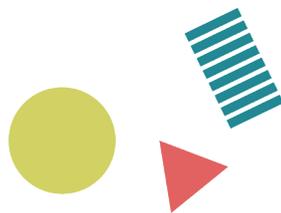




**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2019**



## **PARALLEL SESSION 2.4**

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

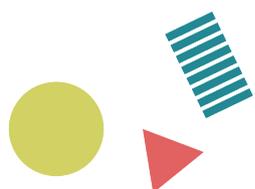


## | BACKGROUND

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.





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.