

Prevention and control of Noncommunicable diseases

Challenges & Opportunities

Hai-Rim Shin MD., Ph.D.
Team Leader
NCD and Health Promotion

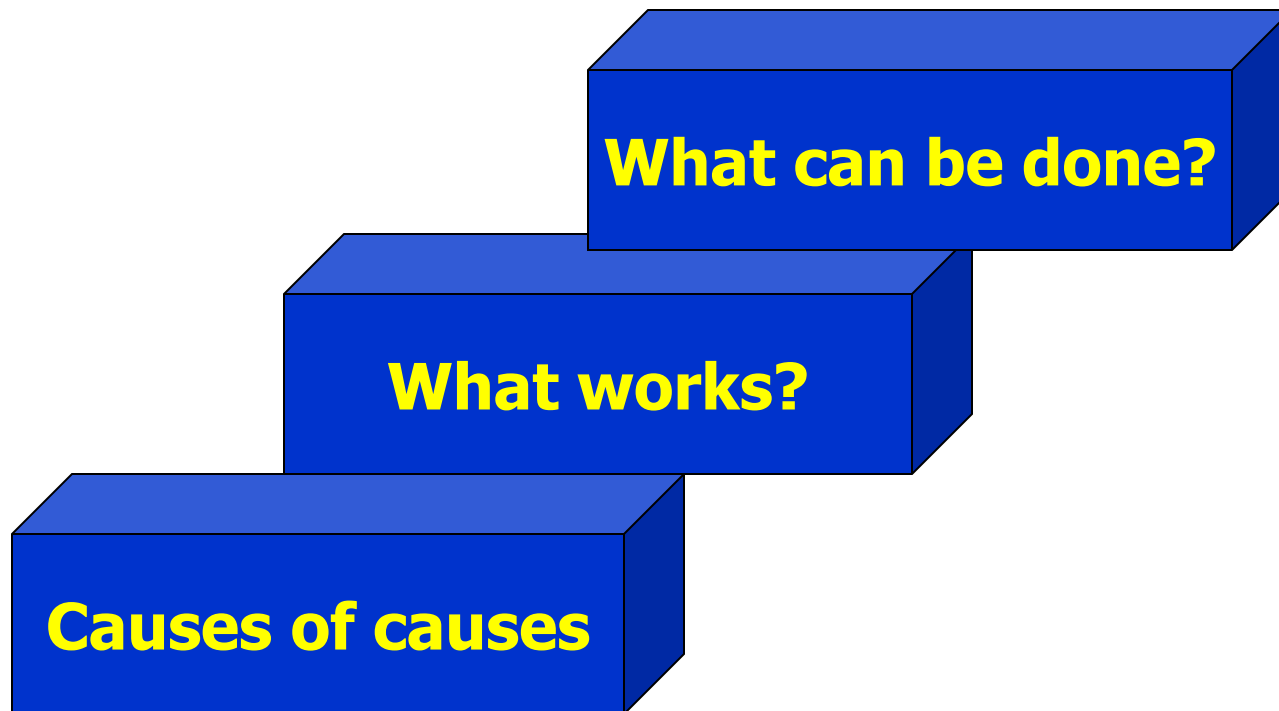


COUNTRIES AND AREAS OF THE WHO WESTERN PACIFIC REGION

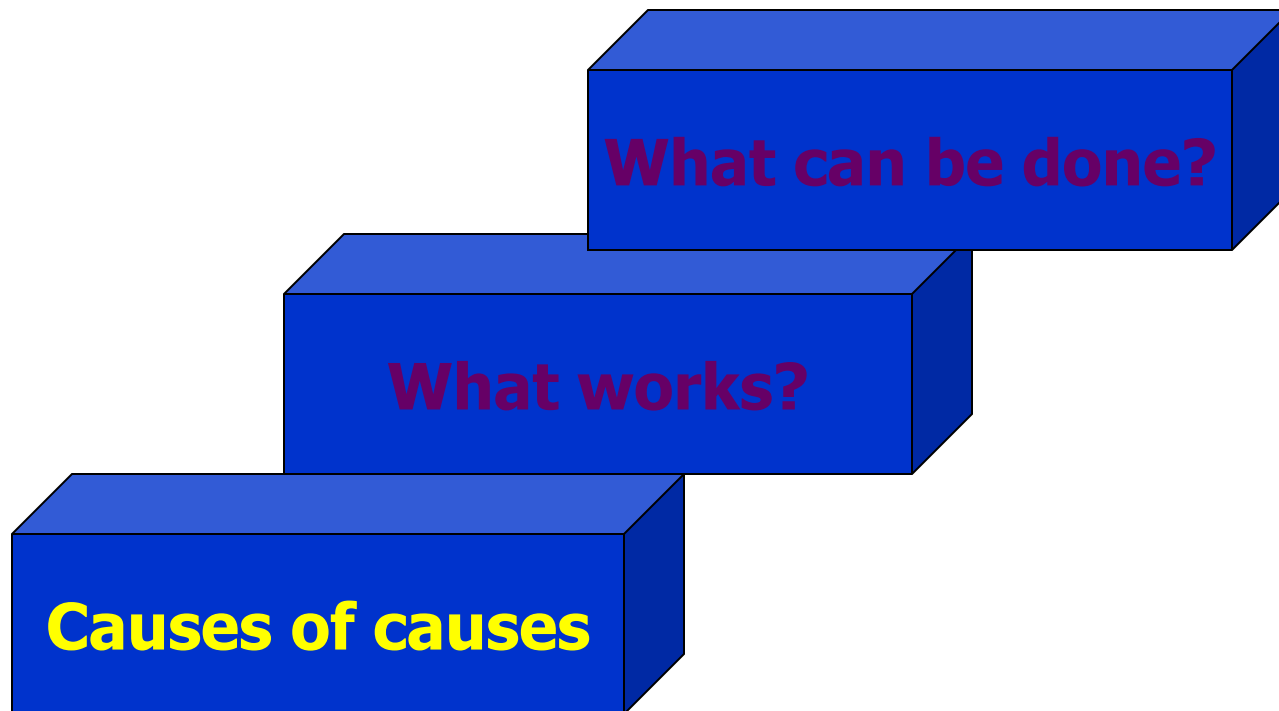
Changing times



Outlines (Structure)

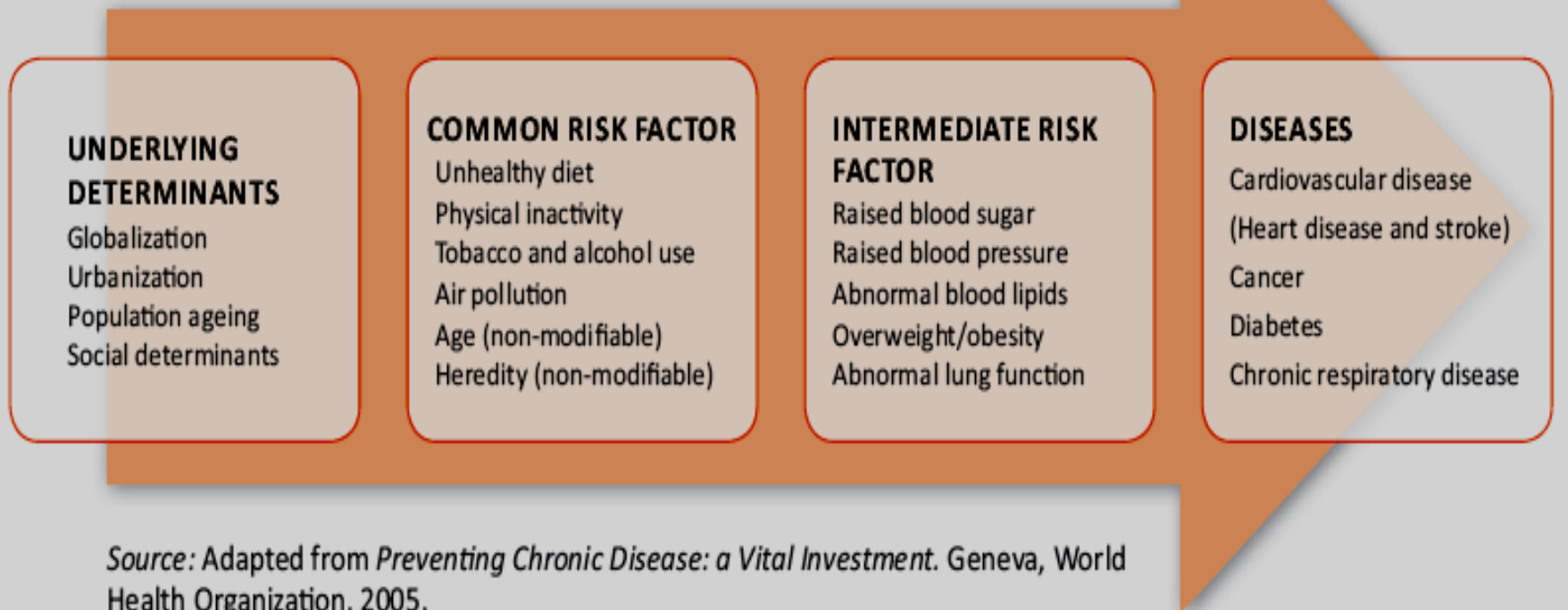


Outlines (Structure)















Causation pathway for NCD

Figure 1. The causation pathway for chronic diseases



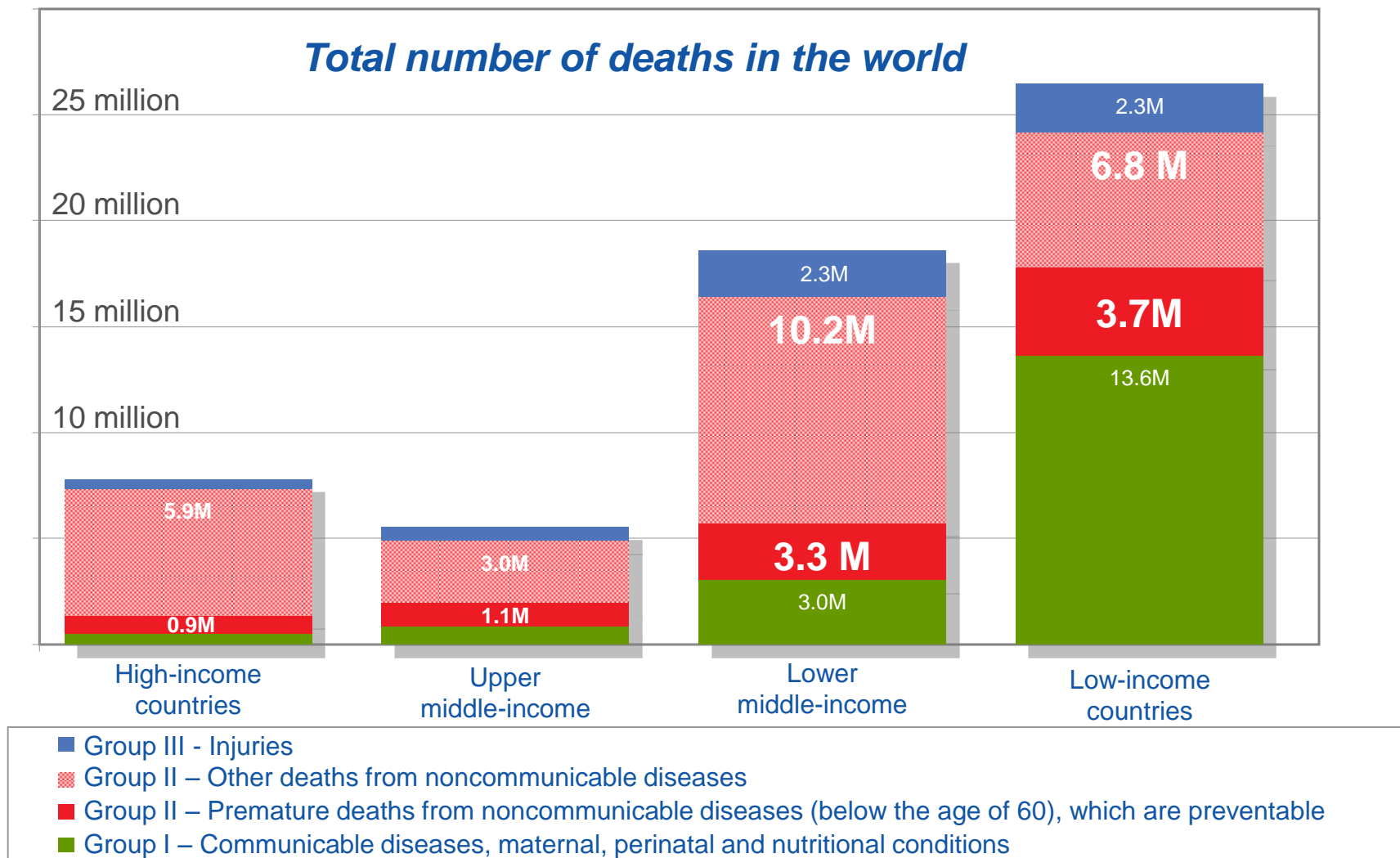
Noncommunicable Diseases

4 Diseases, 4 Modifiable Causative Risk Factors

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

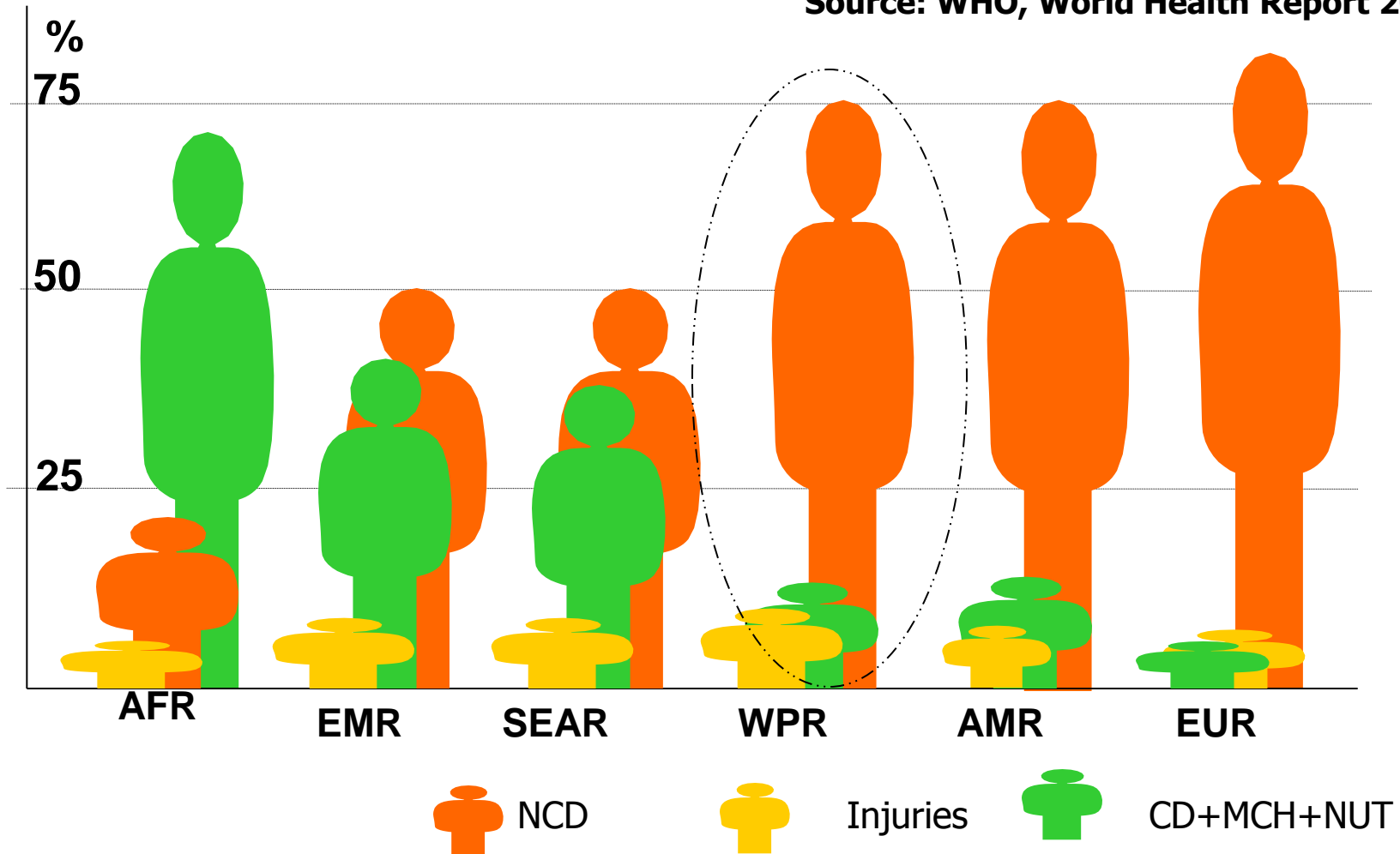
Premature deaths due to NCD

Source: THE GLOBAL BURDEN OF DISEASE
2004 UPDATE



Mortality by WHO Region, 2000

Source: WHO, World Health Report 2001



Junk food generation

- Average amount of typical snacks, fast food and treats eaten by children between the ages 4-10 in just one year.



Rapid transition



Think big, act on your tummy

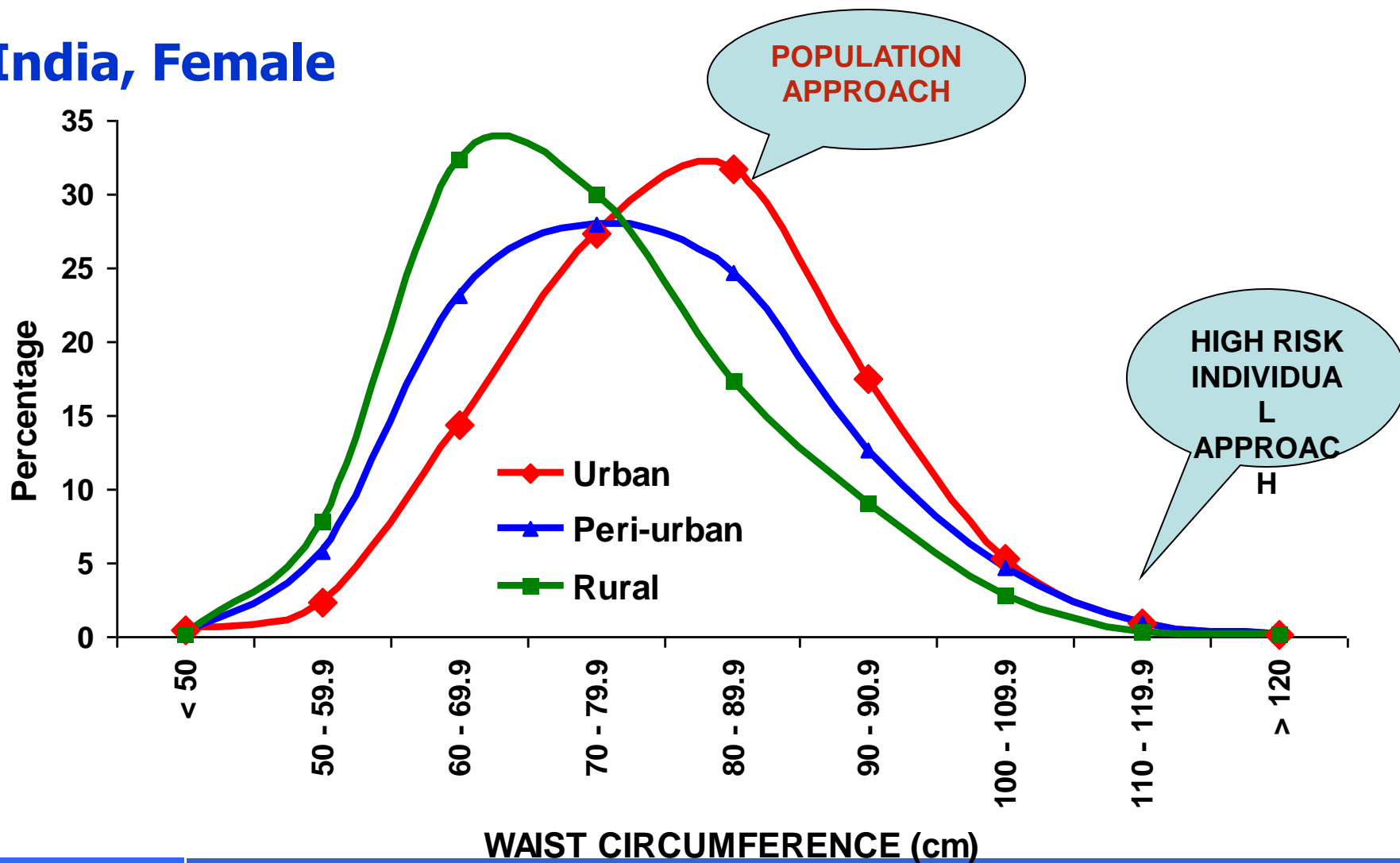


**INDIVIDUAL
APPROACH**

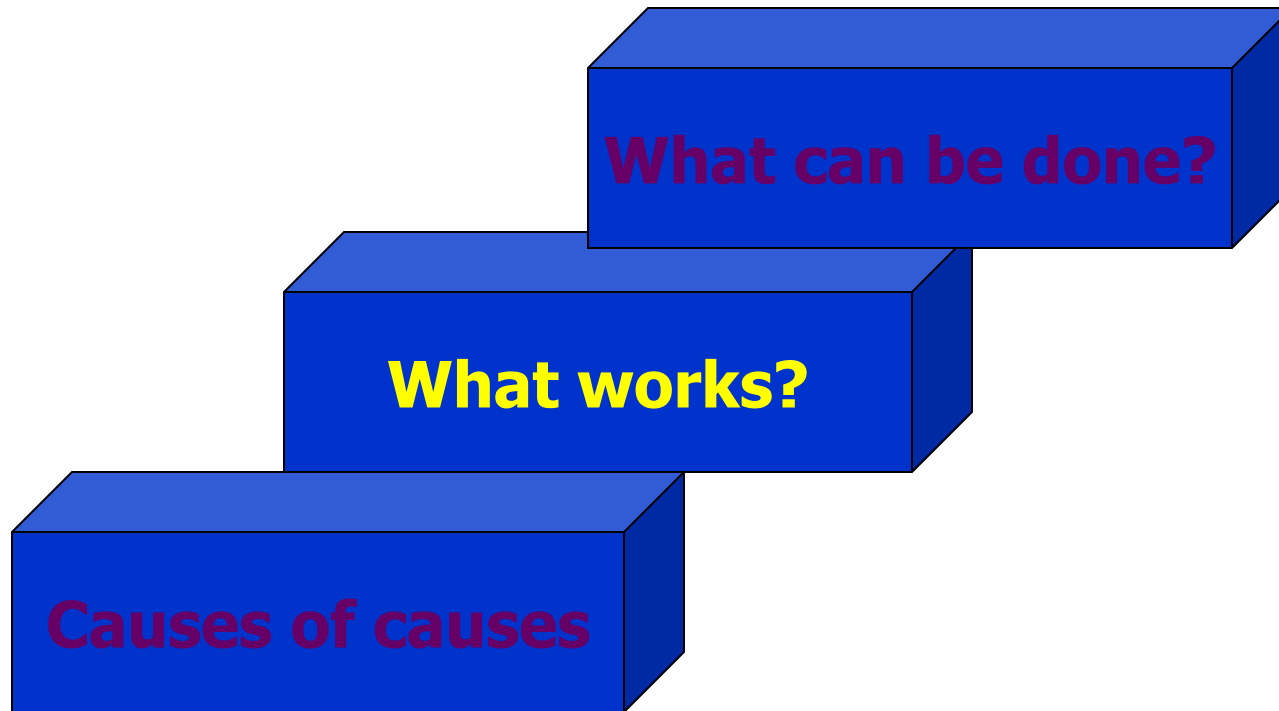
Longer the belt, shorter the life

Distribution of Waist Circumference

India, Female



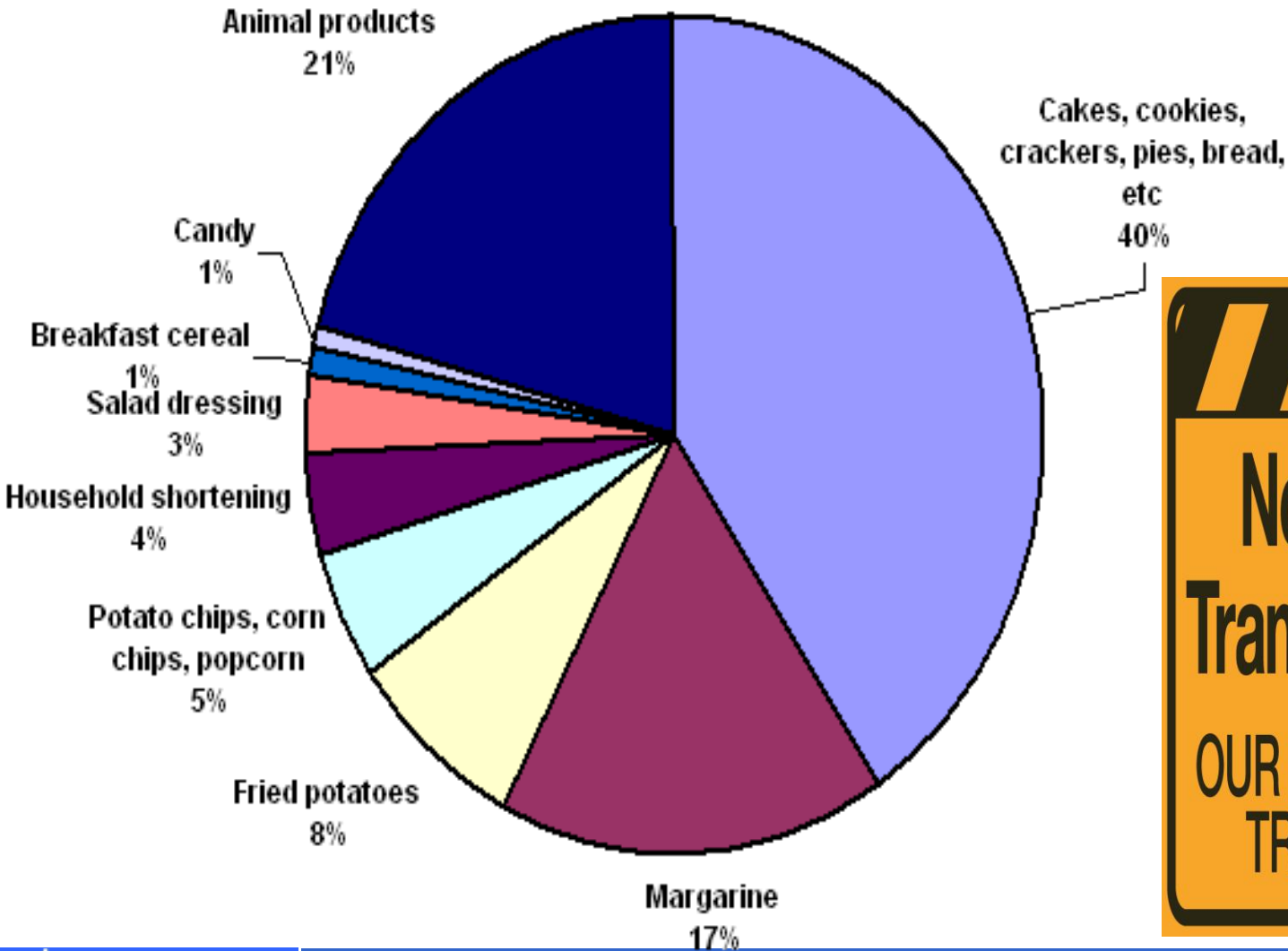
Outlines (Structure)



How can people make a choice?



Hidden fats..



Ban Transfats (USA)

- With the stroke of a pen, Governor Arnold Schwarzenegger **will make California the first state in the nation to make its restaurant foods free of artificial trans fat.**
- It's a bold move that will prevent thousands of heart attack deaths in that state and save millions of health care dollars.

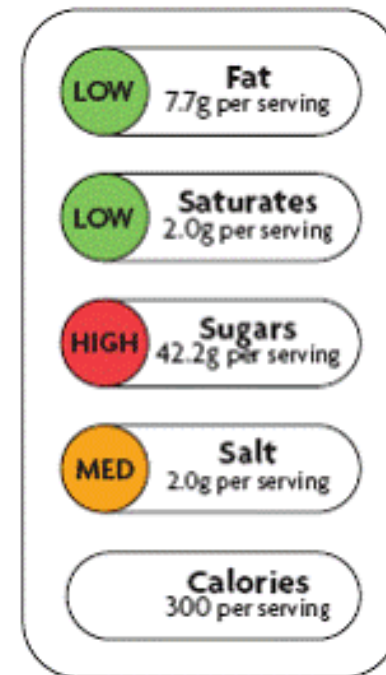


Governor Schwarzenegger Promotes Health and Nutrition by Signing Nation-Leading Trans Fat Bill

July 25 2008



TRAFFIC LIGHT LABELS



Food Labelling systems in Australia: The more green and the fewer red symbols, the healthier the product.

Traffic light labels - UK



Marketing

- They work on our 'desire'



WHO Recommendations

- 1. The policy aim should be to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars or salt.**
 - **Effectiveness depends on two elements**
 - **Reach, frequency and impact (exposure)**
 - **Content design and execution (power)**
- 2. Overall policy objective should be to reduce both the exposure of children to, and power of, marketing of foods high in**
 - **Depending on national circumstances and resources**
 - **Comprehensive approach-restricting all marketing to children**
 - **Highest impact**
 - **Stepwise approach-either exposure or power**

Controls on advertisement

- **EU television** without frontiers directive
 - TV adverts shall not cause moral or physical detriments to minors
- **Ireland**
bans cartoon characters and celebrities to promote foods
- **France** mandatory health messages should accompany adverts on TV and radio
- **Sweden** total ban for adverts aimed at children less than 12 yrs



It is cheaper to live unhealthy!!



Taxation as a means to change behaviour

- **The tobacco experience**

- education is not enough: regulation, litigation, and legislation are needed too.
- Increasing taxes on cigarettes has been the single most effective strategy in reducing smoking.

- **The best chance for success is to impose a penny per ounce Sugar Sweetened Beverages tax, resulting in a rise of a dollar or two in the price of a six pack of sodas or a 2 litre bottle.**

- Most people favour such taxes.
- In New York state, projections a penny per ounce tax on SSBs: prevent 145 000 cases of adult obesity and 37 000 cases of diabetes in a decade. Save \$2bn in healthcare costs.

Source: The case of the sugar sweetened beverage tax : Douglas Kamerow, BMJ 2010;341:c3719



Change of bottles in life



Physical inactivity

- Work- mostly sitting
- At home – in front of TV
- Play-on computer
- Travel-motorized
- Everything to make us more sedentary
- 'Obesogenic' environment
- We need to change the environment which will facilitate physical activity



Evidence

Trevor Shilton
Saitama, Japan, July 2010

**Why was the
Toronto Charter
for Physical
Activity
Developed?**

Reports

Commitment



WHO Recommendations

Global Physical Activity

- **5-17 years**

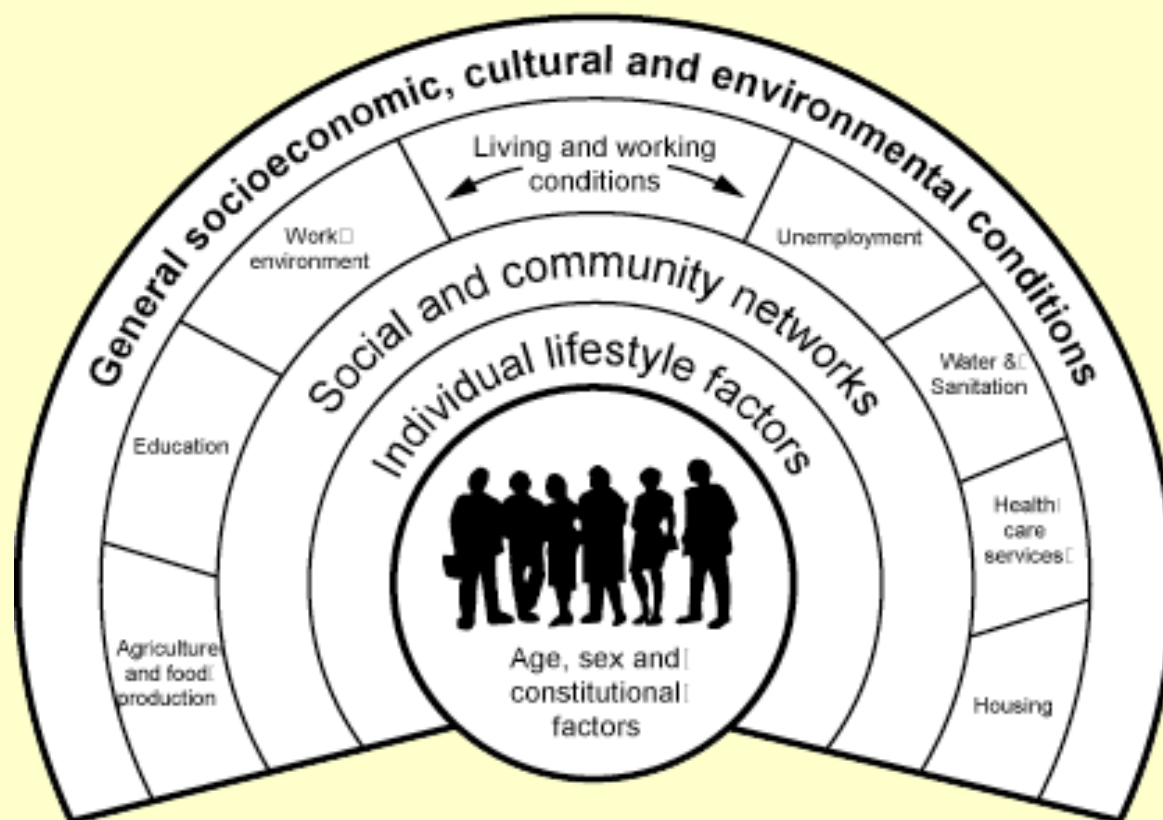
Accumulate at least 60 minutes of moderate to vigorous intensity physical activity daily.

- **18-64 years**

Do at least 150 minutes of moderate-intensity aerobic physical activity spread throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity spread throughout the week or an equivalent combination of moderate-and vigorous-intensity activity.

Aerobic activity should be performed in bouts of at least 10 minutes.

What determines our health?



Source: Dahlgren G, Whitehead M. *Policies and Strategies to Promote Social Equity in Health*. Stockholm: Institute of Futures Studies, 1991; cited in Acheson D, 1998.

Policy in action



Before:



After:

Role of Ministries

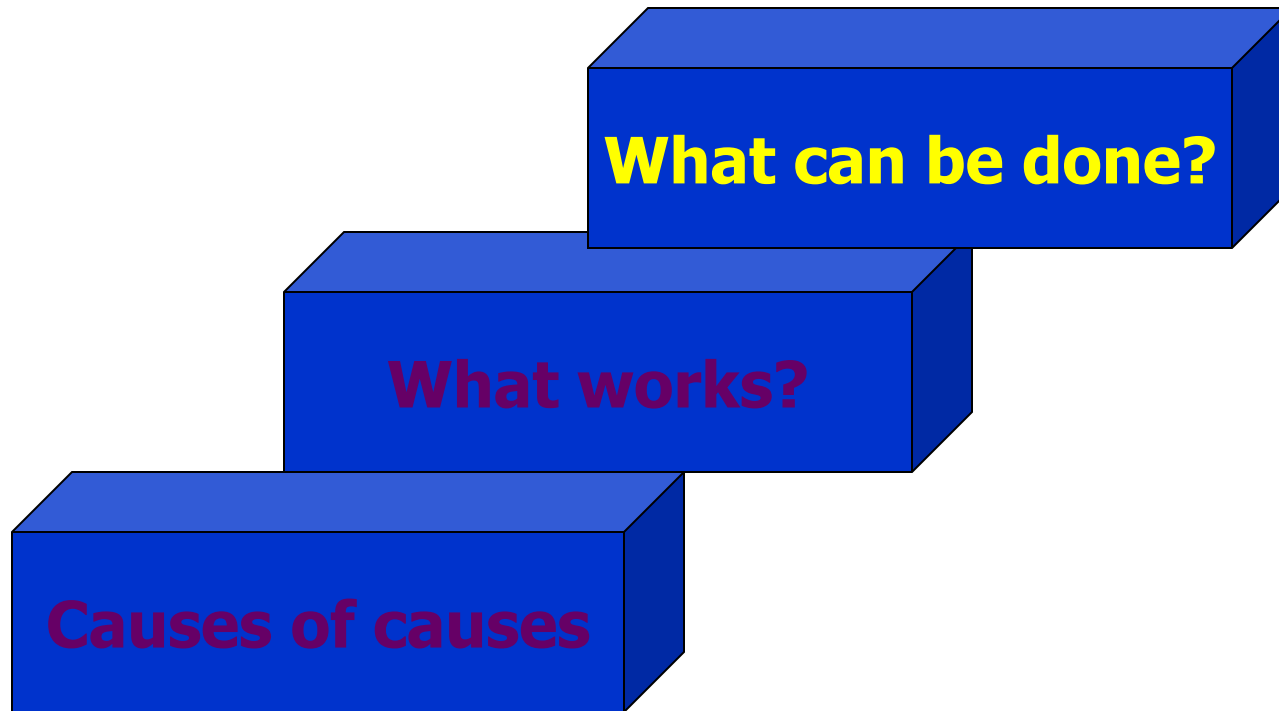
	Domain				
	Food Industry	Work place	Educational Institutes	Hospitality Industry	Community Level
M of Health	-	✓	✓	✓	✓
M of Agriculture	✓	-	-	✓	✓
M of Food and Civil Supplies	✓	✓	✓	✓	✓
M of Food Processing	✓	✓	-	✓	✓
M of Finance	✓	✓	✓	✓	✓
M of Industries	✓	✓	-	-	-
M of Education	-	-	✓	-	-
M of Information and Broadcasting	✓	✓	✓	✓	✓

Upstream interventions

TAP TURNERS OR FLOOR MOPPERS ?



Outlines (Structure)



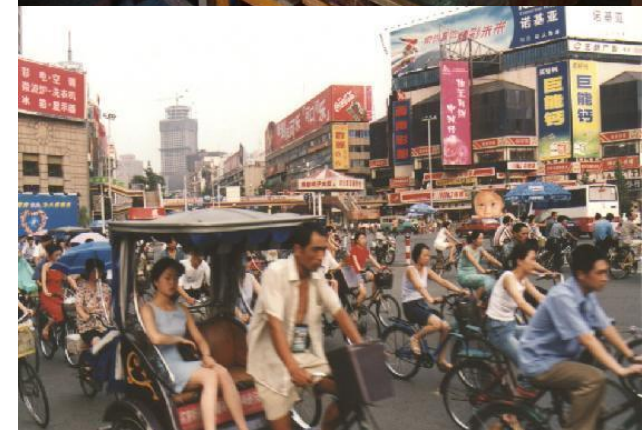
Enabling environment

- Whole of Government approach
- Health in all policies
 - Strong policies and their implementation to control tobacco and alcohol
 - Reduce market pressures from influencing dietary choices
 - Control on advertisement of food to children
 - Food labelling to help consumer choice
 - Make local fruits and vegetables available and affordable
 - Control fat, sugar and salt in mass manufactured products and restaurants
 - Provide parks and cycle lanes to promote physical activity



'Settings' based approach

- Health promoting schools, workplaces, markets etc.
- Healthy Cities/ Islands
Multiple sectors working together
 - 'Captive' population
 - Usually under one command
 - Facilitates policy level changes
 - Can create enabling environment
 - Availability of resources
 - Ability to demonstrate results
 - Sustainability of interventions
 - Participation by beneficiaries

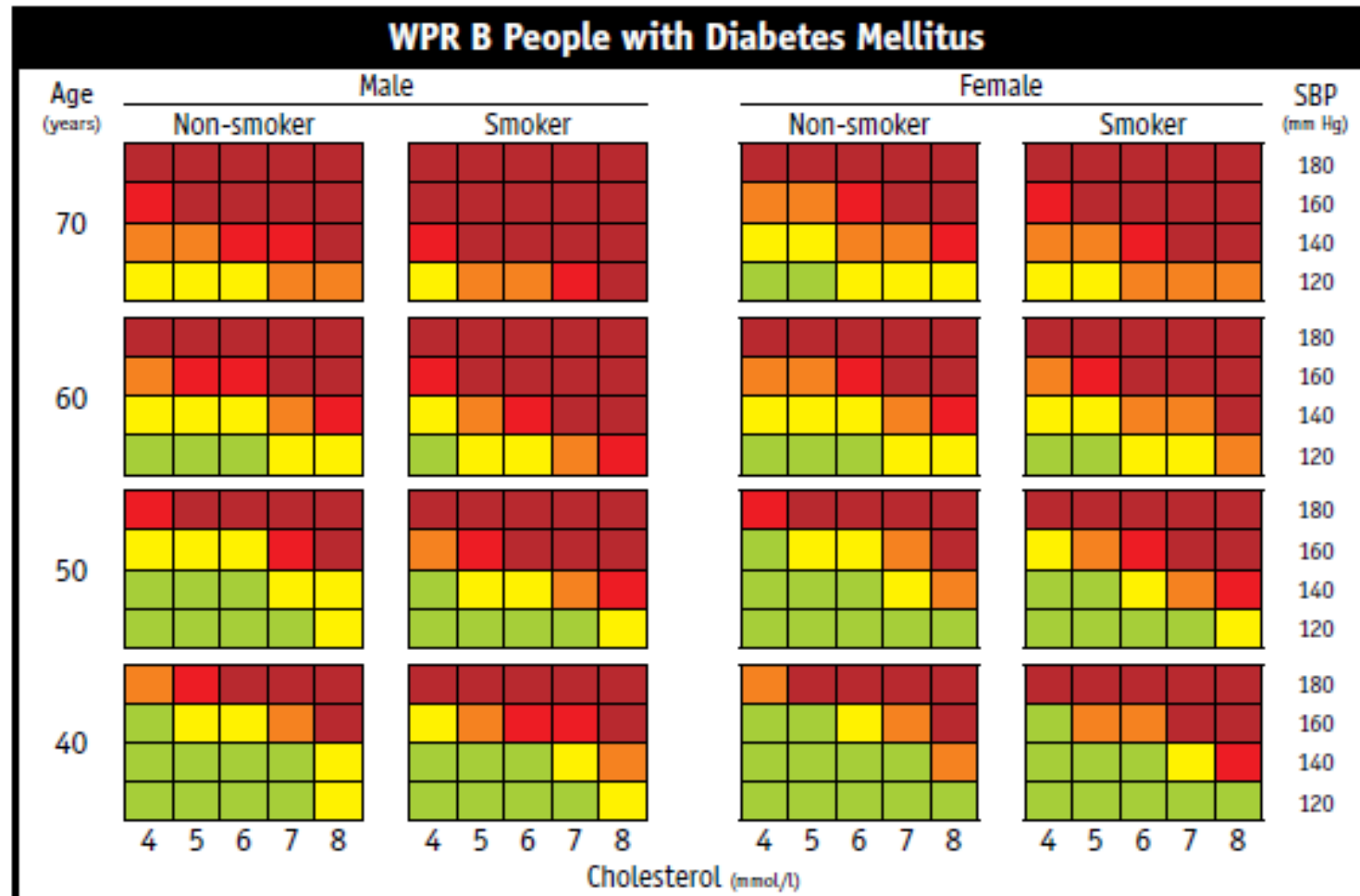


WHO/ISH Risk prediction charts

for 14 WHO epidemiological sub-regions

Figure 26. WHO/ISH risk prediction chart for WPR B. 10-year risk of a fatal or non-fatal cardiovascular event by gender, age, systolic blood pressure, total blood cholesterol, smoking status and presence or absence of diabetes mellitus.

Risk Level ■ <10% ■ 10% to <20% ■ 20% to <30% ■ 30% to <40% ■ ≥40%



What is health?

“Health is wealth”

American proverb

Re-framing

Not:

“Health in All Policies”

But:

“All policies need health!”

Without health:

- **we do not have an economically viable population;**
- **we cannot have sustainable communities**
- **we will not have the capacity to protect our environment**

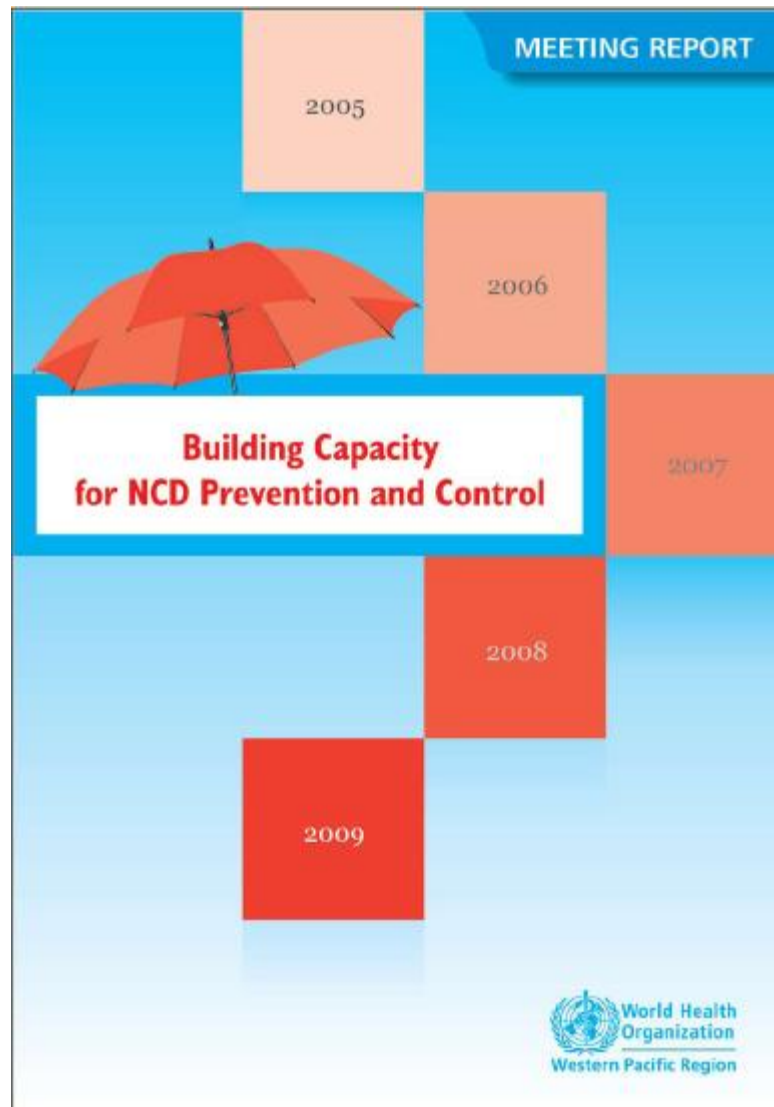


Let us Move and Communicate



 **fpics.org**

If you don't move,
you get fat.
DEUTSCHER OLYMPISCHER SPORTBUND

"Let's Move"



"Let's Move" Kick-Off

February 09, 2010 | 31:42 | Public Domain

First Lady Michelle Obama kicks off "Let's Move", a program designed to tackle childhood obesity by encouraging exercise and healthy eating. The First Lady is joined by Cabinet members, athletes, educators, students and others at the kickoff event.

↓ Download [mp4](#) (395MB) | [mp3](#) (29MB)

[Read the Transcript](#)

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Michelle Obama: Play 60 in New Orleans!



Michelle Obama congratulations players after a football game in support of the NFL's Play 60 campaign at New Orleans' Brock Elementary School on Wednesday (September 8).

The First Lady was joined by NFL alums **Deuce McAllister** and **Eddie George** as well as **Taylor Swift**!

Play 60 is an NFL movement designed to tackle childhood obesity!

"It's not just enough that you exercise, but you also have to watch what you put in your body," **Michelle** said as she **addressed an audience of kids**. "You can't live on soda and chips and all that. You can't. Sorry. If you could, I tell you, I would. But you can't. You've got to

have vegetables and fruits."