

PARALLEL SESSION 2.4

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

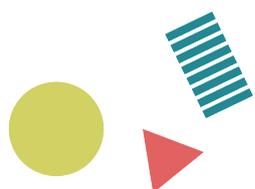


| BACKGROUND

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 / Panelist

Fiona Bull

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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.