



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.

DRAFT 20Commissioned 20Work 20for 20PMAC 202019 ([Download](#))

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.

