

PARALLEL SESSION 3.5

FRAMING NCDS TO ACCELERATE POLITICAL ACTION



| BACKGROUND

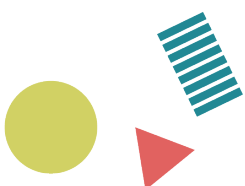
There are multiple competing frames involved in the governance of noncommunicable diseases (NCDs). These include: NCDs as a technical public health problem, with technocratic solutions (such as WHO's Best Buys); NCDs as an obstacle to economic growth; NCDs as an equity and human rights issue; NCDs as 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.

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





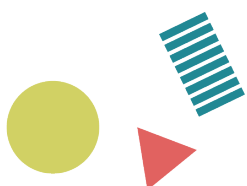
Moderator

David Harper

Senior Consulting Fellow, Centre on Global Health Security

Chatham House
United Kingdom

Professor David R Harper CBE, FRSB, FFPH, Hon FRSPH Professor David Ross Harper is the Managing Director of Harper Public Health Consulting Limited. He is also Senior Consulting Fellow at the Chatham House Centre on Global Health Security. Previously, David was the Chief Scientist and Director General for Health Improvement and Protection in the UK Department of Health. In addition, he has been Special Adviser to the WHO in Geneva. A scientist by training, David graduated in microbiology from the University of Dundee and gained his PhD in biochemistry from the University of Birmingham. He is a Fellow of the Royal Society of Biology, a Fellow of the Faculty of Public Health of the Royal College of Physicians, and an honorary Fellow of the Royal Society of Public Health. He was awarded the Commander of the Order of the British Empire in 2002. He has honorary Professorships at the London School of Hygiene and Tropical Medicine and the University of Dundee, and an honorary Doctorate of Science from Cranfield University, where he is also a visiting Professor.





Speaker

Rachel Thompson

Research Associate

Chatham House
United Kingdom

Rachel Thompson has a background in humanitarian work, international development and public health research. Rachel has previously worked with the Red Cross Movement and several NGOs, including significant time in the field in Africa and Asia. She has conducted research on a range of global health topics including family planning in Somalia, Kenya and India, malaria in Tanzania and the Greater Mekong Sub-region, the Ebola response in Sierra Leone, and universal health coverage in Ghana. At Chatham House she focuses on issues around healthcare in conflict, and non-communicable diseases, leading the Centre on Global Health Security's work in these areas. Rachel holds a Bachelor's degree in Anthropology and two Masters degrees in Development Studies and Public Health, all from the University of London.



Panelist

Belinda Townsend

Research Fellow

Australian National University
Australia

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.



Panelist

Gene Bukhman

Assistant Professor

Harvard Medical School
United States of America

Gene Bukhman, MD, PhD, is a cardiologist and medical anthropologist who heads the Program on Global Noncommunicable Disease (NCDs) and Social Change at Harvard Medical School. He is an Assistant Professor of Medicine and an Assistant Professor of Global Health and Social Medicine. He is also the Senior Health and Policy Advisor on NCDs at Partners In Health (PIH) where he directs the NCD Synergies project. He is an attending cardiologist in the Cardiovascular Division and the Division of Global Health Equity at Brigham and Women's Hospital. He is Director of the BWH Fellowship in Cardiovascular Disease and Global Health Equity. He is the Co-Chair of the Lancet Commission on Reframing NCDs and Injuries for the Poorest Billion. Dr. Bukhman completed his medical training and doctorate in medical anthropology at the University of Arizona in 2001, during which time he studied the politics of tuberculosis control in the Former Soviet Union. He completed his internal medicine residency at Brigham and Women's Hospital in 2003 and his cardiology fellowship at the Beth Israel Deaconess Medical Center in 2007. For the past 15 years, his career has focused on the NCD and injury (NCDI) burden among those living in extreme poverty, with a particular focus on low-income countries. His research explores both the political and historical context of NCDI interventions, as well as the development and implementation of integrated strategies to deliver these interventions. He was the Senior Technical Advisor to the Ministry of Health of Rwanda between 2010 and 2015 and has worked with Health Ministry NCD divisions in many low- and lower-middle income countries. He is frequently invited to speak regarding NCDs, Poverty, and Development. He is lead author and editor of the PIH Guide to Chronic Care Integration for Endemic NCDs (2011). In 2011, the University of Arizona Honors College named him Alumnus of the Year. In 2015, Dr. Bukhman was chosen to be a member of the Financing Working Group of the World Health Organization's Global Coordination Mechanism on NCDs.



Panelist

Johanna Ralston

Chief Executive Officer

World Obesity Federation
Switzerland

Johanna Ralston has worked in global NCDs and their risk factors for over two decades. She has served as CEO of World Obesity Federation since 2017, focusing on changing the narrative and elevating obesity on the global agenda. From 2011-2016 Johanna served as CEO of World Heart Federation, the main CVD organization in official relations with WHO and a founder of NCD Alliance. Johanna's work included mobilizing the CVD community around the NCD agenda and WHO initiatives including the Global Action Plan on NCDs 2013-2020 and Global HEARTS, as well as a shared strategy to address rheumatic heart disease. Johanna also served as Vice Chair, steering group member and Interim Director of NCD Alliance during that period, and led the communications strategy for the 2011 UN HLM and strategic planning for the second business plan. From 1999 until 2011 Johanna was Vice President of Global Strategies at American Cancer Society, overseeing global advocacy and building the global capacity building program to strengthen community based cancer and tobacco control in LMICs. She is also a fellow at Geneva Centre for Security Policy, leading the course on global health security. A dual citizen of Sweden and the US, Johanna is an alumna of Harvard Business School and studied public health at Johns Hopkins, after a first degree in literature. She serves on various committees and boards including Lung Cancer Alliance, the WEF Global Future of Health and Healthcare Council, and the WHO NCD Civil Society Working Group, the WHO Expert Advisory Panel on Surgical Care, and the WHO Bloomberg NCD Business Case Expert Group.



Panelist

Jordan Jarvis

Director of Programs

Young Professionals Chronic Disease Network
Canada

Jordan Jarvis is passionate about using policy change and civic engagement to improve equitable access to the environments, structures and goods that enable people to live healthy and joyful lives worldwide. She is currently conducting research toward a doctorate in public health at the London School of Hygiene and Tropical Medicine. She helped establish and served as the Executive Director of the Young Professionals Chronic Disease Network (YP-CDN), a global network and nonprofit organization that seeks to mobilize young leaders to promote social justice and health, with over 6,000 members in over 150 countries. Through YP-CDN, Jordan led global advocacy initiatives and capacity building to address the world's leading causes of death and ill health—non-communicable diseases—with a particular focus in East Africa. Jordan has consulted on diverse projects for the Global Alliance for Chronic Diseases, Health Action International, and the American Cancer Society (Global). Previously, she worked with Amref Health Africa in Kenya as Operations Research Officer and in cancer control at the World Health Organization. She completed a postgraduate research fellowship at the Harvard Global Equity Initiative/Harvard Medical School, and earned an MSc (Cancer Biology) from the University of Toronto and a BSc in Biology from Western University. She is a 2017 World Heart Federation Emerging Leader on essential medicines and an Associate Editor for the journal 'Globalization and Health'.



Panelist

Rhea Saksena

Global Policy Coordinator

NCDFREE

United Kingdom

Rhea Saksena is an active health advocate. She currently works as a Medical Doctor in London within National Health Service (NHS). Alongside this she is the Global Policy Coordinator for NCDFREE, a global social movement which aims to create a world free of NCDs. She completed her undergraduate studies in Global Health at the Institute of Global Health, University College London (UCL) where she graduated with First Class Honours. She was nominated for the Faculty of Life Sciences Medal for her dissertation analysing whether a more comprehensive strategy on sugar reduction is needed to reduce obesity in the UK. She was also awarded Highly Commended on the UCL Dean's List and awarded the John Yudkin Prize in International Health for outstanding commitment to global health advocacy. She completed her medical training from UCL with a Certificate of Merit. She has worked as Scientific Officer with Public Health England to design and implement national sugar reduction strategies to reduce childhood obesity. Rhea has also undertaken an internship with the World Health Organisation Regional Office for Europe in the Nutrition, Physical Activity and Obesity Department, co-designing a study to look at market availability of complementary feeding products across the WHO European Region and their effect on Under 5 years nutrition and obesity rates. Furthermore she has interned with the WHO Country Office in Samoa to implement a national NCD strategy (PEN Fa'a Samoa) as well as working in the Obstetrics and Gynaecology Department in Samoan National Health Service. She is excited to use the learning from these experiences as she pursues her passion - to collaborate and use a collective voice to demand better, for the health of both individuals and populations.

