

# Conflict, Common Interests & Courage

in the Control of Cardiovascular  
Disease and Cancer

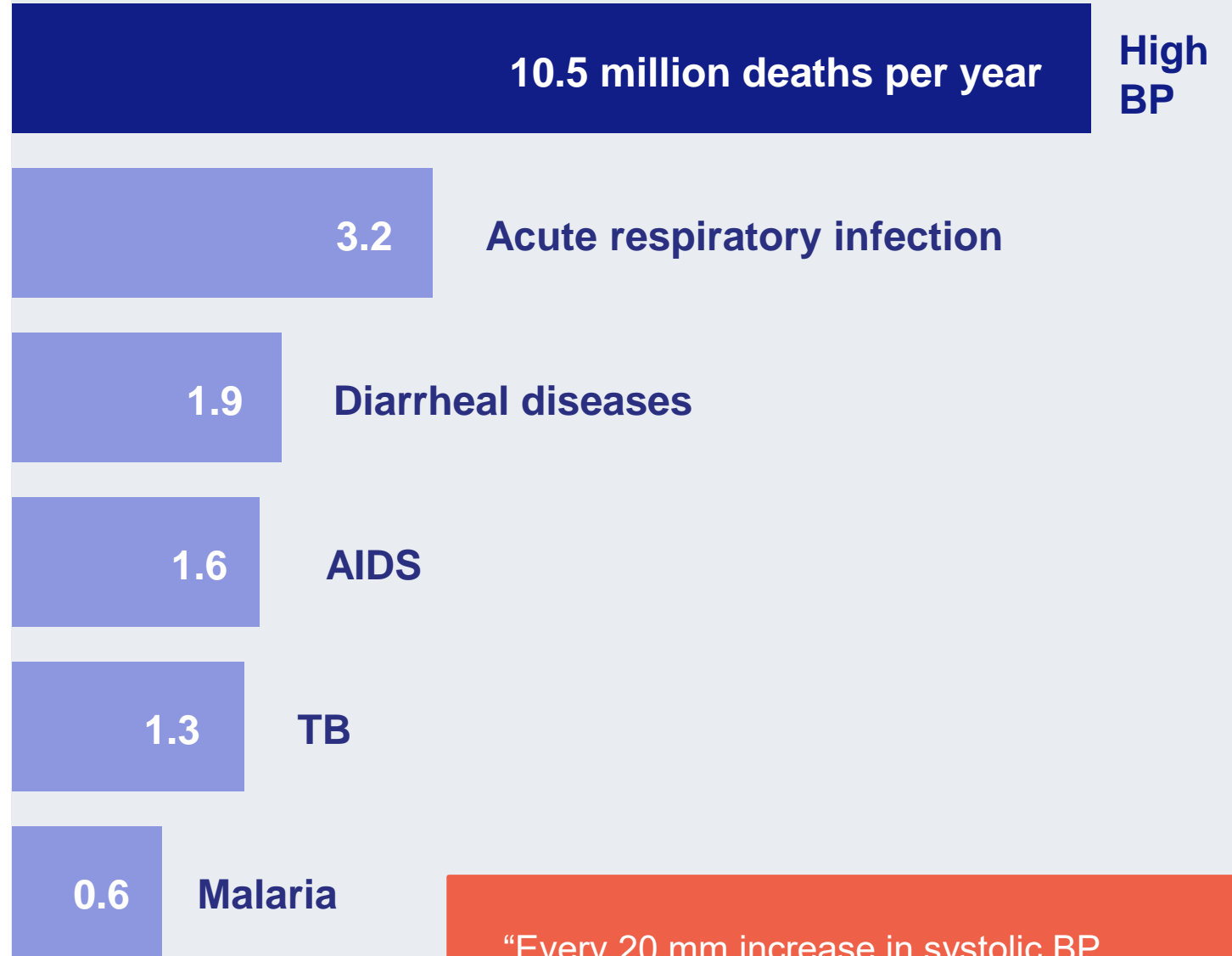
**Tom Frieden**  
MD, MPH

PRESIDENT AND  
CHIEF EXECUTIVE OFFICER



**High blood pressure kills more people than any other condition**

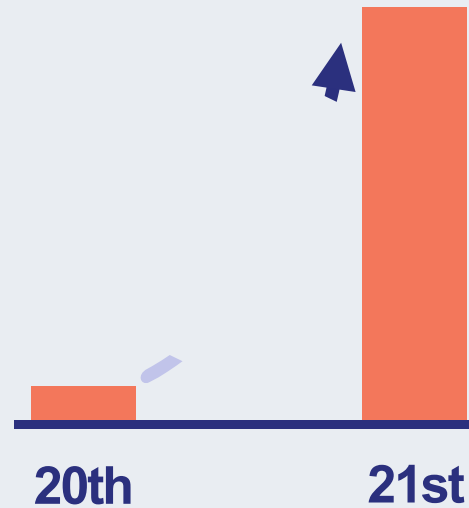
**...more than all infectious diseases combined**



“Every 20 mm increase in systolic BP doubles vascular mortality at ages 35-69”  
LEWINGTON S. ET AL. LANCET. 2002;360:1903-1913.

**100 million** tobacco deaths in the 20th century

If these trends continue, **1 billion** tobacco deaths this century



**Tobacco is the #1 preventable cause of death in the world**

# Conflicts

**Commercial determinants of health – industries that promote unhealthy products**

**Undue influence on governmental and clinical policies**

**Public vs. private health sectors**

**Doctors vs. non-medical providers**

**Pharmaceutical, equipment, laboratory industries vs. effective treatment programs**

# Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Health-based policies increase health and economic return on health investment

Public and private health sectors together can increase patient access to care

Team-based care quadruple win: access, cost, quality, employment

Expanded access increases market for essential medications, diagnostics, and equipment

# Courage is essential for success

**Focus on impact is not unethical — failure to prioritize is!**



**Tax:** tobacco, alcohol, sugar-sweetened beverages, salt, carbon



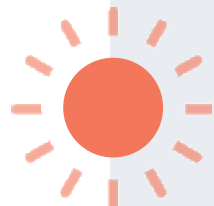
**Regulate:** smoke-free public spaces, nicotine, sodium levels, trans fat elimination, alcohol sales and drunk driving, health care quality



**Warn:** plain tobacco packaging, front of pack warnings on unhealthy food

# Courage is essential for success

Focus on impact is not unethical — *failure to prioritize is!*



**Transparency** on clinical decision-making and industry influence



Enable each provider type to practice at **top of capability**



Control costs, select **optimal medications**



**Try** new approaches, evaluate rigorously, share results openly



**Primary health care most needed,  
most neglected**



**Thailand is model of quality,  
accessible care**

**Universal health  
coverage must  
be more than a  
slogan**

## **Hypertension control is crucial, and a pathfinder for primary care**

- Evidence-based protocols
- Regular supply of drugs and logistics
- Team-based care
- Patient-centered services
- Rigorous accountability and continuous quality improvement

**Universal health coverage must be more than a slogan**



# TOP

**Technical,  
Operational,  
Political**

aspects are essential  
for health progress

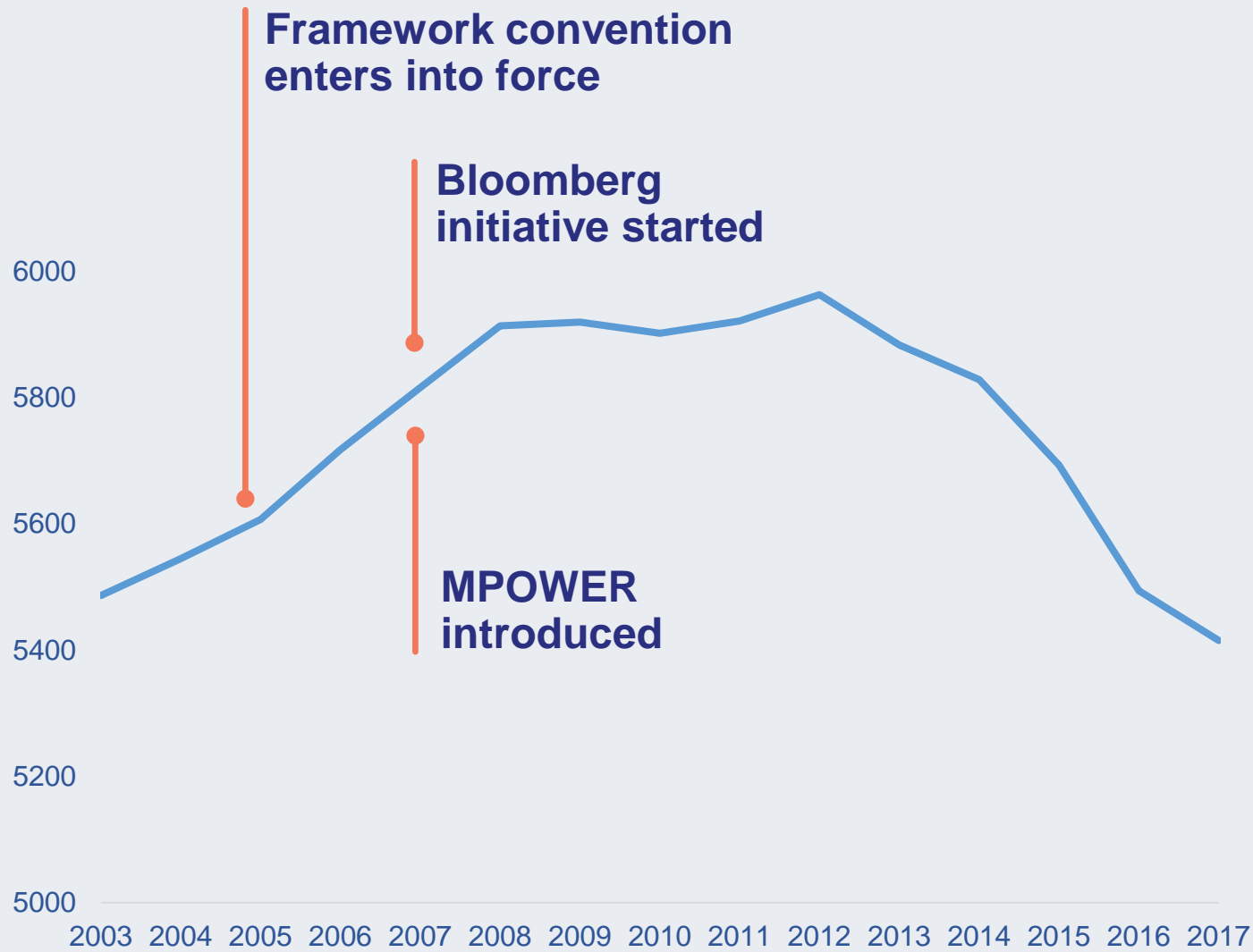
**Technical rigor**



**Operational  
excellence**



**Political  
support**



**Billions of cigarettes sold each year**

**Cigarette sales  
are falling for  
the first time in  
history**

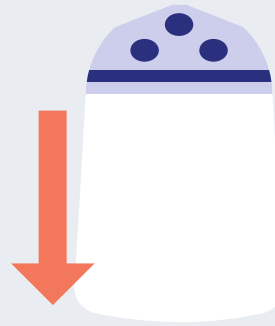
**When does**

**50 + 30 + 0 = 100?**

**We can save 100  
million lives over  
the next 30 years**



Increase global control of  
blood pressure from 14% to  
**50%**



Reduce global dietary  
sodium intake by  
**30%**



Eliminate artificial trans fats  
**0%**

**Recognize conflict and  
common interests**

**Have the courage to  
treat NCDs as the life-  
threatening emergency  
they are!**

**Act today  
to protect**

**our families**

**our communities**

**our countries**

**our world**