

PARALLEL SESSION 2.1

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



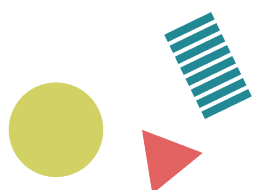
| BACKGROUND

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 / Panelist

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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