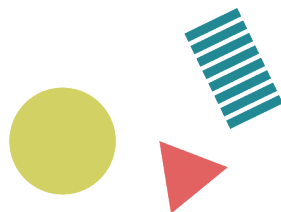




PMAC | PRINCE MAHIDOL
AWARD CONFERENCE **2019**



PARALLEL SESSION 3.1

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

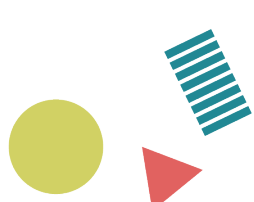


| BACKGROUND

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

Scott Ratzan

M-RCBG Senior Fellow

Harvard Kennedy School
United States of America

Scott C. Ratzan MD, MPA, has three decades of pioneering accomplishments in the U.S. and globally in health communication, health literacy and strategic diplomacy. He is the founding Editor-in-Chief of the Journal of Health Communication: International Perspectives, established in 1995. Over the last five years at Anheuser-Busch InBev, he was the architect of a ground-breaking approach to help reduce harmful drinking. Termed the “Global Smart Drinking Goals,” the program is a ten-year, \$1 billion multi-sectoral initiative, which included the creation of a Foundation with an independently led Board of which Dr. Ratzan was founding President. Prior to joining ABInBev, Dr. Ratzan was Vice President of Global Health at Johnson & Johnson for eleven years including time in Brussels as VP Government Affairs. Before his private sector engagement, he worked at the US Agency for International Development (USAID) in Washington DC, designing the framework for the Bureau of Global Health communication efforts. He launched his career in Boston spending a decade in academia as a professor and Founding Director of the Emerson-Tufts Masters Program in Health Communication. In addition to a number of publications in the health field, he is the co-author of the definition of health literacy adopted by the US Government and incorporated in the Affordable Care Act. He serves on the U.S. National Academy of Science, Engineering and Medicine Board on Global Health, and has been Co-Chair of the UN Secretary General’s Every Woman Every Child Innovation Working Group, Vice Chair of the Business Industry Advisory Council’s Health Committee to the OECD, on the World Economic Forum Global Agenda Council on Well-Being and Mental Health, and on the U.S. Centers for Disease Control and Prevention, Board of Scientific Counselors, Office of Infectious Disease. Dr. Ratzan has an M.D. from the University of Southern California, an M.P.A. from the Harvard Kennedy School, and an M.A. in Communication from Emerson College. His academic appointments include Adjunct Professor at Columbia University Mailman School of Public Health, Tufts University School of Medicine, George Washington University, and the Blanquerna School of Communication & International Relations in Barcelona. Email: scott_ratzan@hks.harvard.edu