

D.4. Round table workshop

Effective action on NCD prevention: A focus on price

Friday 21 November 2014

10:40-12:10

Room 'Leven'



Organizers

Dr Gauden Galea, Director WHO EURO Division of Noncommunicable Diseases and Life-course

Dr Iveta Nagyova, President EUPHA section on Chronic Diseases, PJ Safarik University, Kosice, Slovakia

Rationale

Three years on from the adoption of the UN Political Declaration on Noncommunicable Diseases (NCDs), the imperative for action has never been greater. While countries have accumulated an impressive record of plan adopted, surveys completed, targets set, and commitments renewed, there are still justified calls for effective, coordinated, focused interventions that will strike at the determinants of the epidemic.

This workshop will examine these issues from the perspective of a single issue that will serve as a case study of policy making in this field in Europe: the issue of fiscal interventions.

Presentations will discuss:

- The relevance to the global targets: Having adopted the global monitoring framework, a number of targets (reduction of tobacco smoking, alcohol use, stabilisation of the diabetes and obesity epidemics) may be facilitated by setting the right price signals. What is the evidence and experience in Europe with using taxes and subsidies to promote healthier choices? What is the scope for more action?
- The case of Denmark: One country introduced a fat tax for one year, and then repealed it. What was the effect if this natural experiment? Did the tax impact fat intake? What are the likely overall effects on health? Why was it repealed? Should other countries in Europe venture into this field?
- The case of tobacco: While controversy may exist in the area of food taxes and subsidies, the evidence for tobacco taxes as a means to reduce use and increase revenue is incontrovertible. Yet Europe's record in raising tobacco taxes is inconsistent. Why is this the case? What more can be done?
- Global and national coordination: At the global level several coordination structures are being adopted: the global coordination mechanism, the UN Interagency Task Force, and the NCD Alliance that brings together civil society groups. What has been the experience of bringing national coordination structures about in support of effective NCD action? In the area of fiscal interventions, which stakeholders need to be involved, and how might they be coordinated?

Workshop structure

The round table will begin with a series of short (~7 min) presentations on these issues. The session will continue with a discussion facilitated by Prof. David Stuckler from the University of Oxford. This will be followed by comments from discussants engaged in health policy.

SPEAKER AND CHAIR BIOGRAPHIES



Gauden Galea

Dr Gauden Galea is a public health physician who has worked for WHO since 1998. He has held posts as regional adviser on noncommunicable diseases in the Western Pacific Region, and as coordinator of health promotion in WHO headquarters. Dr Galea has been Director of the Division of Noncommunicable Diseases and Health Promotion at WHO/Europe since January 2011. He has a special interest in health promotion, in the social determinants of noncommunicable diseases, and in the links between these diseases and the development agenda.



Jørgen Dejgaard Jensen

Jørgen Dejgaard Jensen is Associate Professor at the Department of Food and Resource Economics at the University of Copenhagen. He is an economist by education and has almost 25 years' experience in economic and cross-disciplinary research and teaching related to food consumption, production and distribution. His research activities span from basic academic research to research-based counselling activities for policy making in the Danish government. One of his key research interests is the interaction between economics and public health nutrition, and the potential roles of economic incentive instruments to prevent nutrition-related diseases.



Andrii Skipalskyi

Andrii Skipalskyi is CEO of the Advocacy Centre LIFE – a leading non-profit, non-governmental organization that provides advocacy and tobacco control expertise in Ukraine and the eastern European region.

LIFE also serves as the secretariat and resource centre for the Coalition for a Tobacco Free Ukraine that unites of over 100 organizations, and manages a tobacco control press centre with ties to over 200 national and regional media.

Under Mr. Skipalskyi's leadership this advocacy group reached successfully several sustainable legislative changes in tobacco control that lead to smoking prevalence decrease and saved hundred thousands of lives. Among those victories are adoption of a comprehensive smoke-free legislation with a complete ban on indoor smoking in all work places, including cafes, bars and restaurants, adoption of a comprehensive tobacco advertising, promotion and sponsorship ban and passage of the regulations on tobacco products labelling with pictorial health warnings. The centre works under the support of Campaign for Tobacco Free Kids and cooperates with key public health institutions nationally and internationally.



Florence Berteletti

Florence Berteletti is the Director of the Smoke Free Partnership (SFP), a Belgian Foundation committed to bringing about change to national and EU policy that impacts on the implementation of the WHO Framework Convention in Tobacco Control (FCTC). In 2009, Florence was appointed SFP Director in recognition of her strong leadership and diplomatic skills within the European Institutions. Ms. Berteletti's experience in high-level and strategic negotiations at EU level includes representation on the EU Health Policy Forum, the Board of the European Public Health Alliance, the Coalition for Health, Ethics and Society (CHES), DG SANCO Stakeholder's Dialogue Group and the International Advisory Board of the CRUK/Bupa Foundation Cancer Prevention Initiative chaired by Professor Sir Michael Marmot. In the past 5 years, Ms. Berteletti has also been invited to speak at a number of key EU and WHO events including European Ministerial Conferences related to the FCTC and the Prevention and Control of Non-communicable Diseases in the Context of Health 2020. WHO recognized SFP for its accomplishments in the area of tobacco control and SFP received the World No Tobacco Day Awards In 2011.



David Stuckler

David Stuckler, MPH, PhD, MPH PhD Hon MFPH is a Senior Research Leader in Sociology, Oxford University and research fellow of the London School of Hygiene and Tropical Medicine, and Chatham House. He has written over 90 peer-reviewed scientific articles on the economics of global health, public health, in The Lancet, British Medical Journal and Nature in addition to other major journals. Dr. David Stuckler has consulted on the political economy of healthcare for WHO and UNICEF, and received grants from the European Centre for Disease Control on the impact of economic crises on public health. He has taught at Harvard, Yale, Cambridge and Oxford on the subjects of global politics, economics and health as well as quantitative methods. His work has been featured in The New York Times, The Economist, BBC World Service, CNBC, and New Scientist, among other venue.



Iveta Nagyova

Dr Iveta Nagyova is the President of the EUPHA Section on Chronic Diseases since 2006. She is also the Head of the Research programme on Chronic diseases Graduate School KISH at the PJ Safarik University in Kosice, Slovakia and the Executive Director of the Slovak Public Health Association. She was trained in Clinical Psychology at Safarik University and obtained her PhD in Medical Sciences from the University of Groningen, the Netherlands. Her research interests are in chronic diseases, quality of life, chronic condition management, and healthy and active ageing. She has (co)authored over fifty research papers in international, peer-reviewed scientific journals, resulting into over 400 citations; her h-index is 14. As project partner and national coordinator she has been involved in over a dozen of European projects, including FP6/FP7 projects. She collaborates with WHO and national Ministry of Health as consultant in the field of chronic diseases, integrated care and public health.

D.4. Round table: Effective Action on NCD Prevention: A focus on price

Organised by: WHO EURO Division of Noncommunicable Diseases and Life-course and EUPHA section on Chronic diseases
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Chairpersons: Gauden Galea, WHO Europe and Iveta Nagyova, Slovakia

Three years on from the adoption of the UN Political Declaration on Noncommunicable Diseases (NCDs), the imperative for action has never been greater. While countries have accumulated an impressive record of plan adopted, surveys completed, targets set, and commitments renewed, there are still justified calls for effective, coordinated, focused interventions that will strike at the determinants of the epidemic.

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taxes is inconsistent. Why is this the case? What more can be done?

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Workshop structure:

The round table will begin with a series of short (~7 min) presentations on these issues. This will be followed by comments from discussants engaged in health policy. The session will conclude with a 30 minutes discussion facilitated by Prof. David Stuckler from the University of Oxford.

Speakers:

- Dr Gauden Galea, Director WHO/EURO Noncommunicable Diseases and Life-Course
- Dr João Breda, Programme Manager Nutrition, Physical Activity and Obesity, WHO/EURO Noncommunicable Diseases and Life-Course
- Dr Konstantin Krasovsky, Head of the Tobacco Control Unit, Institute for Strategic Research, Ministry of Health of Ukraine
- Katie Dain, Executive Director, NCD Alliance

Key messages

- The causes of NCDs are diverse and complex, driven by global patterns of urbanization, globalization, and economic development, and the impact is felt by all of society.
- Given the continued appetite for networked approaches to solving global health problem it is important to leverage our understanding of how to improve coordination for NCDs more broadly.