



PARALLEL SESSION 3.1

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

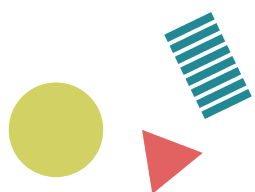


| BACKGROUND

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.





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.