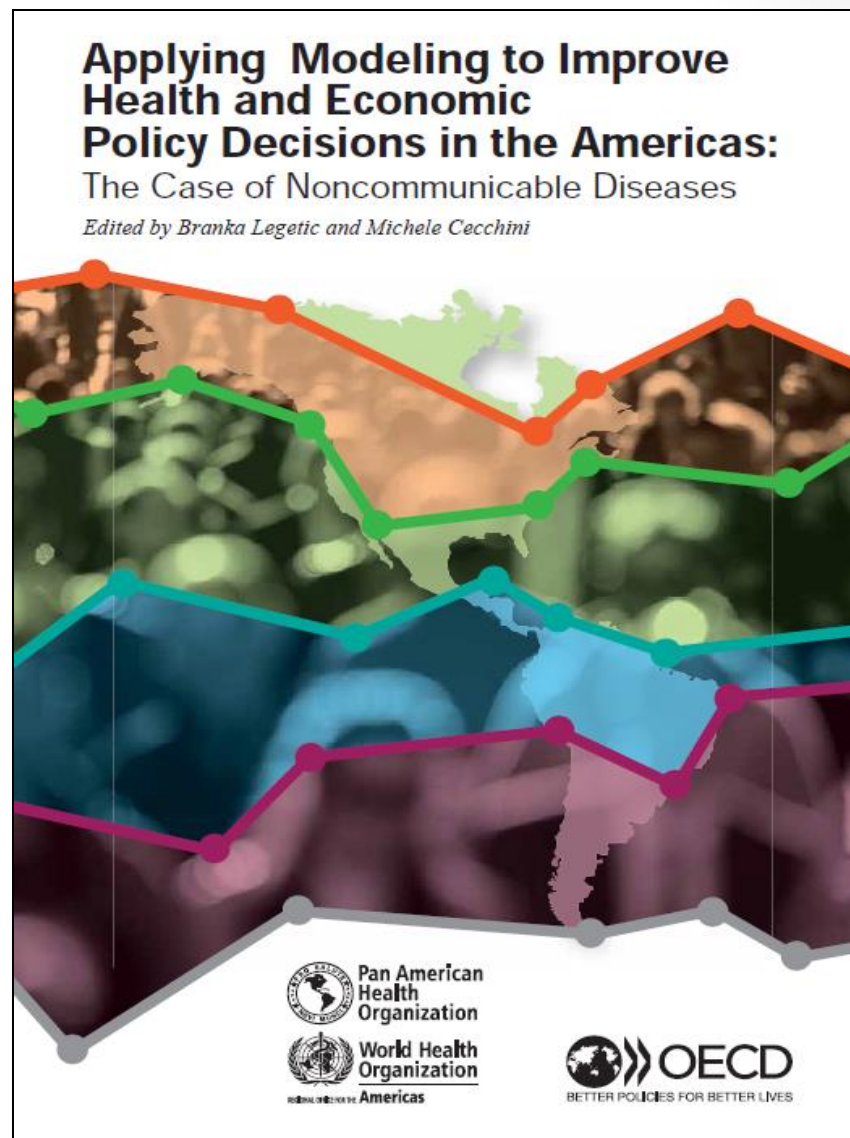


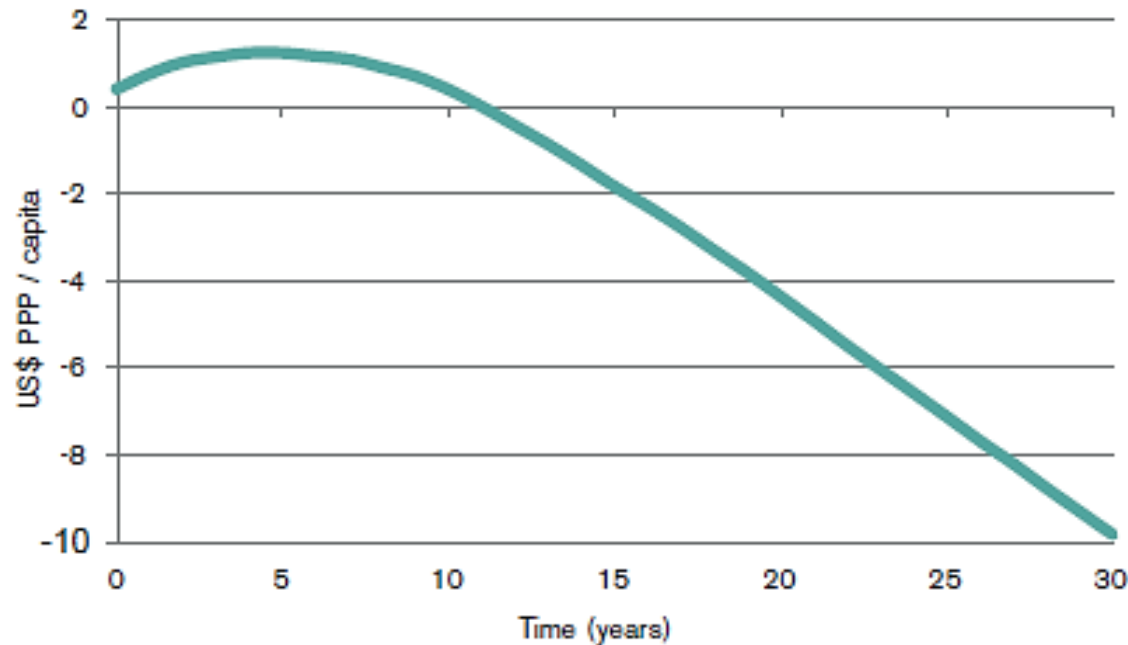
Launch PAHO-OECD publication

September 24, 2015



OECD-WHO Chronic Disease Prevention Model

FIGURE 15. Cumulative health expenditures (US\$ PPP per capita) for a multiple-intervention prevention package in Brazil over a 30-year period.



Estimating Macroeconomic Impact with General Equilibrium Modeling

Global diet transition---pattern of food consumption



Global Non-communicable Diseases



“healthier diets”



Prevalence of NCD decrease



Productivity and labor efficiency increase

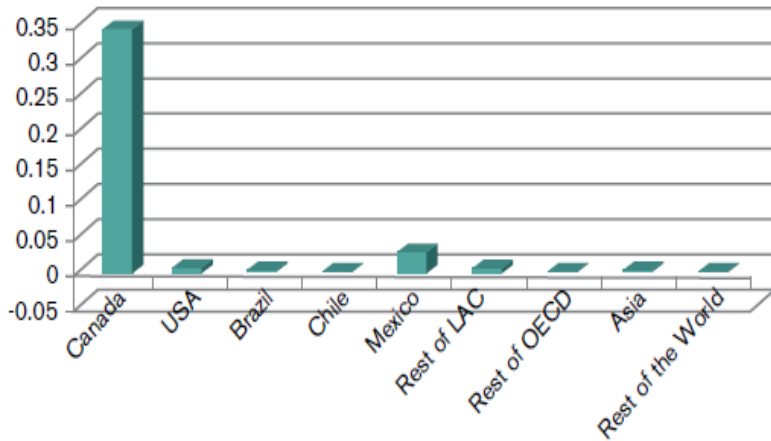


financial burden on the health system decline



Improvement of Health and well-being of individuals and society

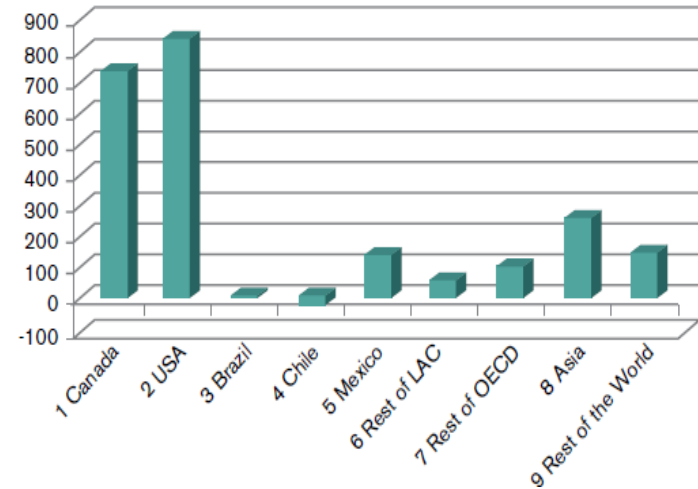
FIGURE 1. Change in GDP (%) due to the adoption of a healthy diet in Canada.



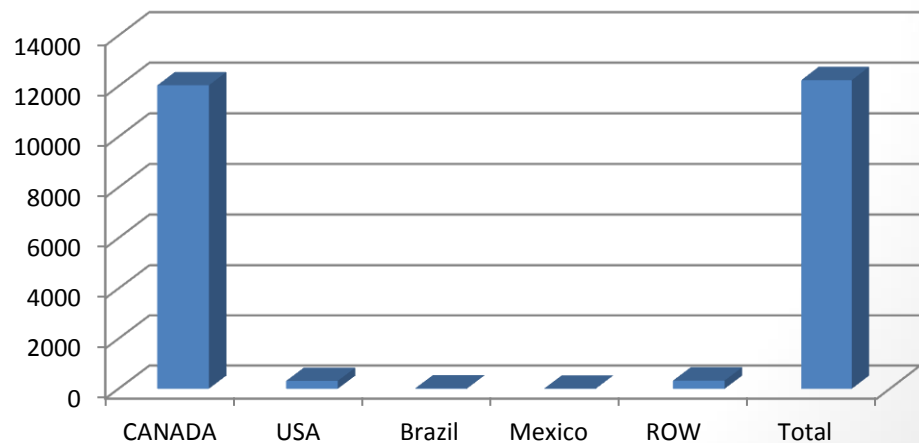
- Reduction in NCDs would have a positive impact on the Canadian economy – increase GDP, household income, private household consumption, industrial output, exports and imports.

This is a win-win situation for Canada !

FIGURE 3. Welfare implications due to the adoption of a healthy diet in Canada (US\$ million).

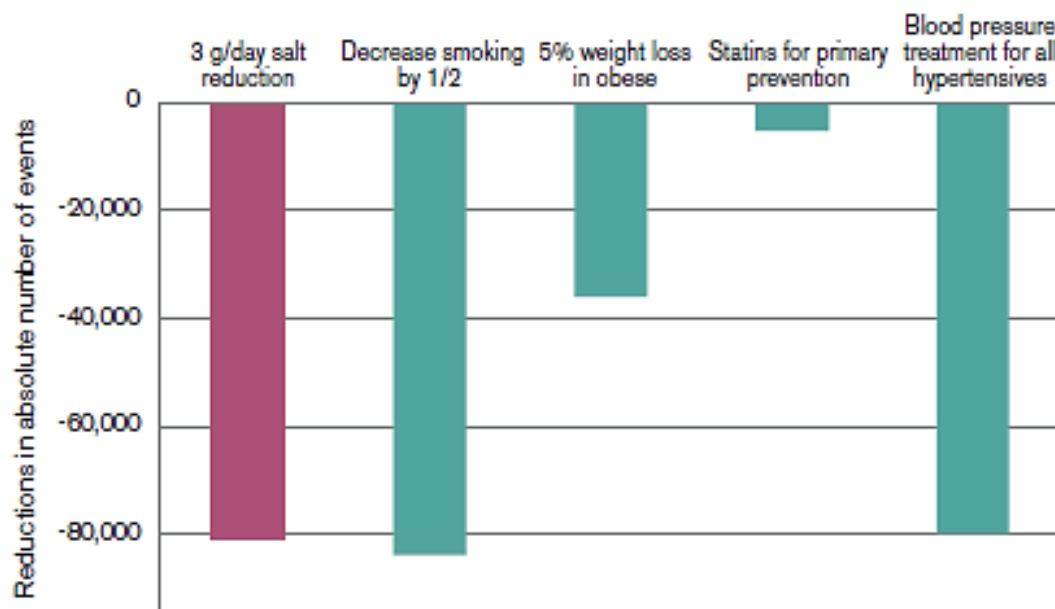


Welfare Implications of an Increased Labour Supply from a Reduction in NCDs in Canada (million USD).



Cardiovascular Disease Policy Model

FIGURE 2. Projected annual reductions in all-cause deaths with a 3 gram per day reduction in mean dietary salt consumption compared with other hypothetical public health and clinical interventions in the United States, 2010-2019, according to the CVD Policy Model (Bibbins-Domingo et al., 2010).



Thank You!

QUESTIONS, COMMENTS OR REMARKS?

