PMAC PRINCE MAHIDOL AWARD CONFERENCE 2019

PARALLEL SESSION 3.3

WHAT'S LAW GOT TO DO WITH IT ?

| BACKGROUND

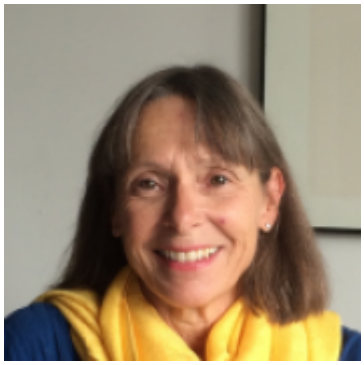
The law can be a powerful tool to prevent, control and treat NCDs as it can be used to prohibit or permit specific behaviors. The law is also a vital tool in the creation of safeguards and normative frameworks that shape politics, economics and governance. However, the law can also create barriers and challenges to optimal NCDs responses. As part of ongoing efforts to improve policy coherence in global, regional and national legal frameworks and create and implement public health-driven legal and normative strategies, including by sensitizing and supporting parliamentarians to accelerate progress towards Agenda 2030 implementation, much can be done to support NCD-related priorities.

The session will discuss challenges and opportunities related to the NCD responses & the Law, including discussion of the following topics:

• Global norm-setting to prevent, control and treat NCDS, from the WHO Framework Convention on Tobacco control and beyond
• Best practices in creating strategies and safeguards to promote evidence-driven policy-coherent legal responses and avoid undue influence
• Making the case for a rights-based approach to NCD treatment: a patient perspective
• The law as a tool to deal with commercial determinant in NCD responses –NCD strategies to increase legal policy coherence on health, trade and investment regimes

| OBJECTIVES

This session will increase visibility of the opportunities, progress and challenges in creative effective framework legislation and normative guidelines and the role of international law and rules based agreements in NCD responses. It will also provide an overview of how international and domestic legislative and normative strategies interact and to highlight opportunities for increased policy coherence and best practices. The session will provide an opportunity to discuss strategies for multisectoral and whole-society responses, while managing undue influence and conflicts of interest.



Panelist

Manon Ress

Patient, Founder and Acting Director

Union for Affordable Cancer Treatment
United States of America

Dr. Manon Ress is a Founder and Acting Director of the Union for Affordable Cancer Treatment (UACT). Beginning with her work at Knowledge Ecology International (KEI), Dr. Ress' mission has focused on the protection on consumer and user rights in intellectual property norm setting, the development and use of open standards, open access publishing, the development of open access user generated databases, and the use of prizes and other alternative reward mechanism to reward creative and inventive activity. She has been an active participant at the World Intellectual Property Organization's meetings of the Standing Committee on Copyright and Related Rights, and other multilateral and regional forums that discuss intellectual property rights, innovation and related topics. In 2010, Dr. Ress was diagnosed with cancer and began to hear from patients around her about the struggles they faced in gaining access to the treatments they critically needed. She began to focus her advocacy skills towards improving access to and innovation of cancer treatments in the US and globally. As one of the founding members of UACT, Dr. Ress has represented UACT from its inception, delivering interventions before the US International Trade Commission, World Health Organization, and monitoring policy talks at forums such as the negotiations for the Trans-Pacific Partnership and the Transatlantic Trade and Investment Partnership, where many IP norms that impact drug pricing are decided. Too often, patients' voices are not heard in the very meetings where their fates are being decided. Through UACT, Dr. Ress seeks to educate and empower patients' to demand openness and transparency in drug pricing and the policies that impact pricing. Dr. Ress holds a B.A. and a Master's Degree from the Université de Nice, France as well as a Master's and a Ph.D. from Princeton University.