



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](#))





Panelist

Jordan Jarvis

Director of Programs

Young Professionals Chronic Disease Network
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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'.

