

## **PARALLEL SESSION 2.1**

**BUILDING ETHICAL SYSTEMS FOR PUBLIC INTEREST IN THE NATIONAL  
RESPONSE TO NCDS**



## | BACKGROUND

The rising trend of NCDs is influenced by the consumption of tobacco, alcohol, unhealthy diets, physical inactivity and compounded by poverty, unfair trade, and environmental pollution. In order to safeguard public interests, it is imperative to build the enabling environment for ethical behaviors and practices. The global community should collectively invest in building institutional capabilities promoting transparency and accountability in addressing these risk factors and determinants.

Ethical systems reflect good governance, rule of law, accountability, transparency, responsiveness and effective management of conflict of interests. Various tools such as mandatory public reporting, regulatory systems and tools including self-regulation, surveillance and monitoring can be applied.

## | OBJECTIVES

- Define the ethical system which supports the national response to NCDs;
- Discuss ways to build institutional capabilities for ethical conduct and decision making;
- Outline the range of tools and regulatory mechanisms to support strategic choices in support of public interest;
- Highlight efforts required to build the enabling environment for professional ethics in all relevant sectors in support of the national response to NCDs.





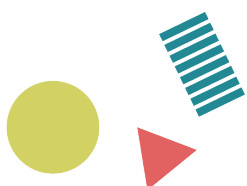
Moderator

## 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

## Carlos Monteiro

*Professor*

Department of Nutrition, School of Public Health, University of Sao Paulo  
Brazil

Carlos A. Monteiro, MD and PhD, is a Professor of Public Health Nutrition at the University of Sao Paulo, Brazil where he chairs the Center for Epidemiological Studies in Health and Nutrition. His research focuses on methods in population nutritional and dietary assessment, secular trends and determinants of all forms of malnutrition, food processing and human health, and programs and policies evaluation. His main academic achievements include extensively quoted studies on the nutrition transition, the development of the most used food classification based on food-processing (NOVA), the new concept of food ultra-processing, and the internationally acclaimed Dietary Guidelines for the Brazilian Population. He has served on numerous national and international nutrition expert panels and committees. Since 2010, he is member of the WHO Nutrition Expert Advisory Group on Diet and Health. He is a recipient of the PAHO Abraham Horwitz Award for Excellence in Leadership in Inter-American Health.



Panelist

## Christoph Stuckelberger

*Founder and President*

Globethics.net  
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Prof. Dr. Dr. h.c. Christoph Stückerlberger Short CV Christoph Stückerlberger (born 1951) is Senior Ethics Advisor to the UN Scaling up Nutrition SUN movement. Founder, was Executive Director (2008-2016) and is President (since July 2016) of the global network on ethics “Globethics.net Foundation”, based in Geneva/Switzerland and with ten offices on four continents. He is Executive Director of Geneva Agape Foundation in Geneva, mainly with partners in China. He is Prof. (em.) at the University of Basel, Distinguished Professor at the Technical University MEPH in Moscow, Visiting Professor at GOU University in Enugu/Nigeria and at Kingdom Business College in Beijing/China. He got his doctor honoris causa (Dr. h.c.) from the UPC University in Kinshasa/DR Congo for his long-term engagement in Africa. He is co-coordinator of the international research project on “Religions in OneBeltOneRoad” OBOR with the Minzu University, Academy of Religions, in Beijing. His main fields of research are environmental ethics, economic/business ethics, trade ethics, finance ethics incl. tax ethics, political ethics, development ethics, and philanthropy. He published as author and editor many books and hundreds of articles on applied ethics, among others “Cyber-Ethics” (co-edited with Pavan Duggal, Nov 2018), “Ethics in Higher Education” (eds. With Divya Singh, 2016), “Responsible Leadership” and four volumes “Global Ethics Applied (1500 pages), all downloadable for free on [www.globethics.net/publications](http://www.globethics.net/publications). On Environment and Sustainability Ethics he is a global academic leader as he published many books and articles on it since almost 4 decades. His standard work “Environment and Development. An Ethical Orientation” was published in German, Chinese, Korean, Indonesian, most works in English and many also in French, Russian and Spanish. He was Director of the Swiss Development Organisation “Bread for all” (14 years); Director of the Institute for Theology and Ethics of the Federation of Swiss Protestant Churches (4 Years); Editor-in- chief of a large Magazine (8 Years); Founder and President of Transparency International Switzerland; Member of the Commission for International Cooperation of the Swiss Government (14 years) and President of its sub-commission on WTO for several years; Member of the Swiss Ethics Committee on Non-human Biotechnology of the Swiss Government (9 years); Member and President of the Council of the Swiss Import Promotion Programme SIPPPO to support imports from developing countries; President of the international microfinance institution ECLIF working in 30 developing countries (9 years); Founding President of the Swiss Association Church and Environment OeKU; member and consultant of various ethics committees of very large and small Banks (international, Switzerland, Germany, China) and a Sovereign Wealth Fund; consultant of international companies; member of Boards of academic Ethics Centers. [www.gafoundation.world](http://www.gafoundation.world) [www.globethics.net](http://www.globethics.net) [www.christophstueckelberger.ch](http://www.christophstueckelberger.ch)



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

