

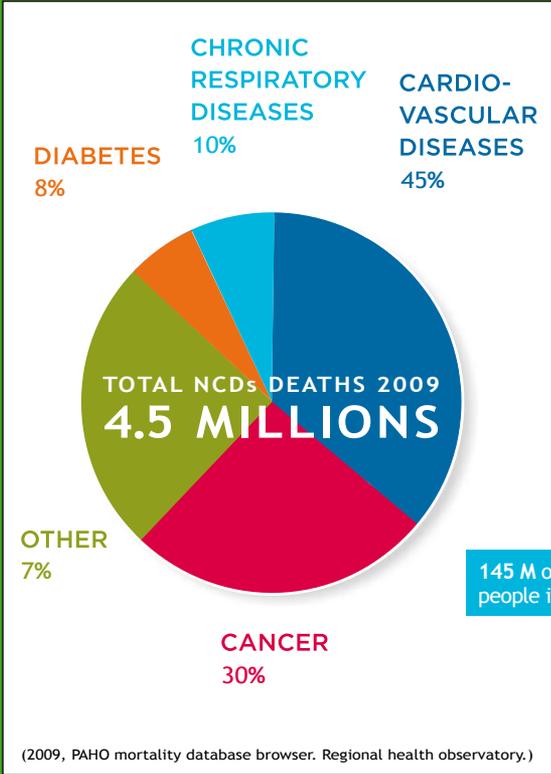
HARNESSING MULTI-STAKEHOLDER ACTION IN THE AMERICAS



THE PAN AMERICAN FORUM FOR ACTION ON
**NONCOMMUNICABLE
DISEASES**

The **PAFNCD** is a “whole of government and whole of society effort” to confront the NCD epidemic in the Americas following the Declaration of the United Nations High Level Meeting on NCD (UNHLM) of September 2011. It will bring together government, the scientific and academic community, the private sector, international organizations, and civil society to raise awareness of and help promote new innovative initiatives and scale-up successful practices for the prevention and control of NCDs/chronic diseases and promotion of health at all levels.

FACING THE FACTS



“Full appreciation of the time it takes to seed the partnership idea; to construct and maintain structures for working together; and to demonstrate results, is often underestimated...An acceptance of a “step by step” process and a willingness to invest in “steady efforts” are vital building blocks for partnerships, especially in complex, multi-country, multi-stakeholder initiatives.”

Leda Stott, DOTA Learning Case Study, January 2010 .

Pan American Forum: A Multisectoral Collaboration

The Pan American Forum for Action on Chronic Disease in the Americas is the Pan American Health Organization’s (PAHO) innovative response to the epidemic of chronic disease.

This ‘new way of doing business’ establishes PAHO as the lead convener of the diverse stakeholders in the region (CAR-MEN countries, businesses, civil society organizations, multi-lateral agencies, academic institutions and traditional partners) who are committed to working in an ‘all of society approach’ to prevent and fight chronic diseases following the UNHLM Declaration.

The Pan American Forum acts as a platform to facilitate advocacy ,development and implementation of proven, effective interventions for prevention and control of NCD.

The Forum is a multi-sector platform to catalyze, recognize and scale collaborative action to promote health and prevent chronic disease at the regional and

national levels. It is also a good example of how a highly engaged, consultative, partnership building process is evolving.

Driving forces behind the Pan American Forum

Chronic disease is the number one cause of death worldwide and the burden associated with chronic disease continues to grow. It is responsible for \$1.2 trillion economic loss per year. It represents 70% of mortality in the Americas. Chronic disease demands attention at a high level where all groups involved can coordinate efforts, raise awareness, disseminate best practices and advocate for policy changes.

**over 80%
of the deaths from
chronic disease are
preventable.**

Proven interventions exist at the individual/family level (behavior change



and education), in health systems (primary prevention, screening and early detection), in awareness (mass media and education campaigns) and at the policy level (International targets in risk reduction, country-level commitments, changes in legislation).

Tobacco control, dietary salt reduction, physical activity, healthy diet and preventive care of cardiovascular disease are among the “Best Buys” to improve health and lower costs to society.

Public health initiatives addressing chronic disease prevention and management are also increasing on both local and international levels. To have maxi-



mal impact, these interventions will require knowledge-sharing, coordination and involvement from multiple sectors of society. **The Partners Forum capitalizes on the synergies that exist between private sector interests and public health programming**

Demand is growing to address and find solutions to the increased strain on consumers, companies, health insurance programs, and governments that chronic diseases have imposed. **The financial costs associated with disease are enormous and have rippling effects across many sectors of society.**

Vision

PAHO's role is to serve as **"convener"** of key stakeholders and **"catalyst"** bet-

ween public and private sector and civil society partners.

The Pan American Forum seeks to mobilize financial and non-financial resources for a range of efforts with the **ultimate goal of reducing chronic disease death rates, averting premature deaths, saving billions in economic losses, and improving productivity.** It is estimated that it is possible to avoid approximately 3.6 million deaths in the Americas in 10 years through dietary salt reduction, tobacco control, and scaling up simple treatment to high risk individuals already accessing the health system.

Mandate of the Pan American Forum

The Pan American Forum has strong roots: The 47th Directing Council, 28 September 2006, where **Member States requested the Director of PAHO/WHO to "develop new or strengthen existing partnerships within the international community** for resource mobilization, advocacy, and collaborative research related to the implementation of the Regional Strategy and Plan of Action."

The PAHO Regional Strategy and Plan of Action on an Integrated Approach to the Prevention and Control of Chronic Diseases, Including Diet and Physical Activity, 2007, **outlines six strategic approaches, one of which is to "create multisectoral partnerships and networks for chronic disease"**: The successful implementation of chronic disease policies and programs requires the concerted efforts of multiple partners and stakehol-

ders from the social service, public and private, and health-related sectors such as the agricultural, economic, public works, trade, transportation, parks and recreation.

WHO Global Action Plan 2008, where **"... partners are called to support the development/ strengthening of international, regional and national alliances, networks and partnerships** in order to support countries in mobilizing resources, building effective national programs and strengthening health systems...so they can meet growing NCD challenge."

A series of meetings and consultations were held throughout 2008 and 2009 with stakeholders from different sectors, disciplines and levels of society to build support for such a multisectoral platform. With the strong support of the public and private sectors and civil society, the first phase of the Forum was established on December 3-4, 2009 as a platform to share information and foster partnerships to address the underlying risk factors of chronic diseases.

The next phase of the multisectoral Pan American Forum was launched by PAHO's Director, Dr. Mirta Roses, September 21, 2011, the United Nations (UN) High Level Meeting (HLM) on Noncommunicable Diseases (NCD).

Pan American Forum Values

Equity - to benefit the poor

Equitable Participation - of public, civil society, academia and private sectors



Transparency – stakeholder interests expressed; use of resources clear

Mutual Benefit – to public, civil society and private sector stakeholders

Sense of Urgency – action-oriented

Key Objectives

- ✓ Increased Awareness, Advocacy, Social Mobilization and Communications
- ✓ Healthy Workplace
- ✓ Tobacco & Alcohol Control
- ✓ Physical Activity
- ✓ Healthy Diet and Dietary Salt Reduction

✓ Access to Healthy Services for Cardiovascular, Diabetes and Cancer

Through multisectoral partnerships, the Pan American Forum will:

- Support the scaling-up and replication of good practices by highlighting highly effective policies and interventions for chronic disease prevention, control and risk factor reduction
- Share information and generate new ideas and innovative solutions through a facilitated collaborative online environment
- Mobilize resources and partners by

'matchmaking' between the needs of CARMEN countries and the interests of potential partners

- Recognize and monitor relevant public commitments from members in all sectors
- Catalyze new multi-sector projects to prevent and manage chronic disease and promote health.

Proposed Projects

> **Dietary Salt Reduction:** Share information of successful practices; provide public education and information; reformulate products to reduce salt in manufactured foods; standardize labelling; change standards for catering in public



settings and monitor levels of consumption of salt

> **Workplace Health:** Document successful practices; develop/adapt tools for monitoring workplace wellness and progress in health, absenteeism and presentism; develop training packages; leverage experiences from the World Economic Forum workplace Wellness Alliance

> **Public Awareness:** To develop advocacy and communications on NCDs,

raise political and public awareness, and educate and empower consumers, and extend the Caribbean "Get The Message" campaign regionally

> **Innovation in Treatment Adherence and Health Care Delivery:** Address secondary prevention of cardiovascular disease, cancer and diabetes and, for patients at high risk of cardio-vascular disease or complication of diabetes, provide education on a regional basis to improve adherence with treatment and promote lifestyle changes (e.g., diet and physical activity) and avoid expensive complications

> **Innovation in cervical cancer prevention and control:** prevent and control cervical cancer in the Region, particularly women and girls at high risk, use innovative approaches to educating consumers, training and building capacity

Lessons learned

Ability to Adapt

On the one hand, building and working from a defined plan of action; while on the other hand, being flexible enough to adapt and respond quickly to change occurring in the internally and externally.

Inclusive, Consensual Approach

Stakeholders tend to be less wary of one another if they had the opportunity to get to know one another, build common ground and discuss actual or perceived conflicts of interest as they arose.

Building Internally

As relationships have been established externally, it has been equally important to 'broker' partnerships internally in PAHO to ensure support and buy-in.

Strong Core Support

Establish a balanced, core group of allies, representing all sectors and geographic regions. This core group has been providing financial, human, knowledge-based support throughout the partnership-building process.

Monitoring and Evaluation

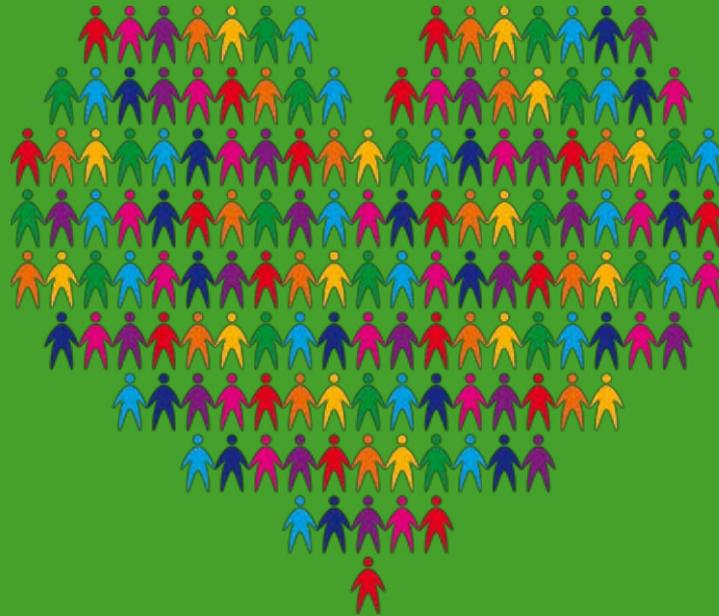
Develop an evaluation framework including tools to monitor, measure and report back regularly to stakeholders. Conducting regular 'health checks' and communicating the "wins" or extent to which goals and objectives have been met has inspired continued support for the initiative.



Positioning the PAFNCD for the future succes



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