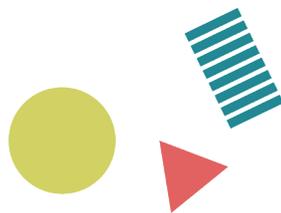




**PMAC** | PRINCE MAHIDOL  
AWARD CONFERENCE **2019**



## **PARALLEL SESSION 2.4**

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

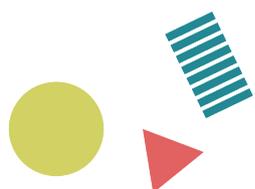


## | BACKGROUND

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.





Moderator

## Judith Mackay

*Senior Advisor, Tobacco Control, Policy, Advocacy and Communication*

Vital Strategies  
China

Dr. Judith Mackay is a medical graduate from Edinburgh University, Scotland. She has lived in Hong Kong since 1967, initially working as a hospital physician, then since 1984 concentrating on public health, especially tobacco control. She is Senior Advisor, Vital Strategies; Senior Policy Advisor to World Health Organisation; and Director of the Asian Consultancy on Tobacco Control. Her particular interest is tobacco control in low-income countries; and tobacco and women. She has developed extensive experience in working with national governments and health organizations in Asia and more recently in the Middle East in developing comprehensive tobacco control policies. She has published over 230 academic papers and addressed over 550 conferences world-wide. She has authored or co-authored several health atlases, crafting complicated health statistics into a creative graphic format: "The State of Health Atlas" (1994), "The Penguin Atlas of Human Sexual Behavior" (2000), "The Tobacco Atlas" (WHO 2002, ACS 2006, ACS 2009, ACS 2012, ACS/WLF 2015), "The Atlas of Heart Disease and Stroke" (WHO, 2004), "The Cancer Atlas" (ACS 2006), "Global Tobacco Surveillance: GTSS Atlas" (CDC 2009), "The Atlas of Oral Health" (FDI 2009), and "The GATS Atlas" (CDC 2015). HONOURS AND AWARDS She has received the WHO Commemorative Medal, the AFACT Presidential and Founding International Achievement Award, and national awards from Hong Kong (the Silver Bauhinia Star); the United Kingdom (MBE, then OBE); the United States of America (the US Surgeon General's Medallion), Thailand (the King's Royal Award); and China. From the USA in 2000, she received the Luther Terry Award for Outstanding Individual Leadership, and the Fries Prize. In 2006, she received the INWAT (International Network of Women Against Tobacco) Lifetime Achievement Award. In 2006, she was selected by Time Magazine as one of 60 Asian Heroes from the previous 60 years; in 2007 selected as one of the Time 100 World's Most Influential People, and in 2009 received the first-ever British Medical Journal Group Lifetime Achievement Award. In 2018 she was the recipient of the Inaugural World Heart Federation Advocacy Award in Cardiovascular Health. She has been identified by the tobacco industry as one of the three most dangerous people in the world.