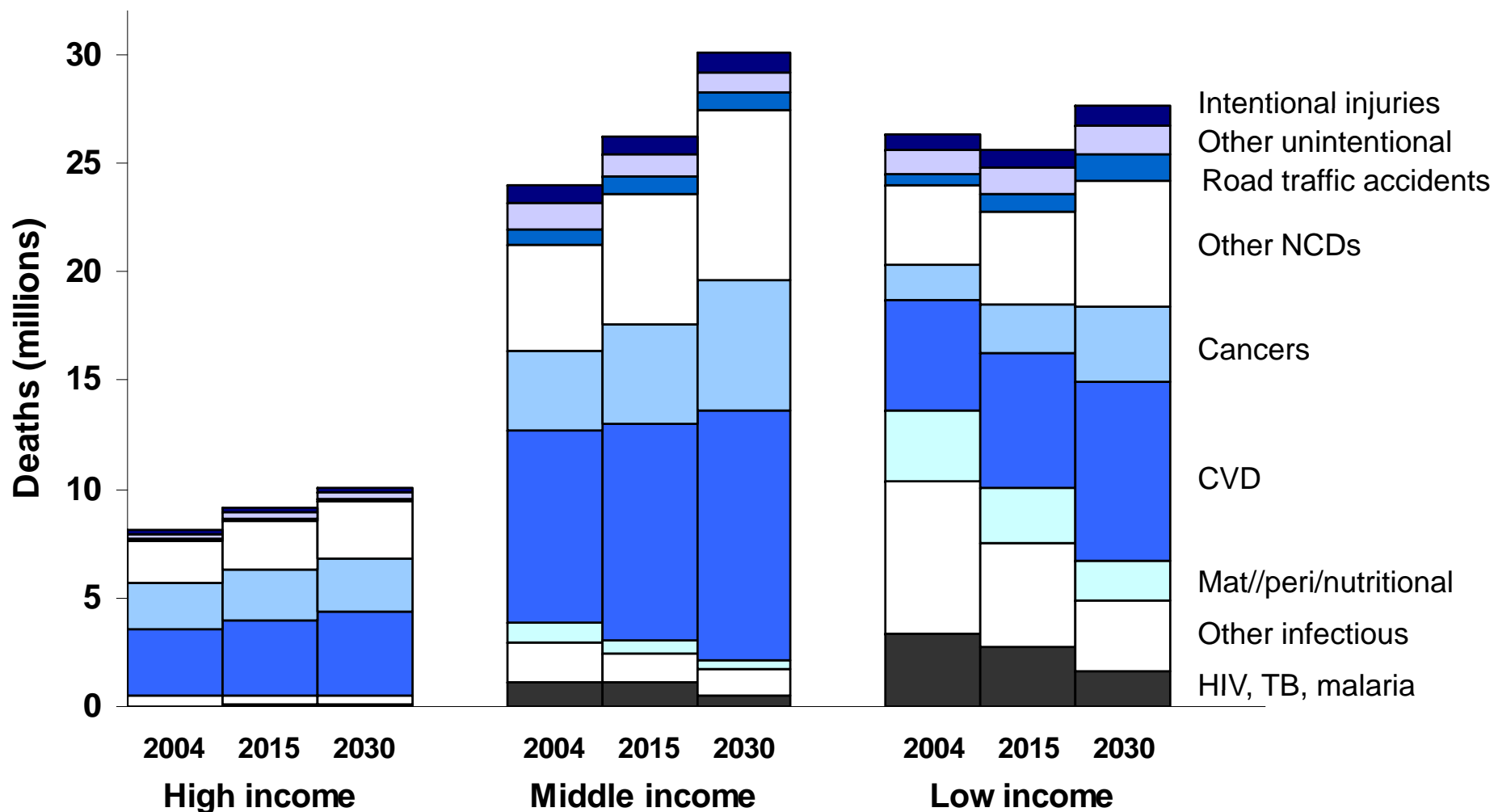
Global Risks Landscape 2010

World Economic Forum

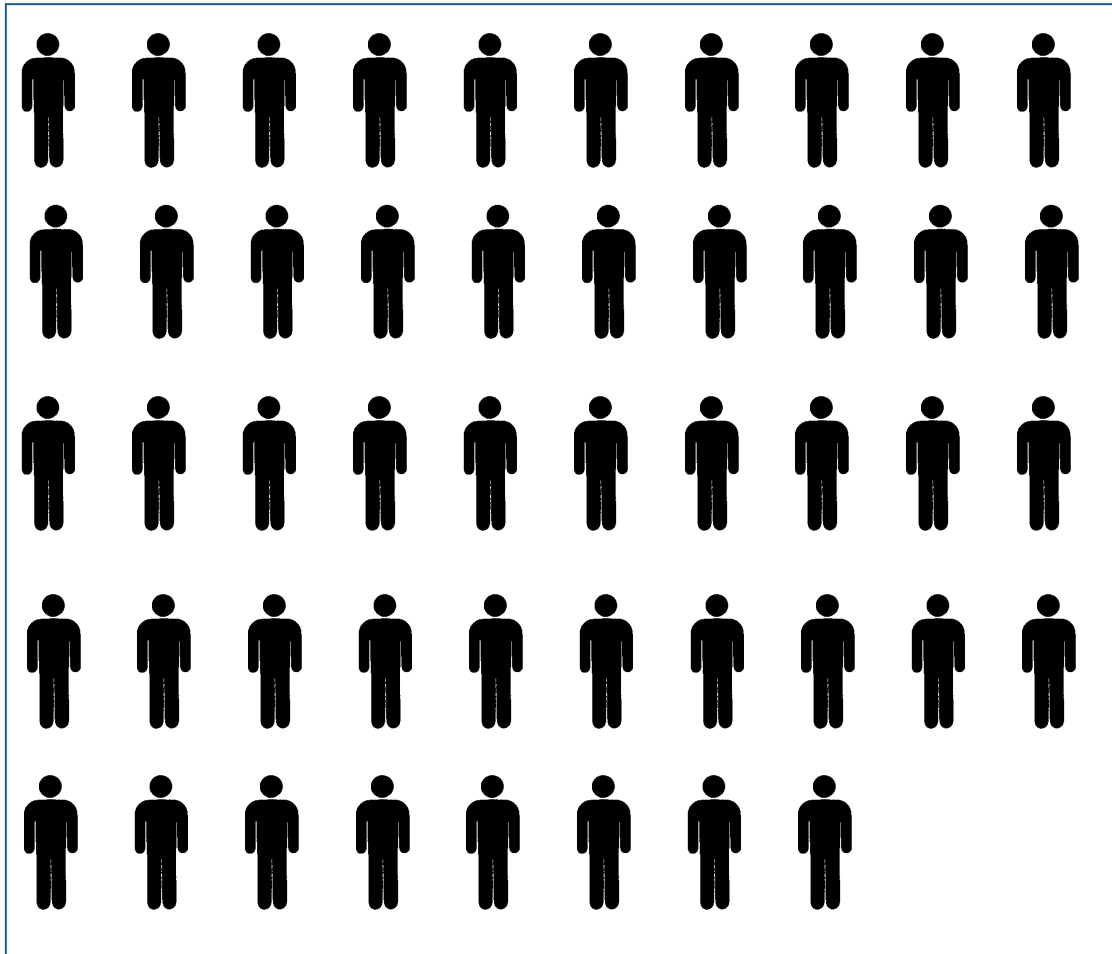


- Economic Risks**
 - Food price volatility
 - Oil price spikes
 - Major Fall in the US \$
 - Slowing Chinese economy (<6%)
 - Fiscal crises
 - Asset price collapse
 - Retrenchment from globalization (developed)
 - Retrenchment from globalization (emerging)
 - Burden of regulation
 - Underinvestment in infrastructure
- Geopolitical Risks**
 - International terrorism
 - Nuclear proliferation
 - Iran
 - North Korea
 - Afghanistan instability
 - Transnational crime and corruption
 - Israel-Palestine
 - Iraq
 - Global governance gaps
- Environmental Risks**
 - Extreme weather
 - Droughts and desertification
 - Water scarcity
 - NatCat: Cyclone
 - NatCat: Earthquake
 - NatCat: Inland flooding
 - NatCat: Coastal flooding
 - Air pollution
 - Biodiversity loss
- Societal Risks**
 - Pandemic
 - Infectious diseases
 - Chronic diseases
 - Liability regimes
 - Migration
- Technological Risks**
 - Critical information infrastructure (CII) breakdown
 - Nanoparticle toxicity
 - Data fraud/loss

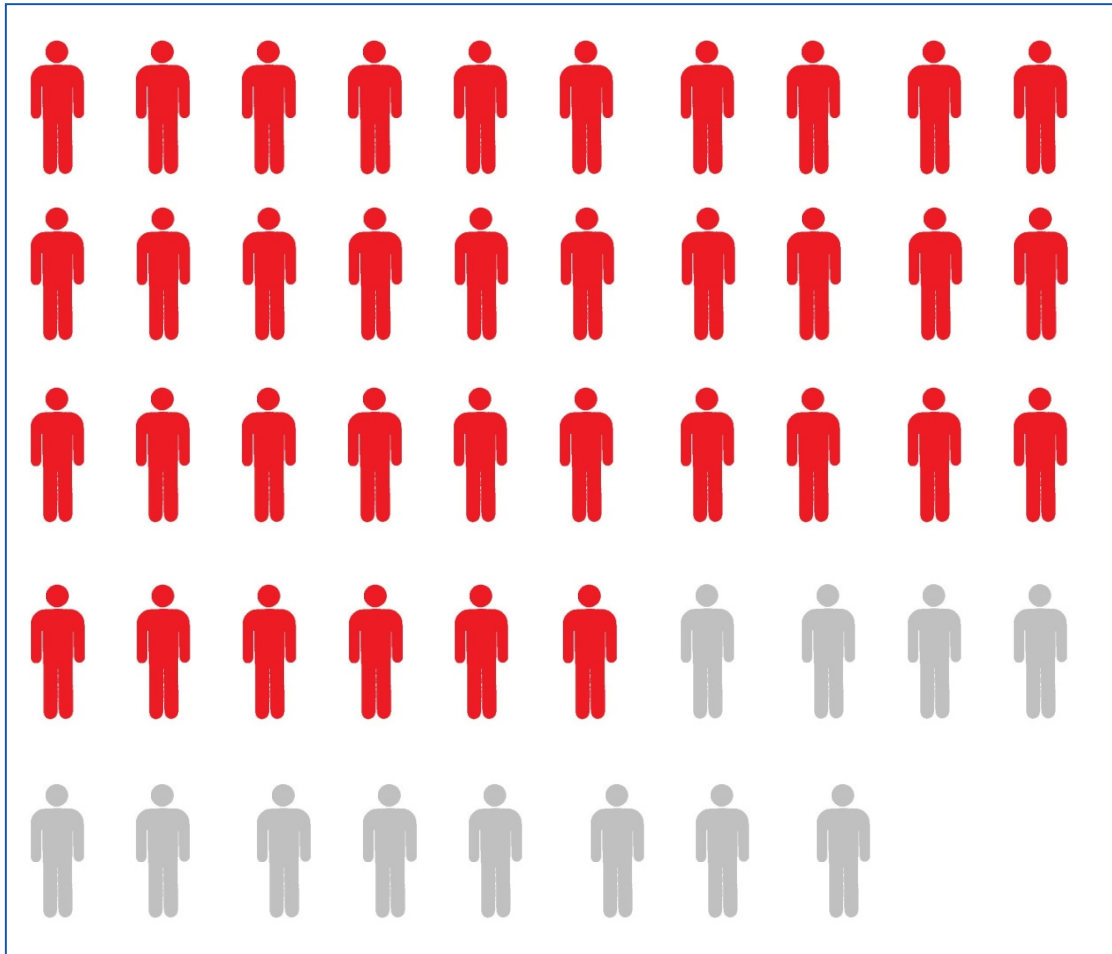
And it is going to get a lot worse ...



Projected NCD deaths in 2015 and 2030

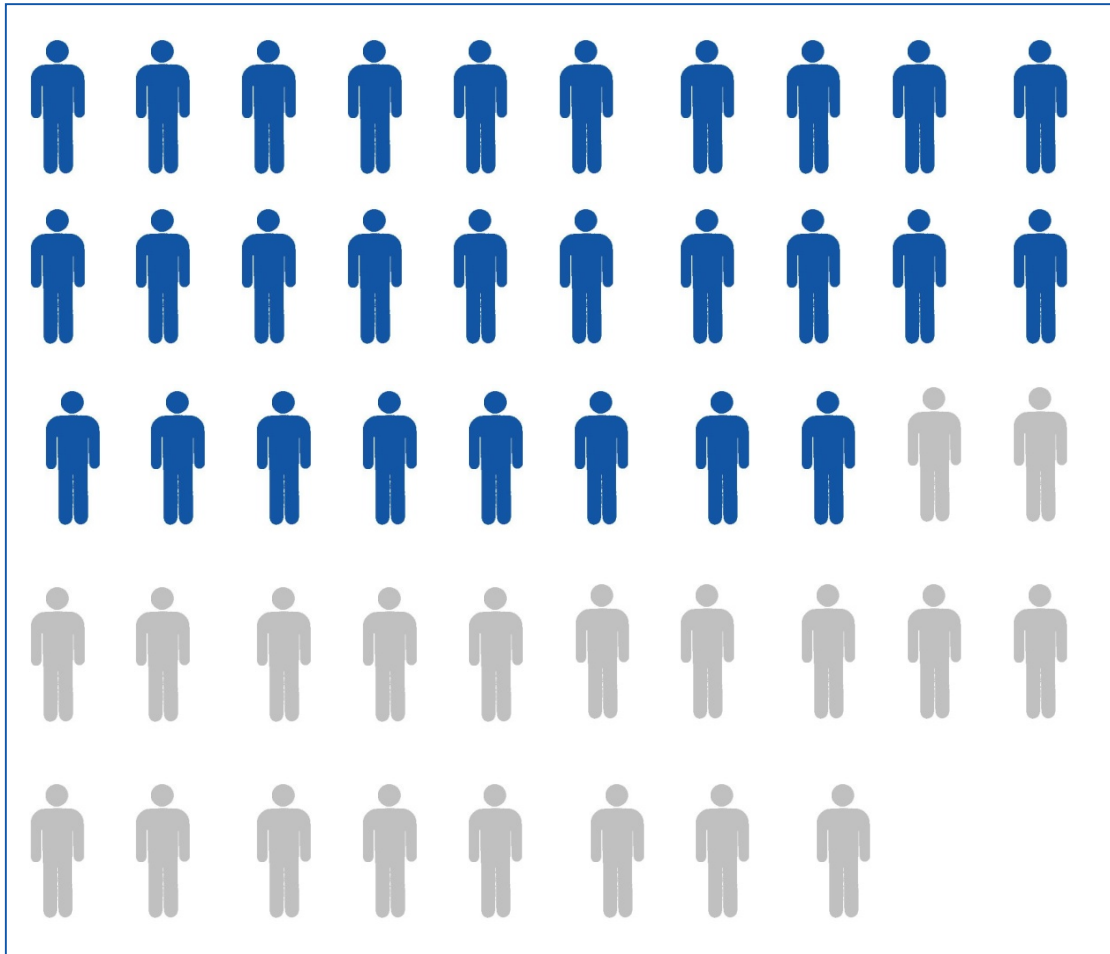


Total deaths
around the world:
58 million



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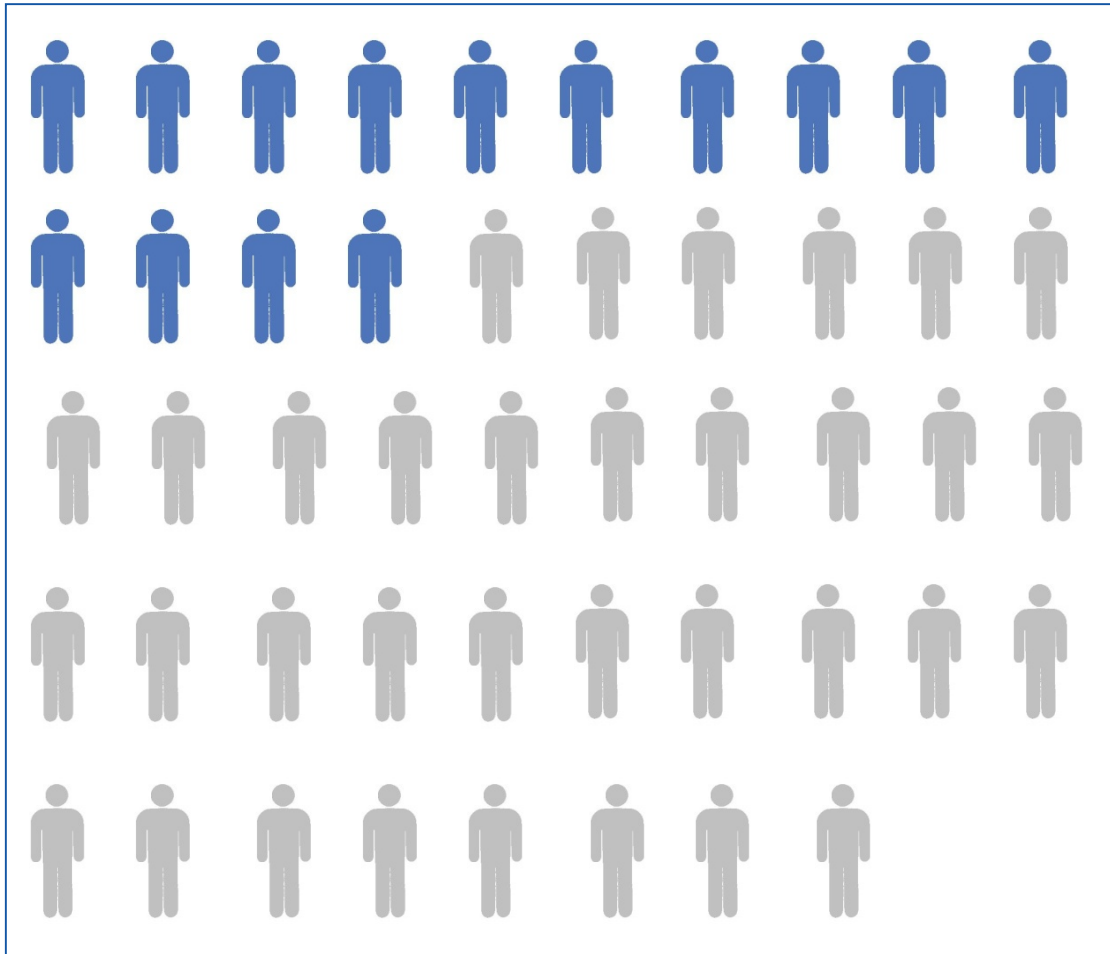
Deaths from NCDs
around the world:
36 million



Total deaths
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Deaths from NCDs
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Deaths from NCDs in
developing countries:
28 million



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Deaths from NCDs in
developing countries
that can be prevented:
14 million

4x4: 4 major diseases














Cardio-vascular

Diabetes

Cancer

Chronic
Respiratory

4x4: 4 major diseases x 4 major risk factors

	Tobacco Use	Unhealthy diets	Physical Inactivity	Harmful Use of Alcohol
Cardio-vascular				
Diabetes				
Cancer				
Chronic Respiratory				





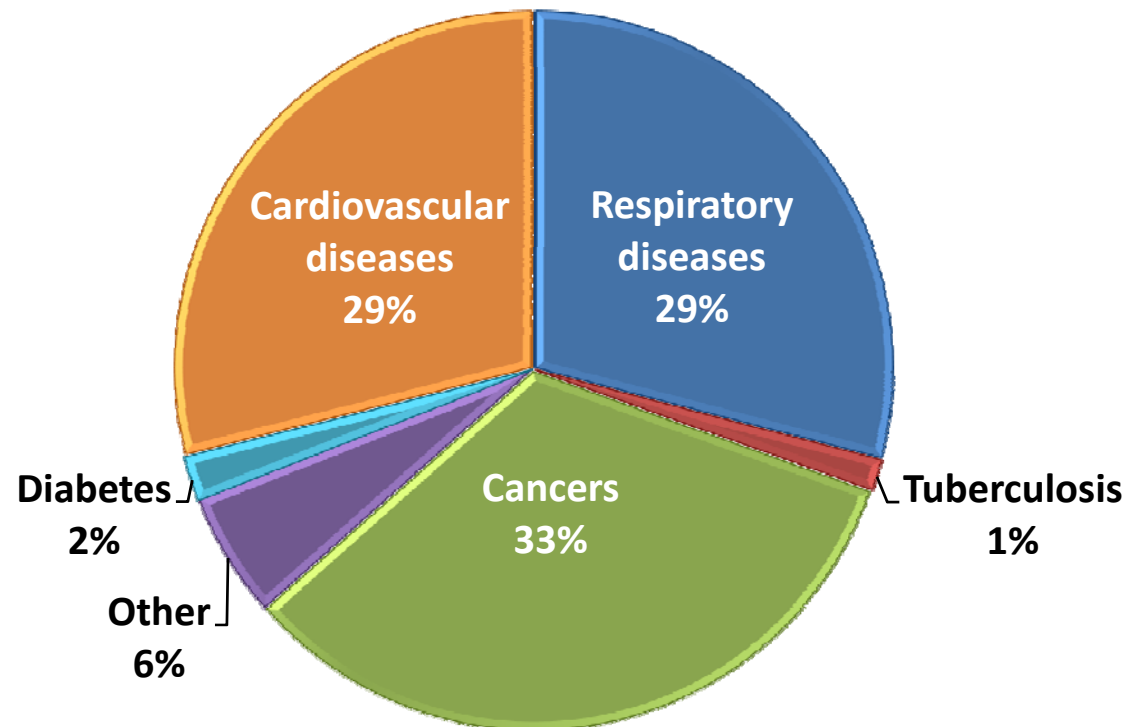


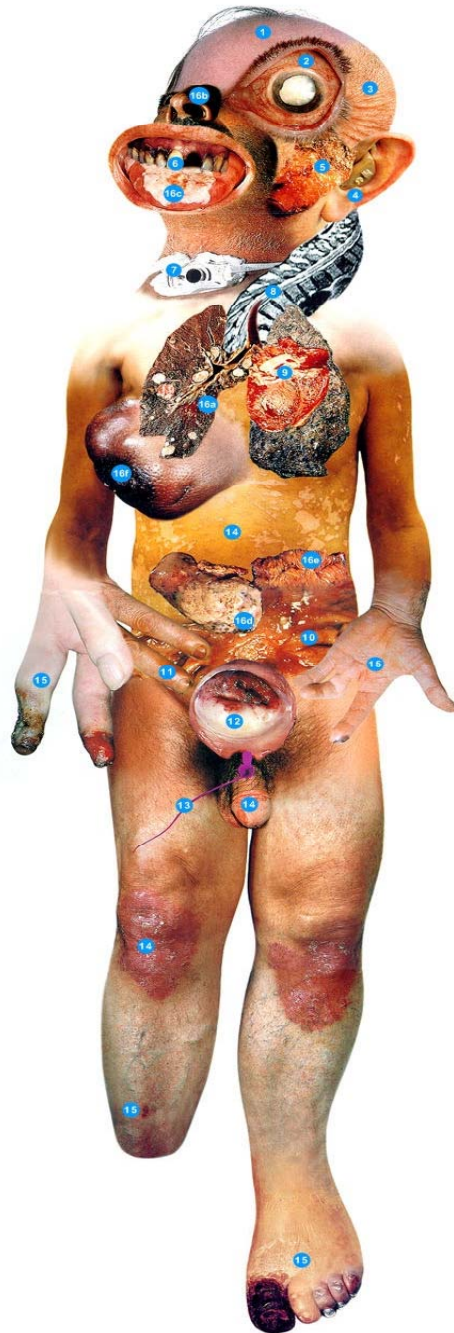






Tobacco use will cause 6.4m deaths a year by 2015 - 10% of all deaths





Cancers	Respiratory	Cardiovascular	Other diseases
Lung	Chronic obstructive pulmonary disease (COPD)	Coronary heart disease (CHD)	Gastric ulcer
Oral cavity	Acute respiratory illnesses	Cerebrovascular disease (Stroke)	Cataract
Pharynx	Pneumonia	Aortic aneurysm	Periodontitis
Larynx	Poor asthma control	Peripheral arterial disease	Duodenal ulcer
Oesophagus	<i>In adolescents:</i>		Crohn's disease
Pancreas	Impaired lung growth		Macular degeneration
Urinary bladder	Asthma-related symptoms (wheezing)		Tobacco amblyopia
Renal pelvis	Respiratory effects in utero with maternal smoking		Osteoporosis
Kidney			Diabetes
Stomach			Tuberculosis
Uterine cervix			<u>Reproductive problems:</u>
Myeloid leukaemia			Reduced fertility
Nasal cavities			Low birthweight
Nasal sinuses			Sudden Infant Death Syndrome
Liver			



**Speaking about NCDs at
Davos in January 2011,
Director-General of WHO,
Dr Margaret Chan**

*"Let me propose a
critical priority:
tobacco, tobacco,
tobacco
... we must fight it."*

**Speaking in 2009 about
NCDs and development,
UN Secretary-General,
Ban Ki-Moon**

“Cancer, diabetes, and heart diseases are no longer the diseases of the wealthy.

Today, they hamper the people and the economies of the poorest populations even more than infectious diseases.

This represents a public health emergency in slow motion.”



Enter the NCD Alliance




NCD Alliance Network

- A network of more than 2000 NGOs in more than 170 countries
- Over 350 Common Interest Group Members
- 20+ National NCD Alliances
- Collaborations with top NCD academics, including:
 - The Lancet NCD Action Group
 - Harvard University
 - London School of Hygiene and Tropical Medicine
- Regular liaison with WHO in Geneva and regions
- New relationships with UNDP, DESA and other UN agencies



Targets widely consulted on



The NCD Alliance

Putting non-communicable diseases on the global agenda

Proposed Outcomes Document for the United Nations High-Level Summit on Non-Communicable Diseases

We, the NCD Alliance, request Governments of the world at the UN High-level Summit on NCDs taking place 19-20th September 2011 to commit to:

Leadership

- Implement the WHO 2008-2013 Action Plan for the Global Strategy for the Prevention and Control of NCDs; Global Strategy on Diet, Physical Activity and Health; and the Global Strategy to Reduce the Harmful Use of Alcohol.
- Include NCDs in the global development goals that succeed the Millennium Development Goals in 2015.
- By 2016, 60% of countries implement a national NCDs Action Framework, a Coordinating Authority and a country-level Monitoring and Evaluation System and develop national health plans with specific objectives and targets for the prevention, early detection, treatment and care of NCDs.
- Develop, implement, monitor and evaluate strategies addressing NCDs engaging the whole of government, the private sector and civil society and adopt a 'health in all policies' approach where all major policies and capital projects are subject to a health impact assessment.
- Establish a UN interagency coordination mechanism on NCDs by 2012.
- Establish a 'Stop NCDs Partnership' within the UN system to coordinate follow-up action on UN Summit commitments working with governments, NGOs and the private sector.
- Establish a UN Decade of Action on NCDs 2012-2022 to implement the Outcomes Document and ensure that by 2016, 85% of the world's population have access to information, education and services to reduce their vulnerability to NCDs.
- Reduce NCD death rates by at least 2% per annum.

Prevention

- Accelerate the effective implementation of the Framework Convention on Tobacco Control.
- Establish effective population-wide prevention, early detection, screening and awareness-raising programmes for NCDs targeting high-risk populations by 2020, including, but not limited to:
 - By 2018, reduce the mortality and morbidity of gastric, colorectal, breast, cervical cancer, diabetes, and cardiovascular diseases (including heart disease and stroke) by increasing early detection programmes.
 - By 2018, implement national immunisation strategies for HIV and HBV for populations at high risk and strategies to prevent rheumatic fever to avert rheumatic heart disease.
 - Reduce or eliminate environmental (including indoor air pollution), occupational and other contextual risk factors associated with NCDs.
- Implement global and national trade and fiscal measures to provide incentives for production, distribution and marketing of vegetables, fruit and unprocessed food.
- By 2013, develop and implement comprehensive strategies to decrease childhood obesity, and eliminate all forms of marketing, particularly those aimed at children, for foods high in saturated fats, trans-fats, salt and refined sugars by 2016.
- By 2013, develop and implement regulatory measures to achieve substantial reductions in levels of saturated fats, trans-fats, salt and refined sugars in processed foods. Aim to reduce worldwide salt intake to less than 5g/day per capita (2,000 mg sodium/day) by 2025.
- Develop and implement policies for urban design to include safe open spaces and encourage walking, cycling and other physical activities.
- Develop and implement comprehensive strategies to decrease the harmful use of alcohol, in particular, among youth.

Non-Communicable Diseases (NCDs): Cancer, cardiovascular disease, chronic respiratory disease and diabetes, and the four transmissible factors of tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol, as identified by the World Health Organization (WHO).

Diagnostics and Treatment

- Ensure universal access to affordable high-quality essential NCD medicines and medical technologies including, but not limited to:
 - Diagnostic technologies, radiotherapy and cancer medicines by 2020.
 - Anti-hypertensives, statins, aspirin and penicillin by 2015.
 - Insulin and other diabetes medicines, and diabetes diagnostic and monitoring technologies by 2015.
 - Good-quality, affordable asthma inhalers by 2012.
- Provide improved access to high quality palliative care, including opioid analgesics, for those suffering from pain associated with NCDs.
- By 2013 develop and implement strategies to address NCD treatment and care in emergencies, natural disasters and conflicts.



Health Systems

- By 2015, establish and strengthen national health information systems (including registries) for monitoring and evaluation of NCDs and risk factors and morbidity/mortality statistics by cause.
- By 2016, 60% and by 2020 80% of countries to develop strategies to integrate health-system management of NCDs, especially at primary health care levels.
- Strengthen national and community-based health systems to ensure continuity of care and support through to effective referral by 2020.
- Develop and implement strategies to strengthen human resources for health, including public health and community health workers, to ensure equitable access to NCD prevention, early detection, treatment and care.

Research

- Encourage, increase and accelerate research on NCD causes and care, including longitudinal research into the 'early origins' of NCDs.
- Encourage operational research on prevention, treatment and management of NCDs.

Resources

- Allocate sufficient funds to the United Nations and member states to support the implementation of the UN Summit Outcomes Document.
- Develop and implement innovative financing mechanisms for NCDs at global and country level.
- Leverage existing essential medicine procurement mechanisms and develop new solutions to provide access to affordable NCD medicines and technologies.
- Increase the percentage of national health budgets allocated to NCDs.
- By 2012, bilateral donor agencies and multilateral organizations to support NCD programmes in low- and middle-income countries.

Human Rights / Vulnerability

- Accelerate approaches to address the social determinants of NCDs, including malnutrition, and reduce the vulnerability of women, children, indigenous peoples and populations at particularly high risk.
- By 2016, implement NCD screening into maternal and child health programmes.
- Implement legislation, policies and public awareness campaigns to reduce stigma and discrimination associated with NCDs.

Monitoring / Follow up

- By 2012, establish a high-level Commission on Accountability for Action on NCDs with representatives from government, donors, multi-lateral institutions, civil society and the private sector to ensure ongoing monitoring of commitments from the UN Summit.
- Every year devote time at the UN General Assembly to review a report from the Secretary General on progress, and conduct a high-level review of progress in 2016.



NCD Alliance UN Summit Partners
 American Cancer Society, American Heart Association, Framework Convention Alliance, Global Health Council, LIVESTRONG, Norwegian Cancer Society and World Lung Foundation.

To comment on this Proposed Outcomes Document and get more information about the NCD Alliance, please visit:
www.ncdalliance.org

NCD Alliance and Lancet NCD Action Group: Five priority actions for the NCD crisis

- 1 • Political leadership
- 2 • Prevention
- 3 • Treatment
- 4 • International co-operation
- 5 • Monitoring, reporting and accountability

Prevention

- Accelerate FCTC implementation
- Reduce salt intake
- Reduce saturated and trans-fat intake
- Reduce sugar intake
- Reduce harmful use of alcohol
- Increase opportunities for physical activity

Leadership

- Establish a high-level Partnership for NCD Prevention and Control
- Integrate NCDs into successor goals to MDGs
- Commit to whole-of-government action – with civil society and appropriate private sector involvement

International cooperation

- Promote synergies between programmes for NCDs and other global health priorities

 **Invest in these low-cost strategies** 

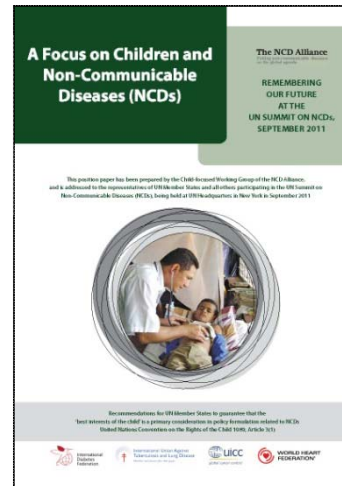
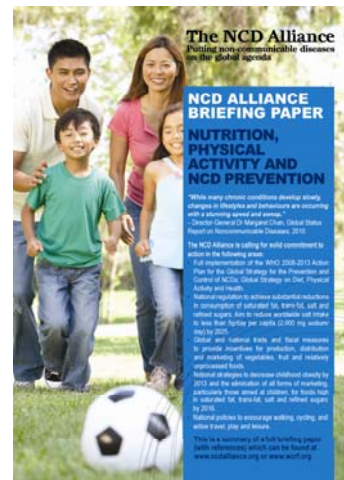
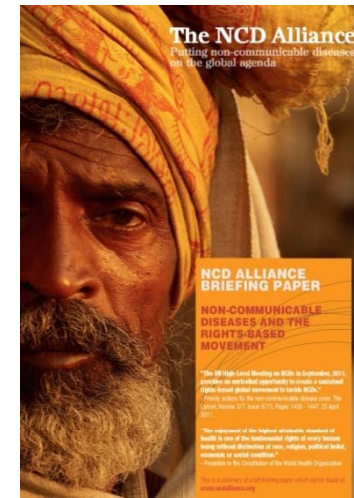
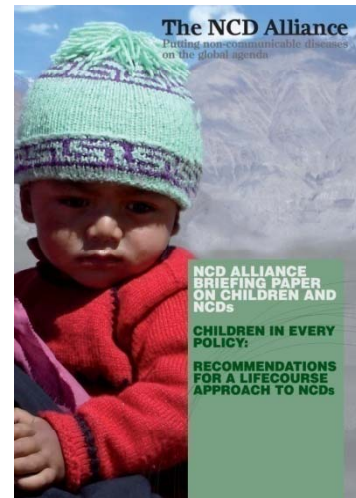
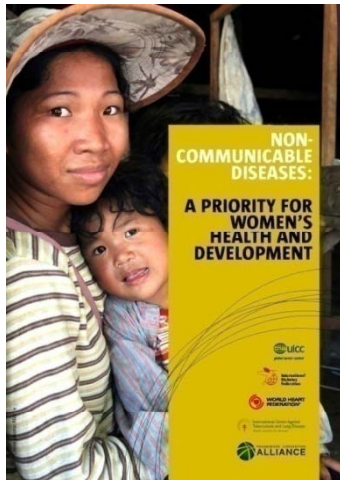
Monitoring, reporting and accountability

- Identify ambitious targets and a transparent reporting system

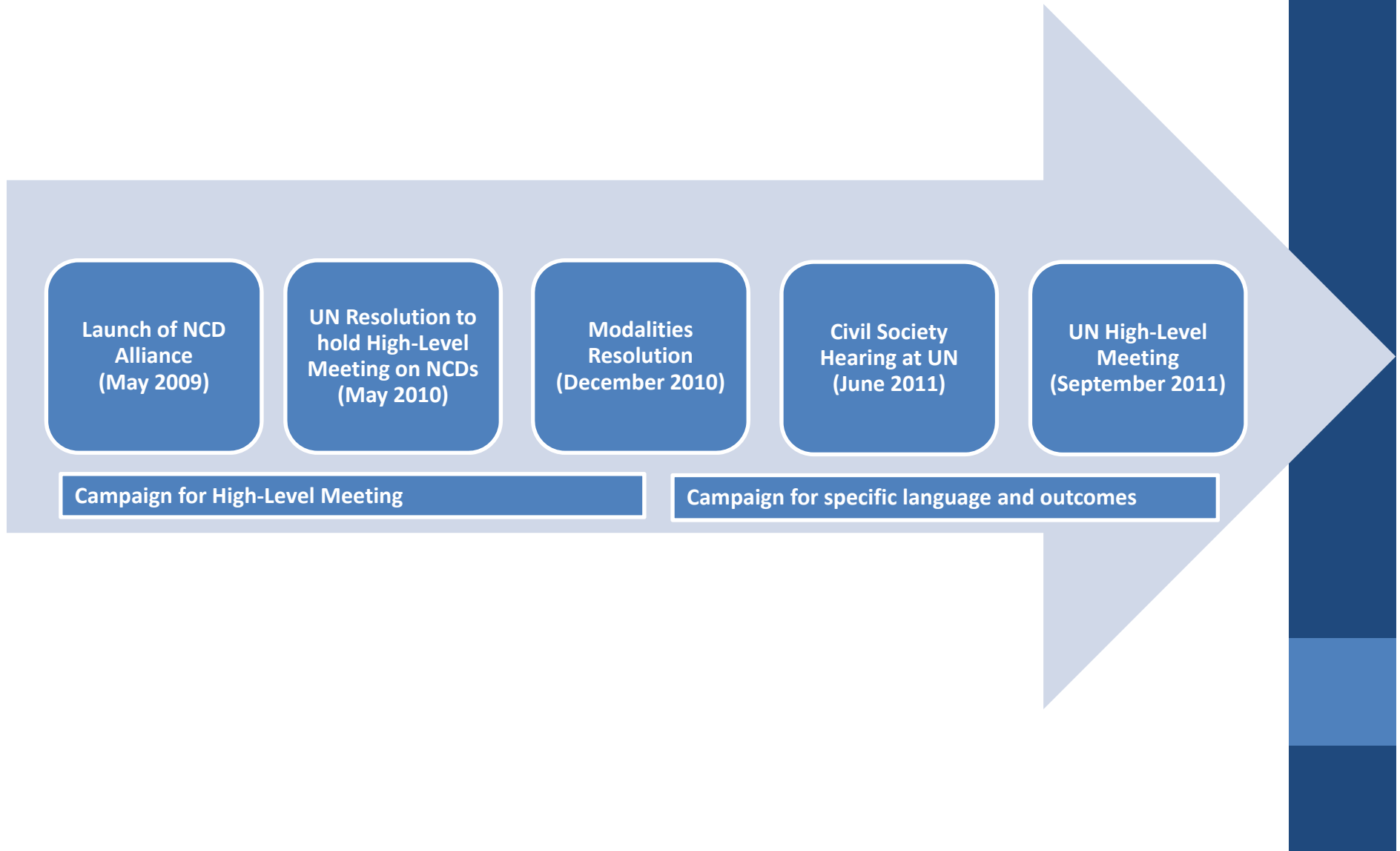
Treatment

- Strengthen health-care systems
- Increase access to quality, low-cost medicines and technologies:
 - Combination drugs for CVD
 - Insulin for diabetes
 - Asthma inhalers
 - Anti-cancer vaccines
 - Pain relief for end-of-life care

Convening Experts & Influencing Policy



Milestones



NCDs – only the second health issue to come before the United Nations, after AIDS in 2001



Immediate priorities for NCD Alliance

- Complete Strategic Review and new Strategic Plan
- Refine position on targets and indicators, and monitoring framework
- Develop campaign plan for integration of NCD targets into post-2015 development goals
- Develop campaign plan for improving access to medicines and technologies
- Develop options for global partnerships
- Progress tobacco control priorities, especially taxation campaign
- Identify NCD champion countries and Heads of State – could Japan be one?

Japan: a global champion for NCDs?

- Prioritize NCD prevention and control in Japan
- Accelerate action on FCTC
- Create a national NCD Alliance
- Build on current leadership in international assistance for NCDs (recognized by Sri Lanka and El Salvador at HLM)
- Japan's support is essential for inclusion of NCDs into post-2015 successors to MDGs
- Leadership in process leading up to 2014 High-Level Review

