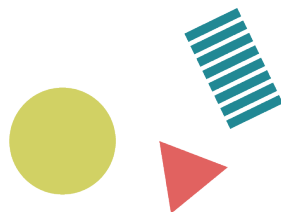




PMAC | PRINCE MAHIDOL
AWARD CONFERENCE **2019**



PARALLEL SESSION 3.1

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

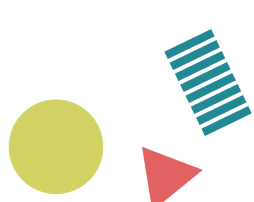


| BACKGROUND

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

Kelley Lee

Professor

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Kelley Lee is Canada Research Chair in Global Health Governance and Professor in the Faculty of Health Sciences, Simon Fraser University. She was previously Professor of Global Health Policy at the London School of Hygiene and Tropical Medicine. She is a Fellow of the UK Faculty of Public Health and Canadian Academy of Health Sciences. Trained in international political economy and public administration, her research focuses on globalisation's impacts on public health, and the need for collective action to address them. She has chaired the WHO Expert Group on Globalization, Trade and Health, and has served on several major initiatives to assess specific aspects of global health governance. She led international efforts to secure public access to a major collection of internal tobacco industry documents, alongside serving as PI on major projects to analyse these documents. Her current research is supporting Indigenous communities in Canada to develop culturally appropriate tobacco control strategies. Her research has been supported by NIH, CIHR, Wellcome Trust, Nuffield Trust, Rockefeller Foundation, European Research Council, UK Department for International Development, Cancer Research UK and WHO. She has published 120+ papers, 60+ book chapters and 14 books including *Researching Corporations and Global Health Governance* (2016) and *Oxford Handbook of Global Health Politics* (2019).

