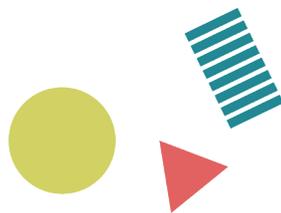




**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2019**



## **PARALLEL SESSION 2.4**

**IMPLEMENTING THE 'BEST BUYS' AND EFFECTIVE INTERVENTIONS AT CITY  
AND LOCAL LEVEL: SHOWCASING MULTISECTORAL ACTION**

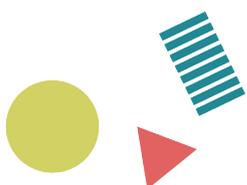


## | BACKGROUND

Cities have a unique role to play in delivering both national and global commitments to reduce NCDs. This session will look at examples of best practice from the local level, examining how local or municipal authorities and other stakeholders have introduced programmes to promote NCD prevention at the city level. A series of three mini-panels will discuss comparative experiences from multiple cities and their applicability to other settings. The case studies will focus on experience in implementing effective interventions for the prevention and control of NCDs including those linked to the WHO Best Buys. Discussions will look at action across different sectors, transferrable lessons and mechanisms of accountability.

## | OBJECTIVES

- To highlight the role of local governments and their partners in preventing and controlling NCDs at the local level by implementing effective interventions including the WHO 'Best Buys'
- To showcase examples of exemplary action on the 'Best Buys' and other effective interventions at local level, understanding incentives for action, partnership models and mechanisms of accountability.
- To understand barriers to implementing effective interventions and ways of overcoming them.
- To inspire others to scale up action on NCDs at the city level.





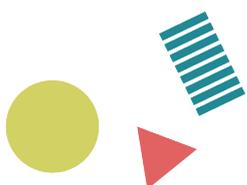
Moderator

## Fiona Bull

*Program Manager, NCD Prevention*

World Health Organization  
Switzerland

Dr Fiona Bull is Acting Director and Programme Manager in the Department of Prevention of Noncommunicable Diseases (NCD) at the World Health Organization based in Geneva, Switzerland. She leads the WHO's global work on reducing physical inactivity, promoting healthy eating, the prevention of obesity, as well as providing leadership for global monitoring and surveillance of NCDs and their risk factors. Dr Bull joined WHO after 25 years in NCD prevention research and practice in Australia, the UK and the USA. Before joining WHO she was Professor of Public Health and Director of the Centre for Built Environment and Health at the University of Western Australia. This work focussed on the evidence and effectiveness of improving urban design in cities and communities to promote health and has informed national and international policy and practice. She is one of the lead investigators of RESIDE, a 10-year cohort study of Liveable Neighbourhoods, the State urban design policy. Across her career Fiona has focussed on developing and then translating evidence and understanding on healthy lifestyles to inform policy and practical solutions in community settings. She has co-authored over 180 scientific publications and was awarded a Member of the British Empire (MBE) for her services to public health. She is a keen swimmer, sailor and dog walker.





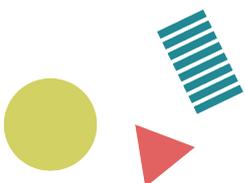
Moderator

## Jo Birckmayer

*Public Health Advisor*

Bloomberg Philanthropies  
United States of America

Johanna Birckmayer PhD MPH Dr. Birckmayer coordinates the tobacco economics projects supported by Bloomberg Philanthropies, overseeing efforts to assist low-and middle-income countries implement effective tobacco tax policies to reduce tobacco use. From 2008 to 2015, she directed the International Research Department at the Campaign for Tobacco Free Kids, supporting international efforts to advocate for effective tobacco control policies using data and evidence. Dr. Birckmayer has led technical assistance programs to assist U.S. States improve the effectiveness of state tobacco, alcohol, and illicit drug prevention systems and worked with community-based organizations evaluating health services, mental health and health promotion programs. She has a PhD in Health Policy from Harvard University and a MPH from the University of North Carolina at Chapel Hill. She is an Adjunct Professor at the Gillings School of Global Public Health, University of North Carolina.





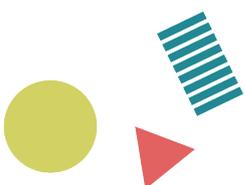
Moderator

## Judith Mackay

*Senior Advisor, Tobacco Control, Policy, Advocacy and Communication*

Vital Strategies  
China

Dr. Judith Mackay is a medical graduate from Edinburgh University, Scotland. She has lived in Hong Kong since 1967, initially working as a hospital physician, then since 1984 concentrating on public health, especially tobacco control. She is Senior Advisor, Vital Strategies; Senior Policy Advisor to World Health Organisation; and Director of the Asian Consultancy on Tobacco Control. Her particular interest is tobacco control in low-income countries; and tobacco and women. She has developed extensive experience in working with national governments and health organizations in Asia and more recently in the Middle East in developing comprehensive tobacco control policies. She has published over 230 academic papers and addressed over 550 conferences world-wide. She has authored or co-authored several health atlases, crafting complicated health statistics into a creative graphic format: "The State of Health Atlas" (1994), "The Penguin Atlas of Human Sexual Behavior" (2000), "The Tobacco Atlas" (WHO 2002, ACS 2006, ACS 2009, ACS 2012, ACS/WLF 2015), "The Atlas of Heart Disease and Stroke" (WHO, 2004), "The Cancer Atlas" (ACS 2006), "Global Tobacco Surveillance: GTSS Atlas" (CDC 2009), "The Atlas of Oral Health" (FDI 2009), and "The GATS Atlas" (CDC 2015). HONOURS AND AWARDS She has received the WHO Commemorative Medal, the AFACT Presidential and Founding International Achievement Award, and national awards from Hong Kong (the Silver Bauhinia Star); the United Kingdom (MBE, then OBE); the United States of America (the US Surgeon General's Medallion), Thailand (the King's Royal Award); and China. From the USA in 2000, she received the Luther Terry Award for Outstanding Individual Leadership, and the Fries Prize. In 2006, she received the INWAT (International Network of Women Against Tobacco) Lifetime Achievement Award. In 2006, she was selected by Time Magazine as one of 60 Asian Heroes from the previous 60 years; in 2007 selected as one of the Time 100 World's Most Influential People, and in 2009 received the first-ever British Medical Journal Group Lifetime Achievement Award. In 2018 she was the recipient of the Inaugural World Heart Federation Advocacy Award in Cardiovascular Health. She has been identified by the tobacco industry as one of the three most dangerous people in the world.





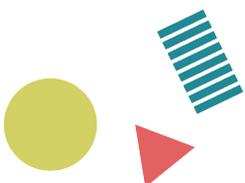
Moderator

## Nicholas Banatvala

*Head of the UN Interagency Task Force on NCDs*

World Health Organization  
Switzerland

Dr Nick Banatvala MBBS, MSc, MD, FRCP, FFPH leads the Secretariat of the United Nations Interagency Task Force on the Prevention and control of Non-communicable Diseases. The Task Force was established by the UN Secretary General in 2013 and report to the UN's Economic and Social Council. The Secretariat is based in WHO's Headquarters in Geneva. The role of the Task Force is to bring the UN system together to tackle NCDs, mental health and other NCD-related Sustainable Development Goals. The Task Force uses its networks and expertise to help governments develop and introduce effective responses to prevent and control NCDs. It provides high quality technical support to enable governments across the world to develop and implement multisectoral action that is aligned with broader national development plans. Prior to this, Nick was Head of Global Affairs at the Department of Health in England where he led the development and implementation of the UK Government's first-ever global health strategy. Before that, he headed up the UK Department for International Development's work on global health partnership and scaling up health services. Prior to this, Nick led DFID's health and education programming to Pakistan, Afghanistan and the Middle East. Nick has experience of the NGO sector, having worked with the UK aid agency Merlin on a number of development and humanitarian programmes. Nick trained in paediatrics and infectious diseases before doing public health and epidemiologic research in the UK and CDC, Atlanta. Nick has held senior posts in UK public health. Nick has sat on government, non-government and academic boards, as well as national and international committees. He has undertaken consultancies for a number of agencies including the World Bank. He has published widely on a range of international public health issues.





Keynote Speaker

## Mary Bassett

*Director*

Harvard FXB Center for Health and Human Rights  
United States of America

Mary T. Bassett is the Director of the FXB Center for Health and Human Rights at Harvard University, as well as the FXB Professor of the Practice of Health and Human Rights at the Harvard School of Public Health. With more than 30 years of experience in public health, Dr. Mary Travis Bassett has dedicated her career to advancing health equity. Prior to her directorship at the FXB Center, Dr. Bassett served for four years as commissioner of Health for New York City. As commissioner, she worked to ensure that every New York City neighborhood supported the health of its residents, with the goal of closing gaps in population health across the city. Originally from New York City, Dr. Bassett lived in Zimbabwe for nearly 20 years. Previously, she was the Program Director for the African Health Initiative and the Child Well-being Program at the Doris Duke Charitable Foundation. She received her B.A. in History and Science from Harvard University and her M.D. from Columbia University's College of Physicians and Surgeons. She served her medical residency at Harlem Hospital Center, and has a master's degree in Public Health from the University of Washington, where she was a Robert Wood Johnson Clinical Scholar.



Panelist

## Analice Beron

*Director of Health*

Government of Montevideo  
Uruguay



Panelist

## Francis Anthony Garcia

*Mayor*

Balanga City  
Philippines

Mayor Francis Anthony S. Garcia graduated from Philippine Science High School in 1992, and Cornell University in Ithaca, New York USA in 1996 with a Bachelor of Science in Engineering degree, majoring in Computer Science. He worked for various companies afterwards, including for Qualcomm, Incorporated in San Diego, California. Mayor Garcia was elected as Mayor of Balanga City, Bataan, Philippines in 2016 and has since improved and continued on various advocacies including a smoke-free and Tobacco-Free Generation City, excellent educational and computer facilities in the villages and schools, and more job opportunities.



Panelist

## Liz Prosser

*Healthy Early Years Manager*

Healthy Early Years London at Greater London Authority  
United Kingdom

Liz Prosser B.Ed (Honours) M.Sc. My career began as a Physical Education teacher in Secondary schools and then in Special Education. I then developed 'Exercise Enterprise' a programme of exercise classes for children and adults aged 2 to 82! Later, as Development Officer for the Association for Physical Education (AfPE), I developed and managed the Physical Education Association (PEA) Certificate in Exercise and Health Studies as a national training programme for Exercise Instructors. Eventually, returning to education as a Physical Education Adviser for the London Borough of Barnet for many years, I ran the National Healthy Schools Programmes for both London Boroughs of Barnet and Hackney, respectively from 2000-2009. I was then seconded to the Department of Health as Delivery Manager for Physical Activity in the Obesity Team and led on the development of new UK Chief Medical Officers' physical activity and sedentary behaviour guidelines for under-fives, (Start Active, Stay Active 2011). Additionally, management of Healthy Towns, the Department of Communities and Local Government Spatial Planning Review and Department for Transport Cycling and Walking programmes fell under my wing. In 2011, following the demise of the National Healthy Schools Programme, the Greater London Authority appointed me to co-design, develop and manage Healthy Schools London to improve the health and wellbeing of school age children. We now have over 80% of London's schools taking part. In 2016, to support the Mayor of London's Health Inequalities Strategy (2018) and key ambition to give every London child the best start in life, I led on the design, development and delivery of the Mayor's new Healthy Early Years London (HEYL) programme. This involved creating a new city-wide approach to improving the health, wellbeing and development of infants and children under five, in childcare, including those in deprived communities. In collaboration with colleagues from health and education, we devised a new industry standard-an incentive-based awards scheme and self-evaluation framework for childcare providers to create healthy environments involving children, staff, carers and families. This would, also help settings to improve practice and achieve their Ofsted outcomes. After two years of consultation and development, the Mayor successfully launched Healthy Early Years London in October 2018 and now has over 870 nurseries, children centres, pre-schools, play groups, creche, childminders taking part in 97% of London's boroughs, including all boroughs with the poorest child outcomes. The HEYL programme is supported by the Bloomberg Philanthropies Partnership for Healthy Cities, which has funded the first-year evaluation of HEYL. I am, currently, an Expert Adviser for the National Institute for Health and Care Excellence (NICE) and formerly a member of the (NICE) Physical Activity and the Environment Professional Development Group in 2007/8. Additionally, I have been an advisor for the British Heart Foundation Centre for Physical Activity and Health, Early Years Advisory Group and the International Physical Literacy Association Early Years Advisory Group.



Panelist

## Vishal Rao

*Member of High Powered Committee on Tobacco Control*

Government of Karnataka  
India

Dr. Vishal Rao is presently the Chief of Head neck surgical oncology at HCG Bangalore, India. He is a TEDx speaker and inventor of the Aum Voice Prosthesis a 1\$ speaking device for throat cancer patients. He has more than 8 patents filed for his innovations. He has been conferred the Honorary FRCS by the Royal College of Surgeons Glasgow recognizing his contributions in the field of head neck oncology. He is the recipient of the Judy Wilkenfeld award for Global excellence in tobacco control 2017, Rotary vocational training award 2016 for inventing the voice prosthesis for his throat cancer patients. He received the VarshadaKannadiga Award 2018 (Kannadiga of the Year) for his contributions in Science and Technology. He is presently associate editor of Cancer therapy and oncology international journal and has more than 50 national and International publications to his credit, and is a reviewer for 10 international journals. He also works with Bloomberg partners for Tobacco Control in collaboration with state and union government to implement the WHO FCTC- Framework convention for Tobacco Control through National Tobacco control program. He has been a visiting faculty to John Hopkins University leadership programs. He is a member of High Powered committee on tobacco control and cancer control Govt of Karnataka. He is also member of NCD Task for Bengaluru city. He is also the Incharge coordinator union for international cancer control at HCG. He completed his training in Head neck oncology surgery at the Tata Memorial Hospital in Mumbai and a brief stint at the Pittsburgh school of medicine as visiting scholar.



Panelist

## Witaya Chadbunchachai

*Director*

WHO collaborating center for Injury Prevention and Safety Promotion  
Thailand



Panelist

## Yasar Faisal Al Khitan

*Business and Health Inspection Executive Director*

Amman  
Jordan

Dr Yasar Al-Khitan, he is an Executive director of business and health inspection 2018, an employee in "Greater Amman Municipality "since 1999. He earned his B.A. in Veterinary Medicine & Surgery (BVMS) at Baghdad University 1998. He worked at Slaughterhouse department from 1999-2009, then moved to Health and Business Inspection Department (HBID) as Head of health control and business unit, then became a director of Slaughterhouse department 2017. He is a Council Member of "Jordanian Vet Association" since 2008 and till present time, Member of the "General Union of Arab veterinarians", Founding member of "Specialist Association of Public Health of Jordan Veterinary Medical", Member of "National Committee for Avian Influenza Control", representative of Greater Amman Municipality 2005, Associate in local & abroad scientific veterinary medical conferences since 1999, He Conducted several training course for Health Inspectors and Veterinary about "Inspection of Red and White Meat" in the training center of Greater Amman Municipality , also he Conduct a training course in Dar Alkhalaf for Agricultural Studies & Consultations in KUWAIT about "Qualifying Vet & Slaughter Men in slaughterhouses for slaughtering preparations & Methods" / Kuwait April 2012.

