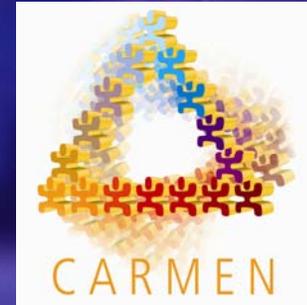




Pan American Health Organization



<http://www.paho.org>



Partners' Forum for Action on Chronic Disease

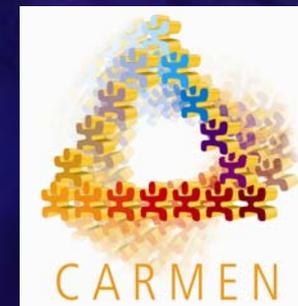
CARMEN Meeting

October 29, 2009, Lima, Peru

C. James Hospedales, PAHO/WHO



Outline



- What's the problem
- How did it come about
- Actors/ antagonists/ proगतonists
- How are we going to get out of this mess **together**



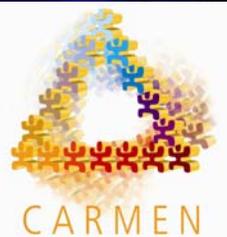
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What's the problem?

- Cardiovascular disease, cancer, diabetes: the major cause premature deaths and avoidable health costs in the Americas
- Risk factors: unhealthy diet, physical inactivity, obesity, tobacco use, harmful use of alcohol
- Social & environmental determinants: public policies, incl. access to health services; private sector; civil society
- 80% heart disease, stroke & diabetes; 40% cancers preventable or treatable
- Challenge: apply knowledge, change policy and environmental determinants, requires new models of partnership



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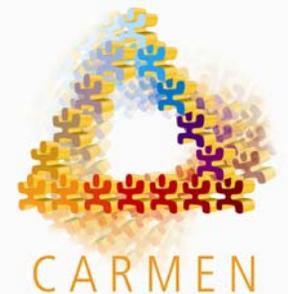


How did we get here

- Success of earlier public health efforts; ageing populations
- Profound changes in way of life and built environment
 - Nutrition transition with globalization
 - Changes in transport, way we work, live & play
 - Tobacco marketing
 - Inter play of public policies, private sector forces, civil society culture/action
 - Low access to quality health services



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How did we get here?

- **Insufficient awareness** among public & policy makers of problem or what can be done, espec to change environment; emphasis on “individual responsibility”
- Availability and affordability of real food, espec fruits and veg
- “Foods” – highly processed; very available; high **SALT**, fat, trans fats, sugar,
- Massive advertising; **special risk children**
- Trade and agriculture policies, e.g., insuff. use of tariff “policy space”
- Fiscal policies, e.g., tobacco and alcohol taxes
- Urbanisation, technology changes
- Built environment favors cars not people; safety concerns
- Schools stress academics > physical activity, few healthy food choices
- **TOBACCO** industry/control, espec pricing & smoke free spaces
- Workplaces not supportive
- Public health training emphasizes dated agenda, not HP/DP and NCDs



ACCESS TO QUALITY HEALTH SERVICES FOR CVD, DIABETES, CANCER



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A definition of Partnership for the Partners Forum

A voluntary and collaborative relationships between various parties, both State and non-State (international organization, business, civil society, academic, faith based organization), in which all participants agree to work together to achieve a common purpose and to share risks, responsibilities, resources, competencies and benefits that they would NOT be able to achieve individually as effectively or through a market transaction.

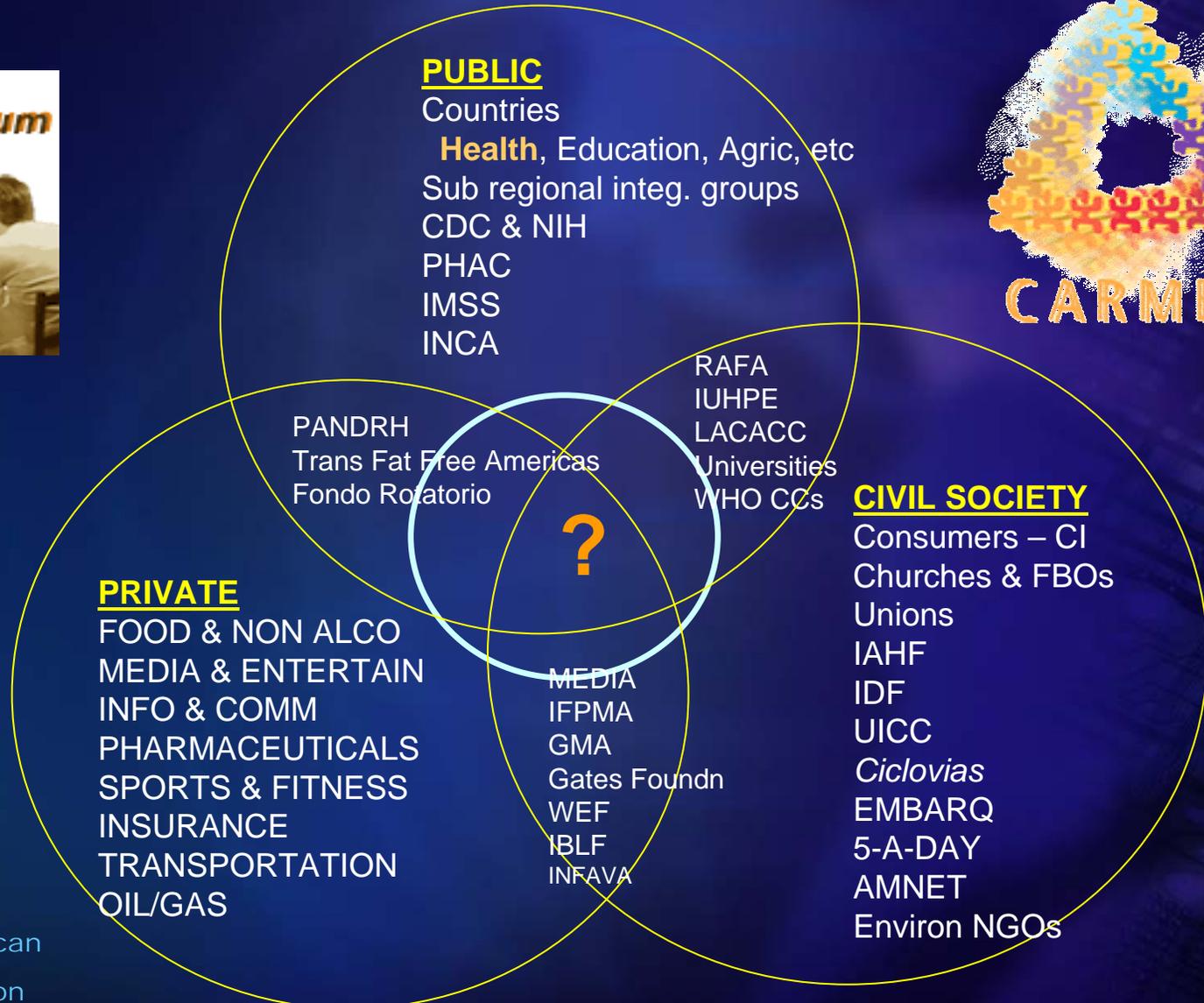
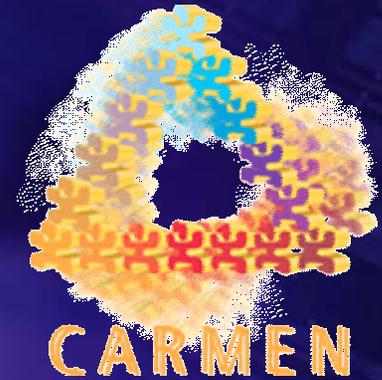


- Voluntary: relationship and people matter
- Shared benefit: synergistic goals and opportunities that single members CANNOT achieve their own as affectively
- Shared risk
- High negotiation cost



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Actors/ antagonists/ protagonists



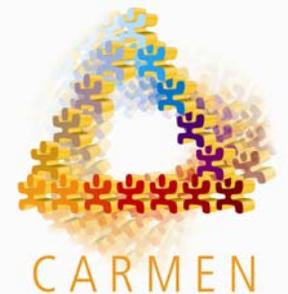
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Responses of Actors

- Prevention Chronic Diseases, healthy lifestyles & supportive environments - many Resolutions; foci of action by:
 - Governments
 - Civil society
 - Businesses
- Actions fragmented & skewed
- Need to **bring good things to light** and scale them up thru cross sectoral partnerships
- **Avoid 3+ million deaths in 10 years, decrease upward cost spiral, improve productivity**



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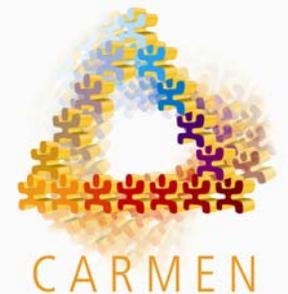


Proposal

- Establish a **Partners Forum for Action on Chronic Disease in the Americas, incl. public & private sectors & civil society**
- Action-oriented:
 - Increase public & political awareness,
 - Scale-up good prevention practices
 - Increase access to health services
 - Strengthen/establish cross-sectoral partnerships
- Create “WIN-win-win” outcomes



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Will not be easy

- **Partnership/joint action is a hard option**
- **Negative perceptions /myths:**
 - public sector slow, bureaucratic, cash-hungry and controlling
 - civil society NGOs disorganized, divided and unprofessional
 - private sector as motivated primarily by commercial interests
- Capacities for partnership and negotiation; M&E systems
- Not business as usual; sharing responsibility, funds etc
- DOTA learning review lessons learned



So why do it?

- Problem complex, multi sectoral, no one sector can face it alone
- Benefits

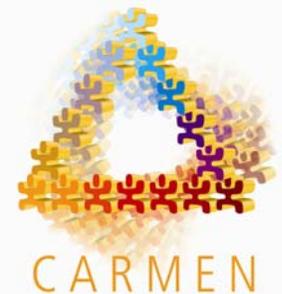


Values /Principles

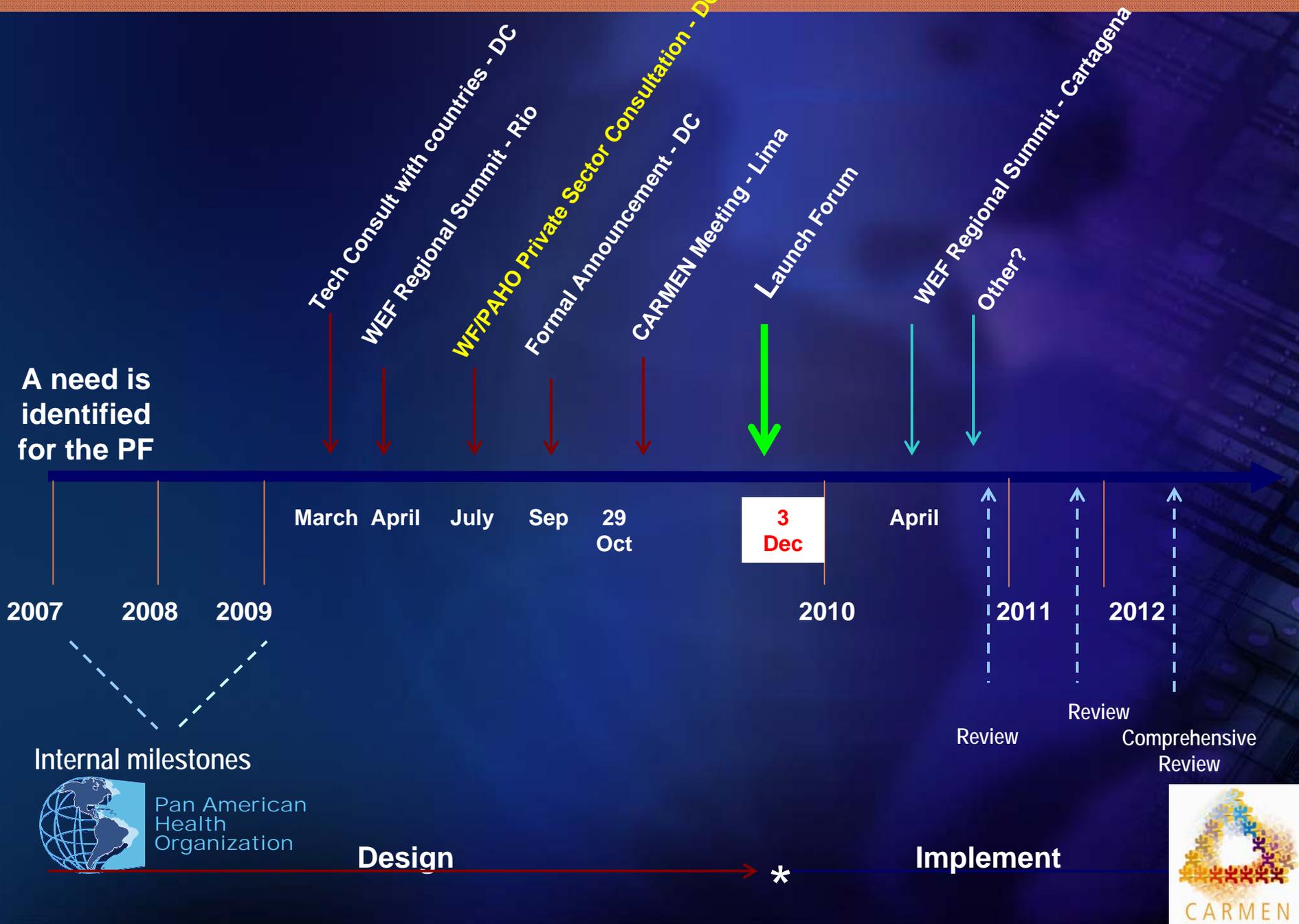
- Equity – benefit those most in need
- Equitable participation – creation and operation
- Transparency – interests of stakeholders & use of resources clear
- Mutual benefit – all sectors and levels
- Sense of urgency, with long haul attitude



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Partners Forum – Timeline 2007-2012







Meeting of Private Sector Companies on Trans Fat elimination in PAHO, Washington



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PAHO/WEF MEETING ON ROLE OF PRIVATE SECTOR IN PARTNERS FORUM, JULY 16, 2009



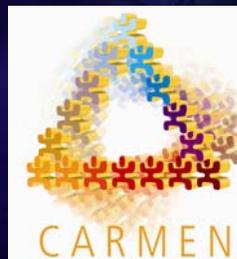
The Forum mission and agenda

□ **To inspire, facilitate, and mobilize cross-sector partnerships to promote health and prevent chronic diseases in order to:**

- **Raise the profile of chronic disease issues** on the public policy agenda
- **Catalyze new cross-sector partnerships** that drive direct social, environmental and policy action to promote healthy lifestyles and prevent chronic diseases
- **Increase the impact of existing chronic health initiatives** through coordination, collaboration, and the adoption of cross-sector approaches
- **Build the capacity for cross-sector partnership** through the exchange of ideas, experiences, and lessons across sectors and countries
- **Develop, innovate, and promote efficient solutions** to some of the biggest health challenges facing the Americas today.



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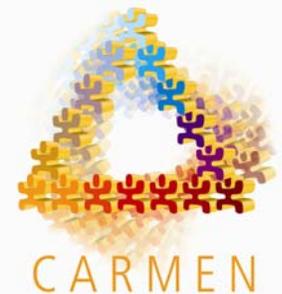


Examples: Action Oriented Partnerships for Regional Action & Theme/country

- 2-year campaign to inform /empower people and policy makers re healthy environments & lifestyles
- Reduce salt consumption to 5gm/ person/day by 2020
- Fruit & Vegetable consumption
- Physical Activity in schools
- Access health services to 100M people who don't have access
- Healthy workplace programs scaled up
- Urban environments – 200 *Ciclovias* by end 2012



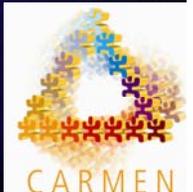
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Partners Forum: a process designed to benefit the local level in CARMEN



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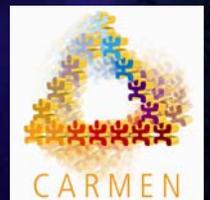
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Potential Members

- PAHO/WHO – initiator, convener and catalyst
- CARMEN network of countries
- Pan American Health & Education Foundation
- International NGOs – heart, diabetes, cancer; diet and physical activity, Consumers Intl, Churches
- Academic institutions
- 30 companies and associations (not tobacco, alco)
- International Business Leaders Forum
- World Economic Forum



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Perceptions of some members

- “Only by government, business and civil society working together in partnership can we hope to tackle the complex socio-economic, environmental and behavioural root causes of chronic disease. PAHO’s Partners Forum is an essential, timely and ambitious initiative to begin to build the mass-scale and coordinated response required across the region. The IBLF is delighted to be a founding partner of the Forum.”
- *Adam Leach, CEO, International Business Leaders Forum*



PEPSICO

- *“Partnerships are essential for hemispheric health. The multiple health challenges our countries face respect no boundaries, and addressing them demands the creative collaboration of governments, NGO’s, multilateral institutions, and the private sector. I congratulate PAHO on the launch of the Partners Forum, which will stimulate and facilitate that cooperation. PepsiCo is proud to join this initiative to address the problems of chronic disease and make tomorrow better and healthier for future generations throughout the Americas.”*



Donna J. Hrinak

Senior Director, Latin America Gov't Affairs

PepsiCo

Consumers International

- *“Consumers have the right to healthy and nutritious food and above all healthy lives. Consumers International sees this multi-stakeholder platform as a good starting point for fighting non-communicable diseases, ensuring that informed consumers have access to improved products that meet international standards, are better labeled and contain less salt, fat and sugar, providing a healthy diet. Our member organizations are well placed to help achieving these goals.”*
- *Hubert Linders
Asesor de Informacion y Coordinador de Proyectos
Consumers International*



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CDC/WHO Collaborating Center for Physical Activity and Health

- “Congratulations to PAHO for having the vision to develop the Partners Forum for Action on Chronic Diseases. Powerful, creative partnering can generate fresh ideas and maximize resources to enhance health promotion and disease prevention. As part of this effort, we are pleased to be working with PAHO to facilitate the development and implementation of culturally appropriate policies, strategies and programs to increase knowledge of and participation in physical activity in Latin America and the Caribbean.”

- Dr. Becky Lankenau,
 Director, CDC/WHO Collaborating Center for Physical Activity and Health

Sanofi Aventis

- “Sanofi-aventis is fully committed to unleashing all its creativity and innovation. To do so, we intend to actively engage the world outside our walls. Our history shows that we can work with new teams while respecting their distinctive cultural, scientific and human values. We are deeply committed to addressing the unanswered healthcare needs of patients around the world. This ambition will guide all our current and future partnerships.”



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InterAmerican Heart Foundation

- “The InterAmerican Heart Foundation understands that strategic alliances and partnerships are the best way to advance health promotion and prevent chronic diseases. Neither the health care system by itself nor any single organization can tackle a problem that presents socio-economic, legal, communication, and other challenges. The Partners Forum provides civil society with expertise and an expanded network to promote social movements to influence governments, businesses, the media and ultimately the public.”
- Beatriz Marcet Champagne, PhD
Executive Director



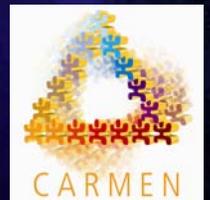
InterAmerican Heart Foundation
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How the Forum will be operated

- ❑ **Virtual Platform** –online networking space to facilitate interaction, share information on specific diseases, identify relevant partners, initiate discussions.
- ❑ **Events** – to share experiences from chronic disease prevention initiatives and to exchange best practices in cross-sector partnerships.
- ❑ **Working Groups** – to identify problems, define solutions, mobilize resources, and implement strategies to address a specific disease.
- ❑ **Supportive Activities and Tools** – to ensure consistency in the local level through:
 - **training on cross-sectoral partnership** to help build capacity at various levels.
 - **Measurement and evaluation working group** provide members with tools to help measure success and adapt action to local challenges
 - **Advocacy / Education working group**, media companies special role, regional campaign



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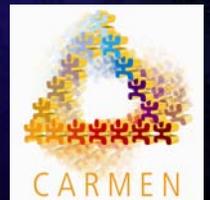
Launch Dec. 3rd – a milestone for PAHO

- ❑ Manifesto to be signed / partnering agreement
- ❑ Governance proposal (model, PAHO role and support, fee structure)
- ❑ Framework for decision and process
- ❑ At least 2 regional workgroups groups and 2 countries launched as pilot
- ❑ Agree workplan for 2010

- ❑ ?Simultaneous launch in Montevideo



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Discussion

- Q&A
- Benefits to CARMEN Network
- www.partnersforum.org



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