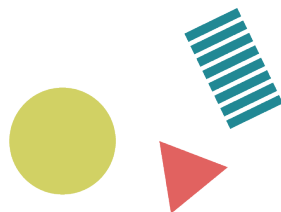




PMAC | PRINCE MAHIDOL
AWARD CONFERENCE **2019**



PARALLEL SESSION 3.1

**THE PRISONER'S DILEMMA OR THE DILEMMA'S PRISONERS? CHALLENGES AT
THE FRONTIER OF NCD CONTROL**

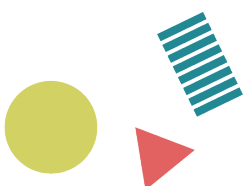


| BACKGROUND

The tremendous cost of NCDs is obvious to even casual observers, but it is an as-yet unsolved challenge to make this threat sufficiently pressing to inspire action. Many relatively simple measures could reduce risk factors and open the door to more complex changes to address others. One important reason for this inaction is the wide variety of professional, commercial, governmental, and public interests that would have to be engaged to produce a solution. Designing such solutions, facilitating cooperation, establishing responsibilities, and enforcing responsibilities requires both ways of thinking and channels of action that do not exist in most governments and societies.

| OBJECTIVES

The complexity needed to understand NCD causes and risk factors is at odds with typical public health approaches, which usually emphasize narrow interventions. The first objective of the session is to highlight this problem by assembling speakers with different lenses on NCDs and asking them to discuss causes, responses, and accountabilities. The second objective is to sketch possible solutions by discussing ways that cooperation and collaboration may be improved. Speakers will be selected to provide perspectives from different sectors: government, medicine and public health, advocacy organizations, and the private sector. The discussion will draw out the challenges each speaker has faced in coordinating and engaging with other sectors.





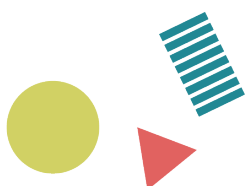
Moderator

Jesse Bump

Lecturer on Global Health Policy and Executive Director of the Takemi Program in International Health

Harvard T.H. Chan School of Public Health
United States of America

Jesse B. Bump is Executive Director of the Takemi Program in International Health and Lecturer on Global Health Policy in the Department of Global Health and Population at the Harvard T.H. Chan School of Public Health. He leads the global health field of study in the Master of Public Health degree and teaches on the political economy of global health. His research focuses on the intellectual ecology of global health, examining the historical, political, and economic forces that are among the most fundamental determinants of ill health, and the most significant contextual factors that shape institutions and the approaches they embrace. This work addresses major themes in global health history, and in the political economy of global health to analyze these macro forces and develop strategies for navigating solutions within them. Projects have investigated the history of child health problems such as diarrheal disease and congenital syphilis to explain how issues rise and fall on the global health agenda and to produce strategies to better align political visibility with health needs; the historical development of health systems and the implications for development assistance in that area; and the political economy of policy making and implementation in areas such as universal health coverage, humanitarian assistance, tobacco control, and nutrition governance. Dr. Bump has collaborated with the Wellcome Trust on access to pharmaceuticals and aid allocation, the Rockefeller Foundation on applied political economy analysis for universal health coverage, the World Health Organization on the political economy of evaluation, and with UNICEF on the history and politics of nutrition policy. Dr. Bump holds a Baccalaureate in Astronomy and History from Amherst College, a Master in Public Health from Harvard University and a PhD in the History of Science, Medicine, and Technology from the Johns Hopkins University. Previously he was a Takemi Fellow at the Harvard School of Public Health and then Assistant Professor in the Department of International Health at Georgetown University.





Panelist

Karen Hofman

Director

PRICELESS SA
South Africa

Founding Director of PRICELESS (Priority Cost Effective Lessons for Systems Strengthening) SA at Wits School of Public Health, Professor Karen Hofman graduated from Wits University faculty of Health Sciences and is a qualified Paediatrician. She was on faculty at Johns Hopkins and was subsequently Director of Policy and Planning at the US NIH Fogarty Center. The mission of PRICELESS is to perform analyses that show policymakers where to expect a good return on investment for health. Significant PRICELESS research that will affect life expectancy in South Africa are regulations on the salt content of processed food in 2016 and legislation that was passed for a sugary beverage tax in 2018. An author of more than 100 journal manuscripts and chapters, Karen has been a member of several ministerial task teams and national health committees and regularly engages with the media. She also is a member of the Academy of Science of South Africa (ASSAf), and on the executive committee of the Inter Academy Medical Panel AP for Health. In 2016, she received the Public Health Association of South Africa Annual Award.



Panelist

Kelley Lee

Professor

Simon Fraser University
Canada

Kelley Lee is Canada Research Chair in Global Health Governance and Professor in the Faculty of Health Sciences, Simon Fraser University. She was previously Professor of Global Health Policy at the London School of Hygiene and Tropical Medicine. She is a Fellow of the UK Faculty of Public Health and Canadian Academy of Health Sciences. Trained in international political economy and public administration, her research focuses on globalisation's impacts on public health, and the need for collective action to address them. She has chaired the WHO Expert Group on Globalization, Trade and Health, and has served on several major initiatives to assess specific aspects of global health governance. She led international efforts to secure public access to a major collection of internal tobacco industry documents, alongside serving as PI on major projects to analyse these documents. Her current research is supporting Indigenous communities in Canada to develop culturally appropriate tobacco control strategies. Her research has been supported by NIH, CIHR, Wellcome Trust, Nuffield Trust, Rockefeller Foundation, European Research Council, UK Department for International Development, Cancer Research UK and WHO. She has published 120+ papers, 60+ book chapters and 14 books including *Researching Corporations and Global Health Governance* (2016) and *Oxford Handbook of Global Health Politics* (2019).



Panelist

Paula Johns

Director General

ACT Promocao da Saude
Brazil

Paula Johns was born and grew up in Brazil. She obtained a Master of Arts Degree in English and International Development Studies in Denmark, at Roskilde University Center. She is the co-founder and director of the ACT Health Promotion (former Alliance for the Control of Tobacco Use), a Brazilian coalition of over a thousand members, created in 2003 to support the process of ratification and implementation of the WHO-FCTC in Brazil. Since 2013, ACT has expanded its scope of work to include the agenda of the NCDs. ACT is also one of the leading organizations of the Alliance for Healthy Diets formed in 2016 to support food policy issues. Johns has been a presenter at conferences and other events on tobacco control, other risk factors for NCDs, Advocacy and civil society mobilization issues nationally and internationally. She is also a former chair of the Board of Directors of the FCA - Framework Convention Alliance, an elected member of the Brazilian National Health Council, Board Member of the NCD Alliance, Board Member of the Interamerican Heart Foundation and Board Member of GAPA - Global Alcohol Policy Alliance. Johns is also an Ashoka Fellow.



Panelist

Scott Ratzan

M-RCBG Senior Fellow

Harvard Kennedy School
United States of America

Scott C. Ratzan MD, MPA, has three decades of pioneering accomplishments in the U.S. and globally in health communication, health literacy and strategic diplomacy. He is the founding Editor-in-Chief of the *Journal of Health Communication: International Perspectives*, established in 1995. Over the last five years at Anheuser-Busch InBev, he was the architect of a ground-breaking approach to help reduce harmful drinking. Termed the “Global Smart Drinking Goals,” the program is a ten-year, \$1 billion multi-sectoral initiative, which included the creation of a Foundation with an independently led Board of which Dr. Ratzan was founding President. Prior to joining ABInBev, Dr. Ratzan was Vice President of Global Health at Johnson & Johnson for eleven years including time in Brussels as VP Government Affairs. Before his private sector engagement, he worked at the US Agency for International Development (USAID) in Washington DC, designing the framework for the Bureau of Global Health communication efforts. He launched his career in Boston spending a decade in academia as a professor and Founding Director of the Emerson-Tufts Masters Program in Health Communication. In addition to a number of publications in the health field, he is the co-author of the definition of health literacy adopted by the US Government and incorporated in the Affordable Care Act. He serves on the U.S. National Academy of Science, Engineering and Medicine Board on Global Health, and has been Co-Chair of the UN Secretary General’s Every Woman Every Child Innovation Working Group, Vice Chair of the Business Industry Advisory Council’s Health Committee to the OECD, on the World Economic Forum Global Agenda Council on Well-Being and Mental Health, and on the U.S. Centers for Disease Control and Prevention, Board of Scientific Counselors, Office of Infectious Disease. Dr. Ratzan has an M.D. from the University of Southern California, an M.P.A. from the Harvard Kennedy School, and an M.A. in Communication from Emerson College. His academic appointments include Adjunct Professor at Columbia University Mailman School of Public Health, Tufts University School of Medicine, George Washington University, and the Blanquerna School of Communication & International Relations in Barcelona. Email: scott_ratzan@hks.harvard.edu



Panelist

Tamu Davidson

Director of NCDs and Injuries Prevention

MoH, Government of Jamaica
Jamaica

Dr Tamu Davidson is the Director Non-communicable Diseases and Injuries Prevention and National Non-communicable Disease and Tobacco Control Focal Point for the Ministry of Health Jamaica. She also is a part-time lecturer in epidemiology and non-communicable diseases prevention and control at the University of Technology, School of Public Health and Health Technology. Dr Davidson graduated from the Ukrainian State Medical University (formerly Kiev State Medical Institute) in Kiev, Ukraine with a degree in Medicine. She later gained a Master of Public Health degree from the Joseph Mailman School of Public Health, Columbia University in the United States in 2003. She has worked over the past 23 years in both urban and rural Jamaica, at almost every level of the Health system. She was the first Regional HIV/AIDS Coordinator in Jamaica and established the HIV/AIDS Unit in the Western Health Region. Dr Davidson has also served on PAHO/WHO Regional Technical Working groups in the area of Non-communicable Diseases and the Jamaica AIDS Support for Life and Jamaica Gleaner P.A.L.S Boards.

