Pan American Forum for Action on NCDs (PAFNCD)
First Forum Meeting

May 9, 2012; 2:30-5:00pm
Convention Center 21, Porto Seguro 3
Brasilia, Brazil

COMMUNICATING THE NONCOMMUNICABLE
DATE: May 9, 2012; 2:30-5:00pm
LOCATION: Convention Center 21, Porto Seguro 3
TITLE OF THE SESSION: “Communicating the Noncommunicable”
Responsible person: Mr. Marcelo D’ Agostino

2:30-5:00PM  Simultaneous Forum Working Sessions

Partners/Panel participants:
- Judith Watt, Director, NCD Alliance
- Kimberly Elmslie, Director General, Centre for Chronic Disease Prevention and Control, PHAC, Canada
- Jorge Casimiro, Director, International Government Relations and Public Affairs, Coca-Cola Company.
- Selva Andreoli Vainivalicius, President of ALAP (Asociación Latinoamericana de Agencias de Publicidad) Uruguay.
- Ana Cristina Figueira, Communciation Advisor of Canal Saude.

OBJECTIVES of the session:

The objective of this working session is to bring together partners from diverse sectors to dialogue and exchange views on the important role of communications in combatting the NCD epidemic. They will review what has worked, challenges and opportunities to reach out to the population through diverse traditional and innovative mechanisms, educating people on risks factors and determinants, promoting changes in lifestyles, advising on available resources to address their diseases and mobilizing patients and societies so that resources be made available, when they are not. It will stimulate discussion, identify best practices, and recommend next steps to implement strategic multi-stakeholder alliances/ communications initiatives wherever there are gaps targeting priority populations, identifying interested and potential partners, as well as resources that can be put to work.

MODERATOR: Mr. Marcelo D’Agostino, PAHO Area Manager, KMC

Marcelo d’Agostino is the Manager of Knowledge Management and Communications at PAHO/WHO. He is responsible of coordinating Public Information and Media Management, institutional image, and Multimedia Production. Prior to this, he worked at the Pan American Institute for Food Protection and Zoonoses (INPPAZ) as head of the Department of Information Technology, as well as at BIREME (PAHO / WHO), where he served as Coordinator of the Technical Cooperation Agreement between BIREME and the National Health Surveillance Agency of Brazil (ANVISA). He has lead scientific and editorial publication services, and directed eHealth publications and translations. He also served as Associate Editor of the Journal of Medicine and Safety, working for the Carlos III Institution in Spain. He was an IT Systems Analyst at the University of Belgrano, Argentina. He holds a Master in Management of Information and Knowledge from the Open University of Catalonia, Spain.
First speaker: Judith Watt, Director, NCD Alliance

As Director of the NCD Alliance since January, Judith is leading the organization through an independent review and a strategic planning process. Judith joined the Alliance team last May to run the advocacy campaign for strong language in the Political Declaration and to coordinate input into the WHO and UN processes resulting from the Summit. Judith’s background is in tobacco control. She has directed national campaigns in the UK and Australia; and she has developed tobacco control grants programs and projects for low- and middle-income countries for the philanthropic foundations Michael Bloomberg, George Soros and Bill Gates.

Second Speaker: Kim Elmslie, General Director, Centre for Chronic Disease Prevention and Control, Public Health Agency of Canada (PHAC)

In the position of Director General, Centre for Chronic Disease Prevention and Control, Ms. Elmslie is responsible for leading the Public Health Agency of Canada’s initiatives in chronic disease; including surveillance, risk assessment, prevention and management activities. Academically trained in epidemiology and biostatistics, Ms. Elmslie brings a strong science base and extensive program and policy experience to her work in public health. Ms. Elmslie has held several senior positions in the federal public service. She served as Executive Director of the Canadian Biotechnology Secretariat from 2003 - 2007, where she was responsible for the coordination of seven federal departments working to develop a coherent approach to biotechnology that included the economic, regulatory, ethical and social issues triggered by increasing applications of biotechnology across sectors of the economy. As Executive Director, Health Research Secretariat, Health Canada from 2000-2003, Ms. Elmslie facilitated partnerships with the Canadian Institutes of Health Research, established the department’s first Research Ethics Board, and launched the inaugural Health Canada Research Forum. Previous to this, Ms. Elmslie was Director, National Health Research and Development Program (1998-2000), Health Canada’s extramural research funding organization on applied health research including training and career development of young researchers. In her role as Director, Bureau of Epidemiology and Surveillance National AIDS Strategy. Ms. Elmslie established the first national AIDS reporting system in collaboration with provinces and territories and ensured this information was utilized in policy and program development and in public information. Ms. Elmslie was a member of the Canadian Breast Cancer Research Initiative (CBCRI) now the Canadian Cancer Research Alliance (CBCRA) from 1997-2003. During
2003, she was Chair of the Board of Directors, leading this public, private and voluntary sector partnership.

Third speaker: Jorge Casimiro, Director, International Government Relations and Public Affairs, Coca-Cola Company.

Jorge Casimiro is Director, International Government Relations and Public Affairs at The Coca-Cola Company. In this role, he leads the Company’s international government affairs and stakeholder engagement strategies in the areas of health and nutrition, working closely with the Marketing and Scientific & Regulatory Affairs functions. He is the Company’s representative to the Organization for Economic Cooperation and Development, as well as to health- and nutrition-focused multilateral and nongovernmental organizations. As co-chair of the International Food & Beverage Alliance, he leads The Coca-Cola Company’s engagement with the World Health Organization and its regional offices. Additionally, Jorge has geographic responsibilities for Latin America. Mr. Casimiro joined The Coca-Cola Company in 2001 as Manager of Special Projects in the Office of the Chairman and CEO. He was subsequently named Creative Director, Leadership Communications, where he was responsible for the Company’s Annual Report as well as other executive communications. In 2004, he moved to Mexico City as Director of Communications for the Coca-Cola América Latina. He later served as Executive Assistant to the President of Coca-Cola América Latina. After two international assignments in Latin America, Jorge returned to Atlanta in 2008 as Executive Assistant to former Chairman of the Board and CEO, Neville Isdell. A graduate of Brown University, Jorge earned his master’s degree in public policy from the Eagleton Institute of Politics at Rutgers University. He worked in government and international relations before joining the The Coca-Cola Company. He and his family reside in Atlanta.

Fourth speaker: Selva Andreoli, President of the Latin-American Association for Uruguay

Selva Andreoli currently serves as president of the Latin American Association of Advertising Agencies in Uruguay since 2005. She has a wide range of career experiences and still serves on many boards. She is both the General Director of Group Profile and a member of the Board of AUDAP (Uruguayan Association of Advertising Agencies) since 2005. In the past, she was the UNICEF consultant for Project Communication, the Director of the Audiovisual Post-Production. She also served as the head of the Institutional Marketing Network TIPS, and took part in the international campaigns: Environmental Technology Network for the Americas, Global Technological Network of USAID, European Commission UPS, the Partenariat of the European Union and Mercosur. She has worked as System Coordinator for Europe-Latin America strategic marketing between DEVNET and Strat & Com (Brussels) and EPPC (Network of agencies from 32 countries). There she conducted health programs on TV for 6 years. She was also a
Television Broadcasting Panelist for 4 years and served as a member of jury in various Festivals of Advertising.

Panel Discussion

1. What has worked on communicating the Noncommunicable until now?

2. How we can make a house-hold name for NCDs, and at the same time respect the differences of each disease? Is the term Noncommunicable correct when it refers to what it is not, instead of what it is?

3. One of our key target audiences for prevention are the young people. How are we going to reach them sufficiently early on since they associate those diseases with later stages in life, and do not see them impacting their lives now?

4. How we can reach such a massive audience of potentially affected with so few resources?

5. How we can apply or adapt private marketing practices to scale up the NCD social cause?

6. How will different sectors work together and who will do what?

7. What should be the recommended next steps?

Rapporteur: