



The Pan American Forum for Action on NCDs – Plan of Action

Dr. Irene Klinger, Senior Advisor, Partnerships and Multi-Sector Collaboration

Dr. James Hospedales, Coordinator Chronic Disease Prevention and Control

- Review proposed plan of action
- Discuss major deliverables 2012-2013
- Advise on major lines of work

Positioning the PAFNCD for Future Success



PAF CORE FUNCTIONS



What does the Forum do?	How does it do it?
Creates a community of stakeholders interested in working on NCDs	<ul style="list-style-type: none"> - Identify and engage key stakeholders (corporate communication) - Provides 'matchmaking' opportunities - Brings them together (regionally and nationally) - Facilitates continued communication (online community/website)
Develops capacity of members for working on NCDs through multi-sector collaboration	<ul style="list-style-type: none"> - Offers training - Provides tools and resources - Collects and disseminates best practices - Supports country efforts
Advocacy, outreach and communication	<ul style="list-style-type: none"> - Generate global commitment and momentum on NCDs (major advocacy events) - Increase awareness of development implications and the multi-sectoriality of the NCDs - Educate the public about NCDs and healthy lifestyles (media/PSA) - Effect action among the private sector and civilians in raising awareness
Seeds, incubates and launches strategic initiatives	<ul style="list-style-type: none"> - Facilitates strategic dialogues in priority areas - Develops concepts for strategic alliances - Supports identification of potential partners - Supports development of strategic alliances - Develops strategic communication for the initiatives

CORE PAF FUNCTIONS



PAHO Secretariat Core Functions

Advisory Steering Group

Technical Advisory Group /
Interdepartmental Collaborative
Working Group

Technical and political leadership

PAF development and
implementation

Resource mobilization

Membership management

Outreach and advocacy

Monitoring and evaluation

**Key Question: Are we
missing anything in terms of
the core functions?**

Capacity Building

Online tool box/partnership resources

Online training modules

Best practice examples

Regional training on partnerships

Regional training on Communications

Country Level Training (4-5)

Support for 2-3 country level forums

Key Questions:

1. Capacity Building in partnerships and communications. This is what we are planning, are these the needs? Are there other needs? How do we go about it?

2. How do we support two-three countries to help them create the Forums or make them operational and active where they exist?

PAF Meeting & Major Events

1st PAFNCD Meeting (Brazil, May 2012)

2nd PAFNCD (2013)

2-3 Major events:

- US First Lady on physical activity (DC, April 2012)
- Women Heads of State for Cancer Prevention (NYC, Sept 2012)
- Wellness Week (global, Sept 2012)
- World Soccer Cup (Brazil, 2014)

Key Questions:

1. Will these major events do the trick?

2. Who can help?

PAF Meeting – to be discussed in the afternoon...

The vision for the online multi-directional platform delivers multiple goals, providing the ability to scale action organically.

Community of interested organizations	Communication	Partnership Seeding
<p>Creates a constituency of potential partners</p> <p>'Matchmaking' of country needs and interests with potential partners</p> <p>Registration of Members (substantive and geographic interests)</p>	<p>Public Website</p> <p>Organized outreach, advertising opportunities widely</p> <p>Contact Management System</p> <p>Private shared workspace</p> <p>Transparent record of PAHO's multi-stakeholder work</p>	<p>Dialogue on specific issues</p> <p>Innovation/germination of ideas</p>
Capacity Development	Commitment	Recognition, Record and Monitor
<p>Share good practices (bring to light and fan the flames)</p> <p>Exchange experience</p> <p>Resources and tool box</p>	<p>Opportunity to make a public <i>Commitment to Action</i></p> <p>Opportunity to support the Forum</p>	<p>Recognize action</p> <p>Public record</p> <p>Monitor progress</p>

to be discussed in the afternoon...

PARTNERSHIP SEEDING: INITIAL STRATEGIC INITIATIVES



Dietary Salt Reduction: Will include sharing information of successful practices; increasing public education and information; setting and implementing reformulation targets to reduce salt in manufactured foods; standardization of labelling; changing standards for catering in public settings, and monitoring of levels of consumption of salt and main sources of salt in food supply



Innovation in cervical cancer prevention and control: Aims to prevent and control cervical cancer in the Region with a focus on women and girls at high risk by a comprehensive approach: includes education of consumers including new social media, scaling up screening and treatment, and vaccination, through innovation in healthcare delivery and training and building capacity

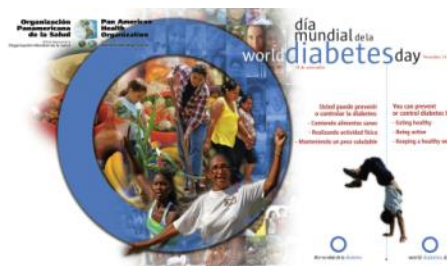
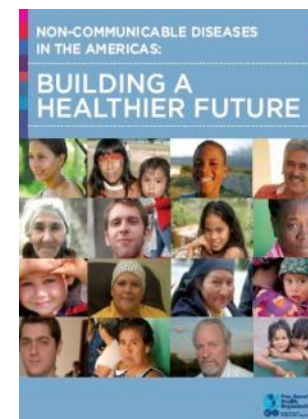
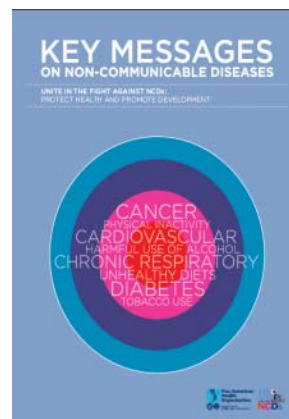
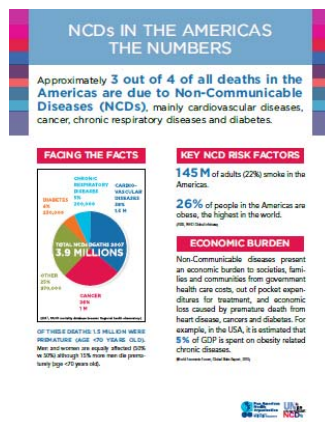


Advocacy & Communications: Generate global commitment and momentum on NCDs and support countries in their NCD communications efforts through major advocacy events and a communications campaign with traditional and new social media, raising political and public awareness while educating and empowering consumers



Healthy Workplaces: Will include documenting successful practices; developing/adapting tools for monitoring workplace wellness and progress in health, absenteeism and presentism; develop training package for the SME sector; leveraging experiences from the World Economic Forum workplace Wellness Alliance

PUBLIC AWARENESS: Advocacy, social media and communication campaigns



RAISED AWARENESS ON NCDs THROUGH STRATEGIC COMMUNICATIONS

- Media coverage of the UNHLM and PAHOs side events by more than 95 media companies.
- Blog set up with multiple authors for participants to share knowledge and information in the run-up to the UN High-Level Meeting (UNHLM) and increased of +21.3% on **facebook**, +26.3% on **twitter** followers and +54.2% in **Blog** visits.
- Wellness week** in 12 countries in LAC
- Videos** on succesful stories of NCDs projects in the countries
- Celebration of World days activities: Diabetes, stroke, cardiovascular, cancer
- "Get the Message Campaign"**: Over 700,000 SMS of support from 17 Caribbean countries in 4 months



Scaling up Cardiovascular Disease Management: Will focus on secondary prevention of CVD, including diabetes control, especially for people at high risk of heart attack or stroke, to avoid complications and improve the quality of life. The main components are: education to promote lifestyle changes (e.g., diet and physical activity), self-management with emphasis on adherence with treatment and, training of health providers in chronic care and to use friendly, evidence-base tools such as the chronic care passport and CVD risk chart.



Wellness Week: Seeks to build on the success of WW 2012 to develop a social movement on healthy settings for healthy living and increase awareness among individuals, policy makers, communities and employers. The objective of Wellness Week is to emphasize the importance of the built and natural environment and socioeconomic conditions in modifying the risk factors for non-communicable diseases and in promoting prevention.

Key considerations as we accelerate the initiatives:

- *Mapping the potential partners*
- *Gaining buy-in*
- *Management: Identifying those willing to play a major role (with the technical support of PAHO)*
- *Securing resources (financial and in-kind)*
- *Critical first steps*

*These considerations must be addressed for each specific strategic initiative.
We will brainstorm on advocacy & communication over lunch...*

Quick poll: Which of your organizations might be interested in participating in the _____ initiative?

EVOLVING TIMELINE



Month	Activities
March	<ul style="list-style-type: none">• Finalize PAFNCD plan of action• Finalize rules of engagement and begin membership drive/ diversification• Develop resource mobilization strategy and implementation
April	<ul style="list-style-type: none">• Event with the First Lady of the US• WEF Mexico Salt Reduction Initiative• Technical Advisory Group Meeting (virtual)
May	<ul style="list-style-type: none">• 1st Annual Forum Meeting and 2nd ASG Meeting• Partnership Training• Launch alpha version of the IT platform• World Health Assembly Cancer Prevention Initiative launch

EVOLVING TIMELINE



Month	Activities
August	<ul style="list-style-type: none">• World Cancer Congress (Montreal)• Launch of Public Awareness Initiative
September	<ul style="list-style-type: none">• Wellness Week (region)• Female Heads of State event on cancer (NY)
October	<ul style="list-style-type: none">• 2nd ASG Meeting (TBC)
November	<ul style="list-style-type: none">• HPV 2012 Puerto Rico

Questions?

