



## **PLENARY SESSION 2**

**ADDRESS DETERMINANTS OF NCD: THE WHOLE OF GOVERNMENT AND  
SYSTEMS RESPONSE**



## | BACKGROUND

Addressing NCD determinants requires strengthening multi-sectoral actions for health beyond the territory of health sector. A few systems contribute to addressing NCD.

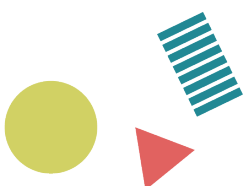
- Accountability systems: good governance, ethical conduct of government actor, effective management of conflict of interests will guide transparent and responsive politics which affect sectoral policies in response to NCD.
- Intelligence systems contribute to evidence which guide effective agenda setting, policy formulation, policy implementation and monitoring and evaluation. This requires institutional capacity in country to guide evidence based policy.
- Effective political systems: government and legislative bodies has large role in effective responses to NCD, through leadership, commitment, and responsiveness to its citizen.

These systems contribute to effective sectoral policy responses to NCD, for example, education sector improves health literacy in the population and consumer empowerment, economic and fiscal policies support increased tax on tobacco, alcohol and sugary beverage deter consumption on these products. Labour policies in favor of maternity leaves support successful six month exclusive breast feeding which is an intrinsic preventive factors for certain NCD. Food and nutrition labeling such as Recommended Daily Allowance, salt, trans-fat and sugar contents increases consumer awareness and prevent obesity. Urban planning, environment and transportation policies provide a conducive infrastructure and social environment in favour of physically active citizen and minimum polluted environment.

This sixty minute plenary will address how various government sectors: trade, economic, education, labour and health are mobilized, given their distinctive institutional and legal mandates, for a shared value in response to NCD through policy coherence and synergies. Active citizen and empowerment are critical in holding government actors and private corporate sector accountable and act for the interests of public. This can be accomplished by good governance, rule of law, accountability, transparency and management of conflict of interests, government regulatory capacities, and an intelligence system where institutional capacities are required to maximize power of evidence.

## | OBJECTIVES

To synthesize global experiences on the whole of government actions and synergies with civil society and active citizens in addressing NCD determinants.





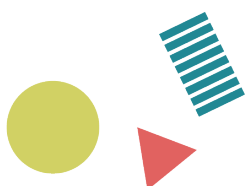
Moderator

## Douglas Bettcher

*Former Director, Prevention of Non-Communicable Diseases*

World Health Organization  
Switzerland

Dr Douglas William Bettcher is the former Director the Department for Prevention of Noncommunicable Diseases, World Health Organization (WHO), Geneva, Switzerland. In this capacity his portfolio included oversight for WHO's work on NCD risk factor prevention (including tobacco use, diet and physical inactivity), health promotion, ending childhood obesity and NCD risk factor surveillance. He has a multidisciplinary background and holds a PhD in International Relations and a Graduate Diploma in World Politics, both from the London School of Economics and Political Science; a Master's of Public Health from the London School of Hygiene and Tropical Medicine; and a Doctor of Medicine degree from the University of Alberta, Canada. Dr Bettcher has written widely on several topics, including globalization and health, foreign policy and health security, international law and public health, noncommunicable diseases prevention and control, tobacco control, and trade and other health policy issues. Dr Bettcher was WHO's principal focal point for providing Secretariat support for the negotiation of WHO's first treaty, the WHO Framework Convention on Tobacco Control. On March 8, 2018 at the 17th World Conference on Tobacco or Health in Cape Town he was awarded a Luther L. Terry Distinguished Career Award for his lifetime contribution to tobacco control.





Panelist

## Boyd Swinburn

*Professor of Population Nutrition and Global Health*

University of Auckland  
New Zealand

Professor Boyd Swinburn MBChB, MD, FRACP, FNZCPHM Boyd Swinburn is Professor of Population Nutrition and Global Health at the University of Auckland and Alfred Deakin Professor with the Global Obesity Centre, Deakin University, Melbourne. He is also Co-Chair of World Obesity Policy & Prevention section (formerly International Obesity Task Force). He trained as an endocrinologist and has conducted research in metabolic, clinical and public health aspects of obesity. His major research interests are centred on community and policy actions to prevent childhood and adolescent obesity, and reduce, what he has coined, 'obesogenic' environments. He is currently leading an initiative ([www.informas.org](http://www.informas.org)) to monitor and benchmark food environments internationally. He has over 350 publications related to obesity, established WHO's first Collaborating Centre on Obesity Prevention at Deakin University in 2003, led two Lancet Series on Obesity and co-chairs the Lancet Commission on Obesity. He has been an advisor on many government committees, WHO Consultations, and large scientific studies internationally. Contact details: School of Population Health, University of Auckland, Private Bag 92019 Auckland, New Zealand [boyd.swinburn@auckland.ac.nz](mailto:boyd.swinburn@auckland.ac.nz) Mobile +64 22 167 9636



Panelist

## Prakit Vathesatogkit

*Secretary General*

Thailand's Smoking and Health Foundation  
Thailand

Dr. Prakrit Vathesatogkit is an experienced tobacco control advocate who has long served the Thai Government as a tobacco control advisor, and former Dean of Ramathibodi Medical School of Mahidol University. He has served as executive secretary to the Action on Smoking and Health Foundation, Thailand since 1986. In recognition of his determination and skill at providing tobacco control and medical service, he was popularly-elected to the Thai Senate in 2006. He has been involved with all aspects of tobacco control advocacy and tobacco policy, regulation and enforcement, and has served as a spokesperson for tobacco control for more than 30 years. He has played a pivotal role in tobacco tax policy formulation for the Thai Government since 1993. He has won numerous tobacco control awards including the first Luther Terry Award for exemplary leadership in tobacco control in 2000, and continues to be engaged in tobacco control through his education and wise counsel to junior health professionals. He has served as a key facilitator in the working group for drafting Guidelines on Article 5.3 and Article 6 of The Framework Convention on Tobacco Control (FCTC). He also provides assistance and advice to many countries on policy advocacy for Tobacco Control, as well as assisting in the drafting of tobacco control related legislation. He has extended the reach of his expertise far and wide by helping to establish and serving on the Board and as a senior advisor of the Thailand Health Promotion Foundation (Thai Health), a statutory autonomous state agency, with a budget from a 2 % surcharge of tobacco and alcohol taxes to fund tobacco, alcohol and other health promotion activities since 2001. He has been very actively engaged in advocacy and knowledge sharing in the setting up of health promotion foundations funded by tobacco and alcohol taxes both regionally and globally.



Panelist

## Sally Casswell

*Co-Director*

SHORE and Whariki Research Centre, School of Public Health, Massey University  
New Zealand

Sally Casswell is Professor of Social and Health Research and the Co-director of the SHORE & Whariki Research Centre, College of Health at Massey University, New Zealand. Her research interests are in social and public health policy, particularly in relation to alcohol. She has carried out research on the development and implementation of public policy at the national and community level and in the evaluation of these initiatives. A focus for some years has been on commercial marketing of alcohol products. She is involved in international alcohol policy as a member of the WHO Expert Advisory Panel on Drug Dependence and Alcohol Problems and SHORE is a WHO Collaborating Centre. Professor Casswell also has an active involvement with the NGO sector as Chair of GAPA (Global Alcohol Policy Alliance) and is currently President of the Kettil Bruun Society for Social and Epidemiological Research on Alcohol. Professor Casswell is a Fellow of the Royal Society of New Zealand and an Officer of the Order of New Zealand



Panelist

## Susan Mercado

*Deputy Secretary General, Centers for Health in Humanitarian Action*

Philippine Red Cross  
Philippines

Susan Pineda Mercado MD, MPH Leadership | Vision | Service Dr Susan Mercado is a medical doctor and public health expert with over 30 years of experience. For 15 years, she had a distinguished career with the World Health Organization, Western Pacific Regional Office where she led the response to some of the most complex challenges of public health today—noncommunicable diseases (including tobacco, alcohol, unhealthy diet and physical inactivity); climate and health; malnutrition; violence and injuries; disability; mental health and substance abuse; maternal and child health; and urban health and inequity. Previously, she was Undersecretary and Chief of Staff of the Department of Health, Republic of the Philippines. Currently she was 2018 Special Envoy of the President for Global Health Initiatives and now works full time with the Philippine Red Cross, as Deputy Secretary General in charge of Centers for Health in Humanitarian Action with oversight of primary health care, blood services, dialysis, water sanitation and hygiene, welfare services and safety services/injury prevention. Dr Mercado has degrees of A.B. Philosophy (magna cum laude), Doctor of Medicine and Master of Public Health from the University of the Philippines. She was named Distinguished Alumni in Global Health by the University of the Philippines in 2017. In 2018, she was recognized as one of the 100 most influential Filipina women in world in the category of Innovator and Thought Leader by the US-based Filipina Women’s Network.

