

PARALLEL SESSION 3.5

FRAMING NCDS TO ACCELERATE POLITICAL ACTION



| BACKGROUND

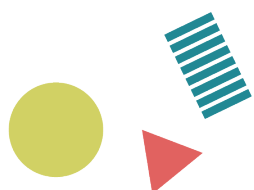
There are multiple competing frames involved in the governance of noncommunicable diseases (NCDs). These include: NCDs as a technical public health problem, with technocratic solutions (such as WHO's Best Buys); NCDs as an obstacle to economic growth; NCDs as an equity and human rights issue; NCDs as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





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.