

Non-Communicable Diseases Call for Paradigm Shift

**9th International Conference on Public Health
among Greater Mekong Sub-Regional Countries,
Yangon, Myanmar - 22 November 2017**

**Dr Jaap Koot, Dean LC Global Health,
University Medical Centre Groningen, the Netherlands
Team Leader EU – SPHIP Programme**



umcg

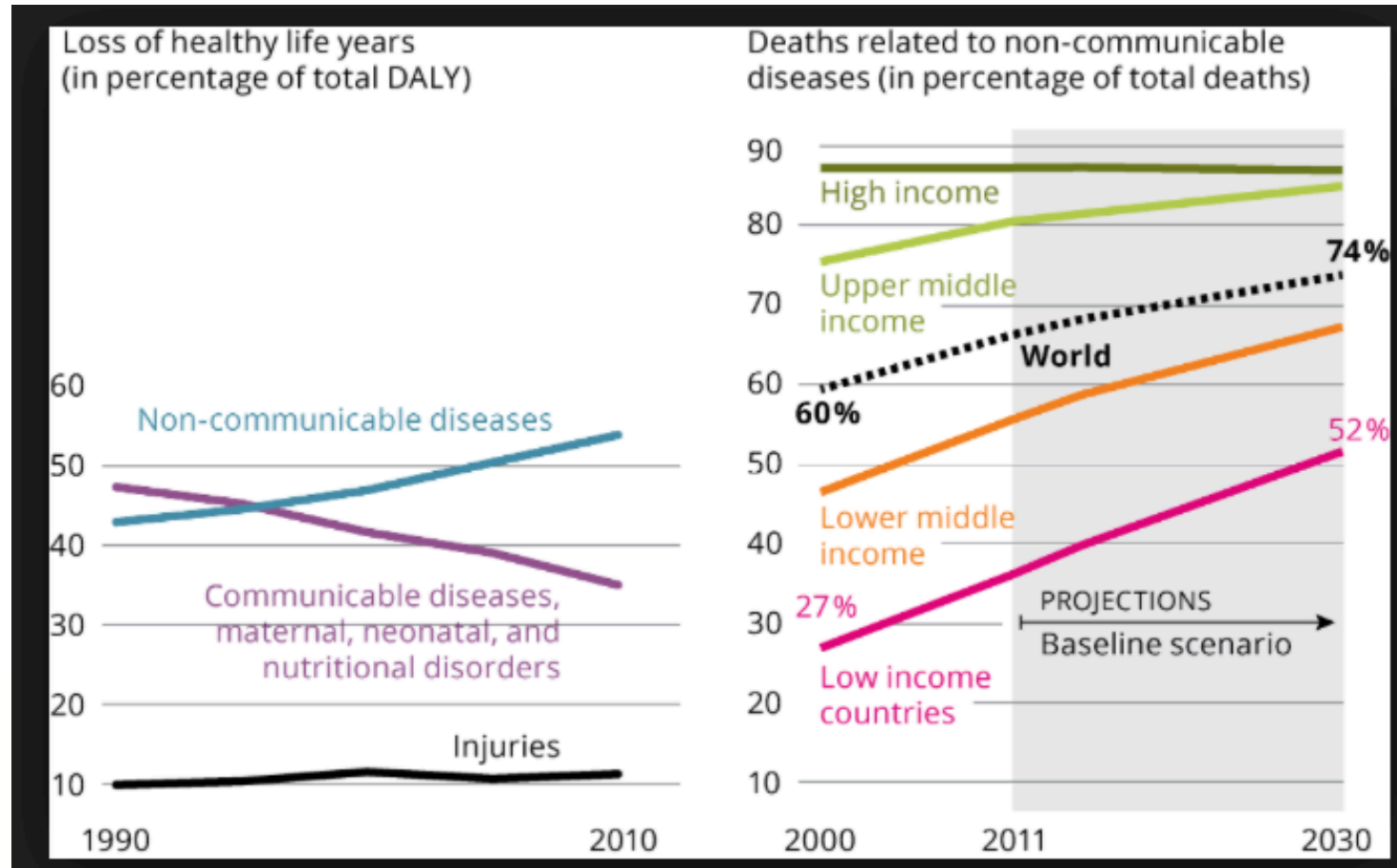


The Global Burden of NCDs continues to rise

Deaths due to NCDs rise to 75% in 2030, and people live longer with chronic conditions.

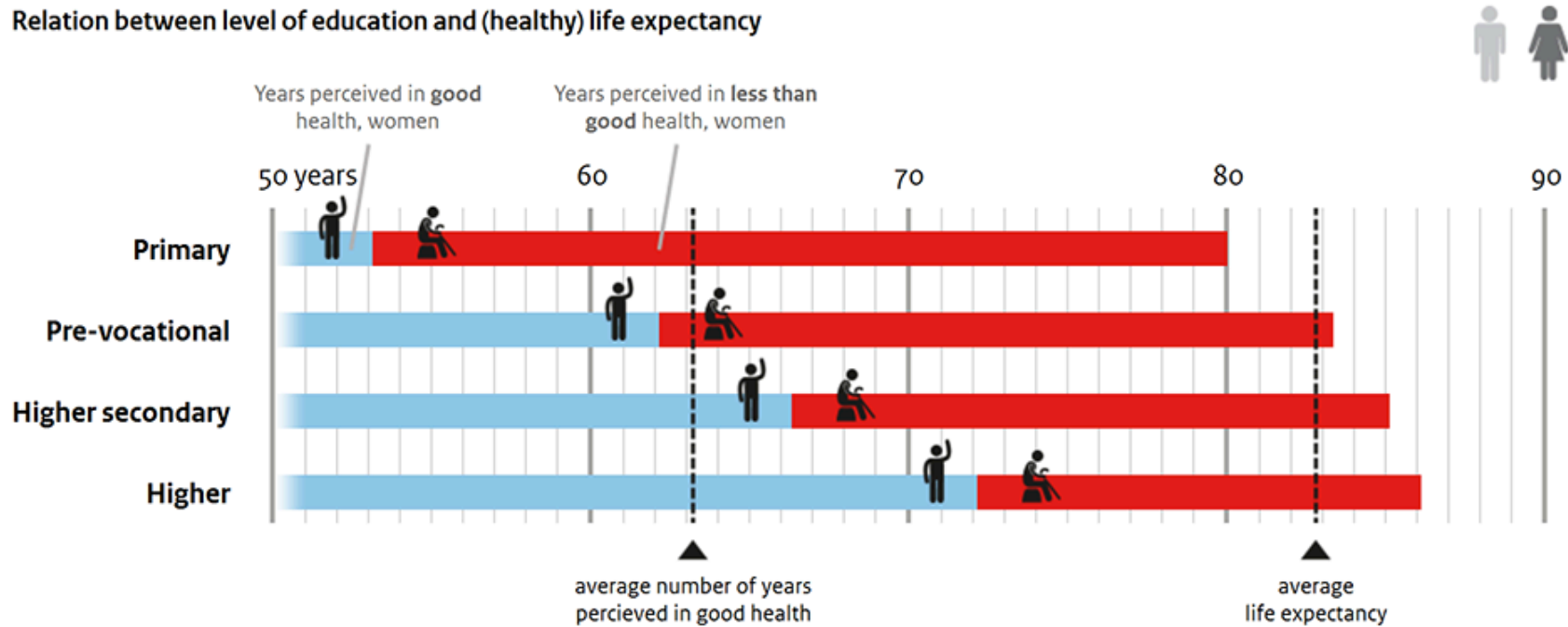


umcg



In many countries NCD disease burden higher among the poor

Relation between level of education and (healthy) life expectancy



The Netherlands:
Lower educated people get earlier NCDs and die earlier than higher educated people



End of a Misconception

Traditional viewpoint of NCDs as problem of high-income countries is obsolete.
NCDs are truly Global Health Problem.



Within countries the burden of NCDs is higher among the poor.

NCDs are poor man's diseases



umcg



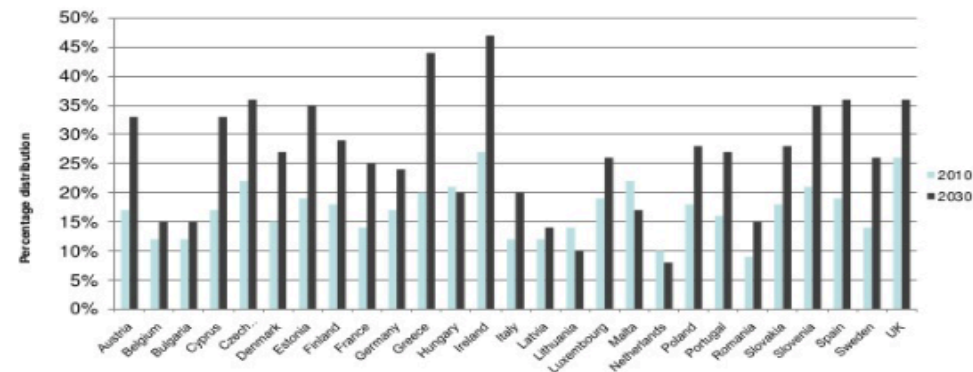
Healthy Lifestyle, lessons from the Western World



- NCDs also called lifestyle diseases
- Behaviour has big role, e.g. smoking, eating, physical activity, mental stress

Projected obesity for 2030

WHO Modelling obesity Project 2013 together with UK Health Forum – NOPA II



We fail in NCD control in the Western World. NCDs are still increasing!



umcg



WHO European Ministerial Conference on Nutrition and Noncommunicable Diseases in the Context of Health 2020
4-5 July 2010, Vienna, Austria



Healthy Lifestyle, a neoliberal concept?

Economic case for health promotion and disease prevention



The economic impact of NCDs amounts to many hundreds of billions of euros every year

Many costs are avoidable through investing in health promotion and disease prevention

Today governments spend an average 3% of their health budgets on prevention



umcg

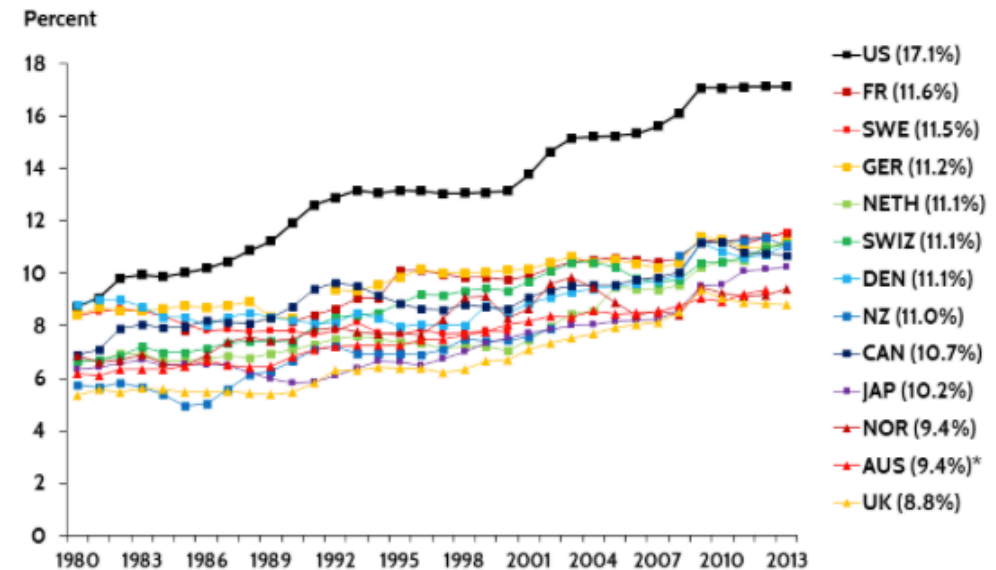
- Approach in Western countries:
 - The healthy choice is the responsibility of the individual, not the society
 - Budget for prevention around 3% of health care budgets
 - Focus is on clinical care NCDs with 90% of health budget



Healthcare costs explode in High-Income countries due to failing NCD prevention

- Cost increased from US\$ 2,300 in 1995 to US\$ 5,200 per capita in High Income Countries
- Demographic changes small contribution
- People live longer with chronic diseases
 - Average 1 disease 50+ years
 - Average 2 diseases 65+ years

Exhibit 1. Health Care Spending as a Percentage of GDP, 1980–2013



* 2012.

Notes: GDP refers to gross domestic product. Dutch and Swiss data are for current spending only, and exclude spending on capital formation of health care providers.
Source: OECD Health Data 2015.



umcg

Where is the healthy lifestyle?



What is the healthy choice if fast food is cheaper than healthy food?



- Fast food chains expand all over the world
- In many urban slums in low- and middle income countries healthy food is not affordable anymore



umcg



What is the healthy choice, if air pollution in mega-cities slowly kills the population?

- COPD is number 3 killer in urban areas in the world
- Urban population over 50% of the world population
- Most unhealthy cities in low- and middle-income countries



What is the healthy choice if cities are overcrowded, lacking parks and sport facilities?



- More and more people lead sedentary lifestyle in urban areas, also poorer people (e.g. garment industries)
- No urban planning for healthy lifestyle

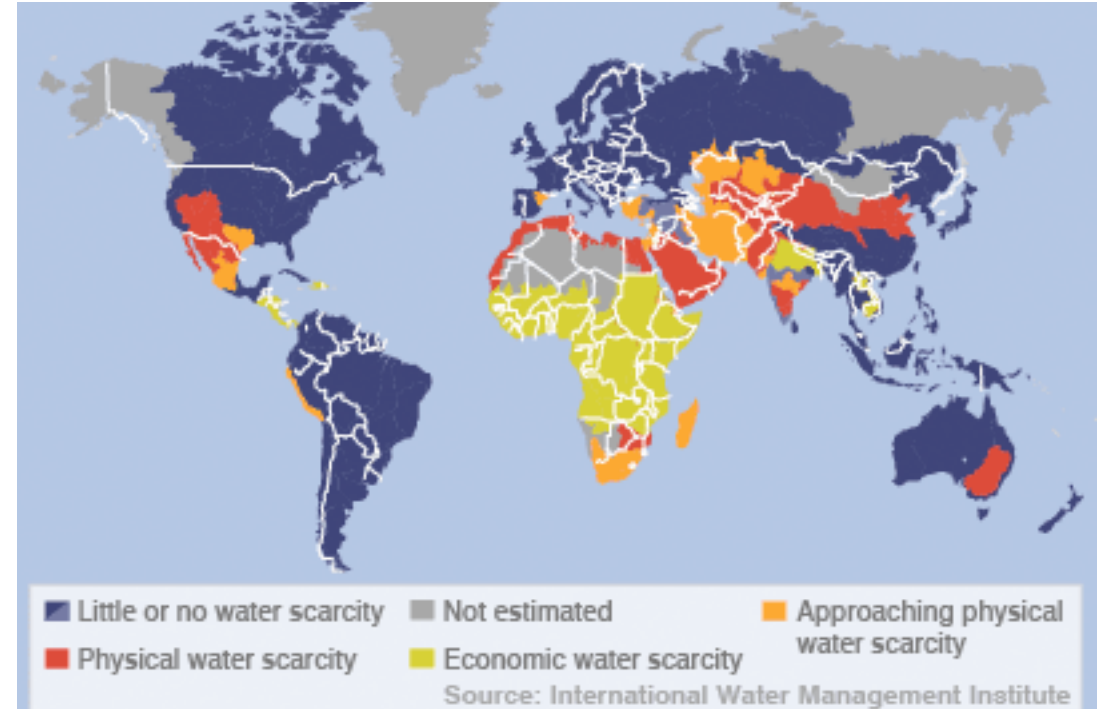


umcg



What is the healthy choice if clean water becomes inaccessible for the poor?

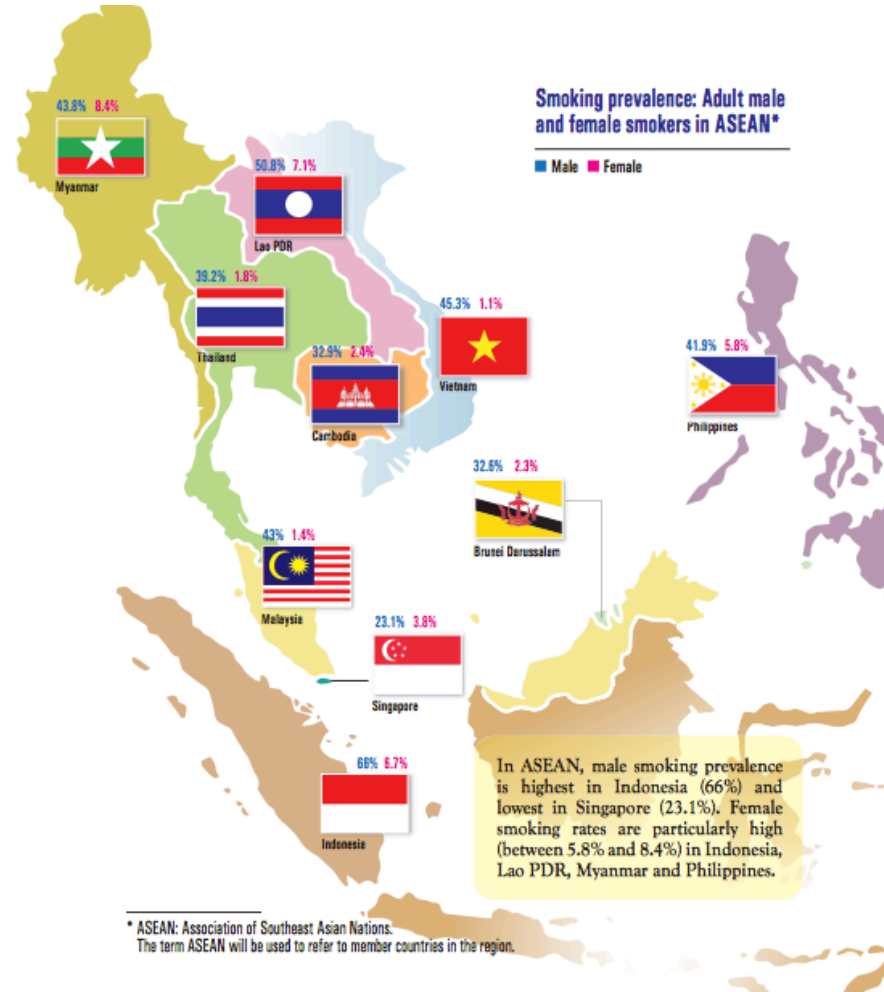
- Water stress increasing worldwide
- Most water stress in low and middle-income countries
 - Economic due to privatisation of supply
 - Physical due to drought or water pollution



umcg



What is the free choice if tobacco industries can target the Asian population with advertisements?



umcg



Public health experts have to look beyond the individual lifestyle factors

Due to neo-liberal approach

- Western healthcare ignores social determinants of health
- No health measures are promoted that could affect economic growth
- No investment in health promotion



umcg



Lessons to be learned from NCD approach dominated by Western world until now

- Addressing NCDs by curative care only is disastrous
 - Cost explosion and no increase of quality of life for the poor
- Healthy choice is a myth
 - Especially for poor countries
- Addressing NCDs requires socio-economical and political action to address determinants



umcg



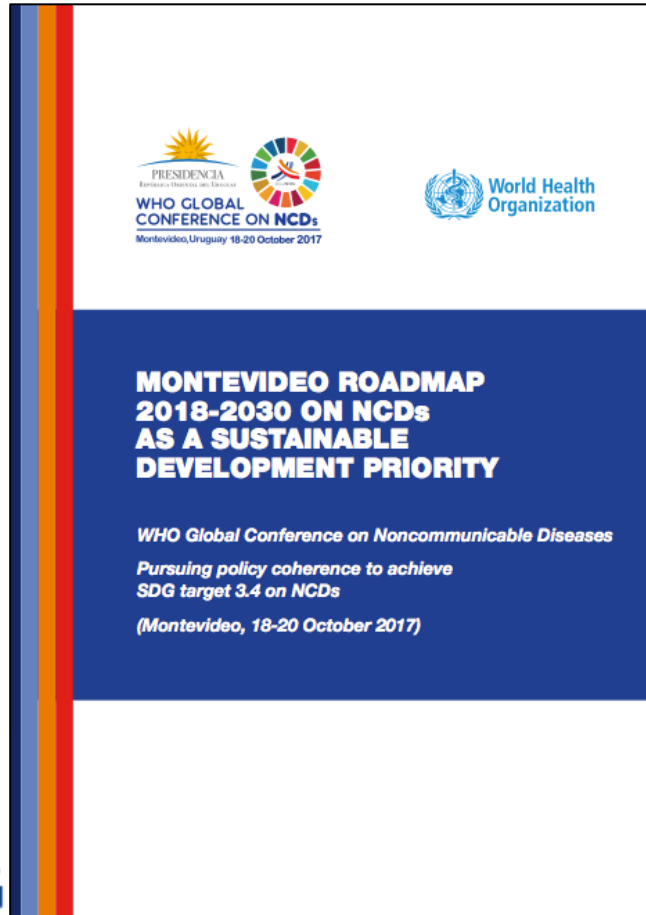
Key Points for Action

- **Reinvigorate political action:** coherent multisectoral policies
- **Enable health systems to respond more effectively to NCDs:** effective prevention and control of NCDs
- **Increase significantly the financing of national NCD responses and international cooperation:** investing in health has economic benefits
- **Increase efforts to engage sectors beyond health:** interconnectedness between NCDs and the achievement of the SDGs
- **Seek measures to address the negative impact of products and environmental factors harmful for health**



And the good news is....

Montevideo Roadmap 2018-2030 on NCDs as a Sustainable Development Priority.
WHO conference 18-20 October 2017 confirmed that NCDs are part of SDGs.



- These recommendations come from Montevideo Roadmap on NCDs
 - Input into the 71st World Health Assembly
 - Input into the third High-level Meeting of the United General Assembly on NCDs in 2018
- We have many governments on our side for a radical change in approach
- We must continue lobby



In conclusion:

NCDs are not problems of the individual, not problems of the health sector, but problems of society

As public health specialists we need to advocate for a paradigm shift and whole of government approach to address NCDs



umcg

