NCDs: positive action on a global threat to health security

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Times have changed

Global deaths

1990
- 34% Communicable diseases
- 9% Injuries
- 57% NCDs

2010
- 25% Communicable diseases
- 10% Injuries
- 65% NCDs

An example: rural Bangladesh

‘A slow-motion catastrophe’
Dr Margaret Chan, director-general, WHO

Sources: Karar, Alam and Streatfield, *Global Health Action* (2009); Chan, keynote at First Global Ministerial Conference on Healthy Lifestyles and Noncommunicable Disease Control, 2011
Why it matters

• Many cases of NCD are premature, striking people of working age.
  • 9 million deaths a year from NCDs in people aged under 60, 90% of which are in developing countries
• 2010–2030: costs estimated at $30 trillion on NCDs (and an extra $15 trillion on mental-health conditions)
• These are not ‘diseases of affluence’ – they often fall hardest on those least able to afford it.
  • Widening social inequalities
  • Limited access to medication
  • Catastrophic for families: early retirement or death, children as carers
The World Economic Forum recognised the NCD epidemic as a major global risk in 2010.

This chart maps ‘severity’ against ‘likelihood’ of risks – chronic disease is indicated by the number 31, circled.

Source: WEF, Global Risks 2010, published 14 January 2010
But we know what to do...

Prevention works!

No tobacco  Increased physical activity  Healthier diet

It’s simple, affordable and effective
Smoking prevalence among adults (%)


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Adults who are overweight (%)

- Australia: Men 68.2, Women 59.3
- United Kingdom: Men 67.7, Women 60.8
- Jamaica: Men 39.6, Women 69.9
- Malaysia: Men 42.1, Women 46.3
- Ghana: Men 23.1, Women 34.9
- South Africa: Men 71.8, Women 58.5
- Uganda: Men 20.1, Women 19.8
- Sierra Leone: Men 20.8, Women 32.7

Source:
We can prevent much of the burden...

• Up to:
  • 80% of heart disease and stroke
  • 40% of some cancers
  • the majority of cases of type 2 diabetes
• can be prevented or delayed.

...so how can we prioritise health, not sickness?
International action

- Expenditure on NCDs has not even been close to reflecting their devastating impact on global health – but action is being taken

- United Nations: High-level Meeting on NCDs 2011


- Sustainable Development Goals
  - Target 3.4: By 2030, reduce by one third premature mortality from NCDs through prevention and treatment and promote mental health and well-being
• C3 Collaborating for Health exists to find ways to tackle the NCD epidemic
  • We do this by catalysing action in the wider community, by fostering partnerships and building collaboration between different organisations that, by working together, can overcome the barriers to leading a healthy life
• C3 works globally with: health professionals, policymakers, businesses, government, researchers, urban planners, consumer organisations, nutritionists, NGOs, employers and others
Thank you!

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