

PARALLEL SESSION 3.5

FRAMING NCDS TO ACCELERATE POLITICAL ACTION



| BACKGROUND

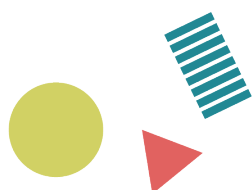
There are multiple competing frames involved in the governance of noncommunicable diseases (NCDs). These include: NCDs as a technical public health problem, with technocratic solutions (such as WHO's Best Buys); NCDs as an obstacle to economic growth; NCDs as an equity and human rights issue; NCDs as a development issue, central to achieving the SDGs; NCDs as an externality of transnational corporate practice, an 'industrial epidemic'; and NCDs as a multi-sectoral issue, requiring a 'whole-of-government', 'whole-of-society' approach. This typology of framing also links NCDs to existing global health agendas, such as those of health security, UHC and health systems strengthening. There are also additional risk factor and disease-specific frames, for example concerning obesity/diabetes, sleep deprivation and environmental exposures to pollution. No one frame yet has dominance, and there is currently a pluralistic approach to conceptualising NCDs and the response required to manage them. The response globally has been heavily criticised for its fragmentation - often seen as a major hindrance to progress, especially regarding the achievement of political traction. It is not clear how the different competing frames might be contributing to the fragmented response. However, it is clear that the commonalities and overlaps in the various frames and agendas could be better harnessed and any synergies realised to accelerate political commitment and action.

| OBJECTIVES

- Informed by the commissioned paper (provided by Chatham House), to provide an opportunity for participants to reflect on the framing of NCDs - a neglected topic in policy discussions thus far.
- To bring together actors and opinion-formers from across the NCD response spectrum, to discuss and debate how their different framings may be affecting progress, especially in terms of political action;
- Based on both the commissioned paper, and the discussions by participants, to make recommendations on how to accelerate political commitment.
- Via a targeted call for abstracts to increase the participation of younger and less well-known NCD experts, to bring fresh voices, and new ideas to the table.

DRAFT 20Commissioned 20Work 20for 20PMAC 202019 ([Download](#))

PMAC 20session 203.5_audience 20 Handout ([Download](#))





Panelist

Belinda Townsend

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Dr. Belinda Townsend is a Research Fellow at the School of Regulation and Global Governance, The Australian National University. She earned her PhD in political science at Deakin University and has undergraduate degrees in political science (Honours), anthropology and public health. Belinda's PhD thesis examined the history, conflicts and transformations in the evolution of global medicines governance over the last seventy years. Her thesis traced a pattern of forum-shifting by governments, firms, and globally networked non-government organisations in a battle of power and resistance over the norms and rules that shape global medicines governance. The frameworks and findings of this research has informed her recent work on trade policy. She has published on the impact of trade agreements on health and on the governance of trade-policy making which can enable or constrain coherence for action on non-communicable diseases. She has served as a resource person on trade and health for the Public Health Association of Australia and has presented for a variety of audiences including community organisations, public forums, academic experts and trade negotiators. Belinda is working with the Australian NHMRC Centre for Research Excellence in the Social Determinants of Health Equity leading a project investigating agenda setting in public policy for health.

