

PARALLEL SESSION 2.1

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



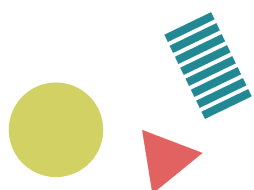
| BACKGROUND

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.





Panelist / 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) 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 Mobile +64 22 167 9636