

Creating healthier environments and lifestyles: Catalyzing concrete actions towards the UN Summit on Non-Communicable Disease (NCD)

Organized with the Pan American Health Organization (PAHO)

Wednesday 27 April 2011, 10.45 – 17.15

Hotel Sheraton Rio, Ipanema Room

Non-communicable diseases (NCDs), such as cardio vascular diseases, cancers, chronic respiratory diseases, and diabetes, represent 43% of the burden of disease worldwide. This trend is expected to climb up to 60% by 2020. In Brazil alone in the next six years, three-fourths of women will be overweight, deaths from diabetes will increase by 82% and the country will have lost cumulatively US\$ 49 billion due to chronic diseases. Risk factors such as physical inactivity, unhealthy food, high salt intake, harmful use of alcohol and tobacco among other carcinogens contribute extensively to this burden. These risk factors must be considered within the broader social and economic context. The environments in which we play, work and live have a major role in shaping our lifestyle and curbing the epidemic of NCDs. Addressing NCDs will contribute in ensuring a healthy and productive workforce for better economic growth.

Join this session to discuss:

- What concrete outputs can be brought to the UN Summit through public-private partnerships?
- How can the role of the private sector be harnessed for NCD prevention and treatment through the workplace and beyond?
- What discussions can contribute to reducing sodium consumption?

Agenda

Welcome

10.45 – 11.00 Welcome on behalf of the World Economic Forum by Sarita Nayyar, Senior Director, Head of Consumer Industries & Diego Victoria, PAHO-WHO representative in Brazil

Welcome by the Ministry of Health Brazil

Promoting a Healthy Environment; bringing action to the UN Summit on NCD

11.00 – 11.20 PAHO: Prevention of NCD in the region of the Americas: Dr Branka Legetic, PAHO-WHO Regional Adviser, WDC

Q&A

11.20 – 11.45 Healthy Workplaces

1. Workplace Wellness Alliance: Kim Stratton, Head, Group Country Management and External Affairs, Novartis International, Switzerland
2. Fernando Coelho Neto, Saúde Executive Manager, SESI Brazil

Q&A

11.45 – 11.55 Salt reduction: Evidence-based interventions to address NCDs

1. Government-industry advances in Brazil to reduce dietary salt consumption: Denise Resende, Manager of the Area of Food Regulation of Brazil Government Regulatory Agency
2. Industry pledges on salt reduction and what policies could support reaching goals industry-wide: Donna Hrinak, PepsiCo and co-chair of IFBA

11.55 – 12.10 Discussion

12.10 – 13.10 **Part 2: Group discussions I – Topic Discussions**

Workplace Wellness Alliance – Identify regional success stories and pioneer companies in the implementation of workplace health and well-being, cultural considerations and challenges in the implementation of workplace programmes.

Salt/sodium reduction – Opportunities and challenges to finding a common ground for a signed statement of commitment by governments and the food industry to contribute to reaching the internationally recommended target (less than 5g salt/person/day) by 2020.

13.10 – 14.15 Lunch Break

Part 3: Group discussions II – Deliverables for the UN Summit

14.15 – 15.45 Workplace Wellness Alliance – Define what success would be come September (number of members, range, sectors, industry, etc.), strategy to achieve it, and start discussing hand-over options.

Salt/sodium reduction – Define an action-set and time-line for concrete steps for both Government and industry moving forwards towards fulfilling the regional commitment in the form of a signed statement.

15.45 -16.00 Coffee Break

16.00 – 17.15 Reporting back and general discussion

17.15 Conclusion & Next steps