

Pan American Health Organization

Regional Office of the World Health Organization

# Challenges in Chronic Non-transmissible Diseases

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# **Objectives:**

- Identify the Challenges
- Identify Key Determinants
- Address Global Diabetes
- Discuss U.S. Mexico Border Diabetes Project
- Discuss RWJ Healthy Kids, Healthy Communities Chamizal Initiative
- Recommendations



## **Challenges on the Border**

### Chronic Non-Communicable Diseases

- Diabetes
- CVD
- Obesity
- Hypertension
- Cancer
- Co-morbidities







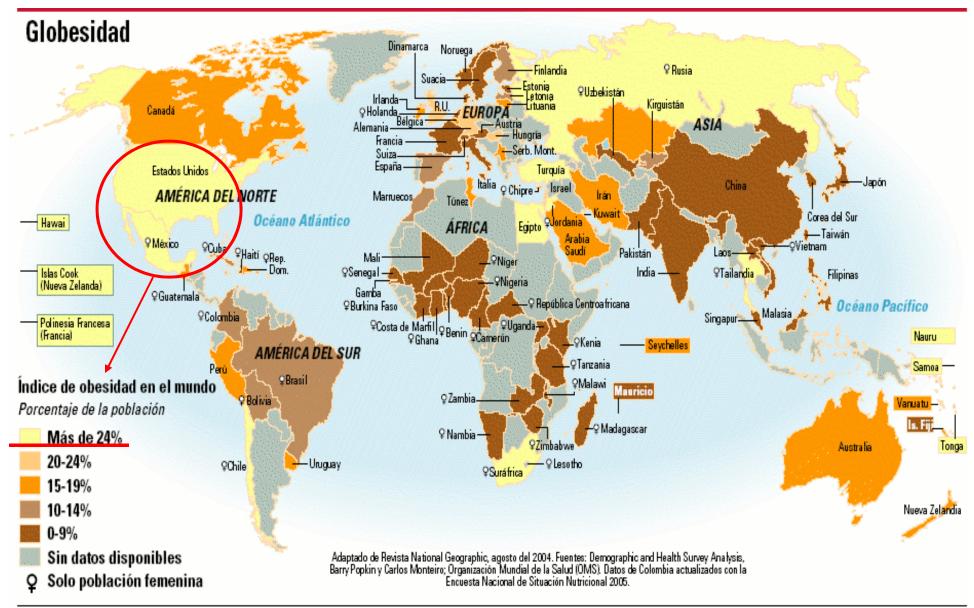
### **Key Determinants of Chronic Diseases**





Pan American Health Organization (2007). *Regional Strategy and Plan of Action on an Integrated Approach to the Prevention and Control of Chronic Diseases (p. 6)* 

### **Global Picture of Obesity, 2004**



# The U.S. Mexico Border Diabetes Project 2000-2010



### U.S. - Mexico Border Diabetes Prevention and Control Project 2000-2010

## **PHASE I: The Prevalence Study**

- ✓ Diabetes
- ✓ Pre-diabetes
- ✓ Overweight
- ✓ Obesity
- ✓ Family history
- ✓ Hypertension

- ✓ Physical activity
- ✓ Diet
- ✓ Type of work
- ✓ Knowledge of diabetes
- ✓ Smoking
- ✓ Access to health care



Personal de la Jurísdicción IV de Reynosa, recibiendo capacitación en relación a la Encuesta Bisacional de Diabetes.









# Prevalence of diabetes with and without diagnosis

**U.S. Border States** 

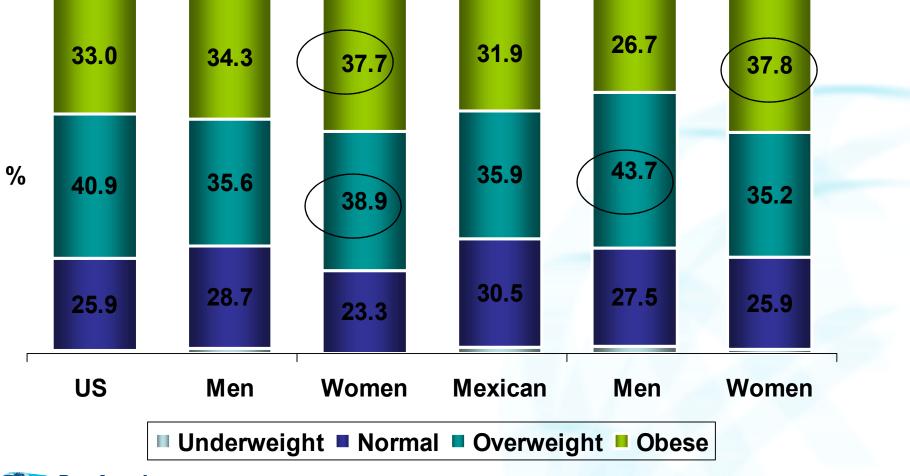
#### 30 30 20 20 1-**0**-C 15 0 % % 15.1 15 13.6 12.7 10 10 5.6 4.9 3 5 2.5 TA CH BC CO AZ TX CA SO NM NL Diabetes Undiagnosed Diabetes Diabetes

Mexican Border States



Age Adjusted

# Prevalence of Overweight and Obesity at the US/Mexico Border – Men and Women





### U.S. - Mexico Border Diabetes Prevention and Control Project 2000-2010

### **PHASE II: Training and Information Dissemination**

 Workshops with health care professionals and *promotores*

- Community Forums
- Policy Briefs developed
  Overweight and obesity
  Healthcare access & quality of care
  Interdisciplinary team building



#### RWJF Healthy Kids, Healthy Communities (50 Grantees)



 The Region of the Americas has one of the highest mortality rates from diabetes mellitus of all World Health Organization Regions.

 There are significant socioeconomic inequities in the region, resulting in higher chronic disease burden and mortality among poorer people, leading to a cycle of deprivation and ill health.

 It is recognized that intersectoral collaboration outside the health sector is required to achieve a meaningful impact on chronic diseases.



### **Proclamation** City of El Paso, Texas

WHEREAS: Nearly one third of children in the United States are overweight or obese. Without effective intervention, many more children will endure serious illnesses that will put a strain on our health care system, as stated by President Barack Obama, and

WHEREAS: First Lady Michelle Obama's "Let's Move" nationwide campaign calls to action to community leaders, teachers, parents to prevent childhood obesity. Kathleen Sebelius, Secretary of Health and Human. Services promotes the "Let's Move Cities and Towns" initiative, emphasizing the critical leadership mayors and elected officials provide to bring communities together and spur action; and

**WHEREAS:** To prevent childhood obesity locally, the city of El Paso takes up this challenge act now by working proactively and collaboratively with all sectors towards:

- Helping parents make healthy family choices
- Creating health promoting schools
- Providing access to healthy and affordable food
- Promoting physical activity at school
  Improving access to safe places where children can play
- Improving access to saje places where children can Limiting screen time

WHEREAS: The Pan American Health Organization - World Health Organization in partnership with the Robert Wood Johnson Foundation Healthy Kids Healthy Communities, the City of El Paso, Housing Authority of the City of El Paso, National Park Service, Paso del Norte Health Foundation, EPISD, UTEP, UT Houston, Texas Tech University Health Science Center, and Entravision Communications Channel 26, faith-based and other community organizations take a holistic approach to the prevention of childhood obesity and promotion of healthy lifestyles through education and advocacy to implement policy and environmental changes; and

NOW THEREFORE, BE IT PROCLAIMED: by the Mayor and Council of the City of El Paso that July 12th – July 18th, 2010 shall be known as:

#### "CHILDHOOD OBESITY PREVENTION WEEK"

In Witness Whereof. I have hereunto set my hand and caused the official seal of the City of El Paso to be affixed this  $13^{+2}$  day of  $_{-2}$  fully. A.D., 20 <u>10</u>.

### Healthy Kids, Healthy Communities Chamizal Initiative

### **Anticipated Impact and Outcomes**



- Increased availability of healthy foods, fruits, vegetables, whole grains
- Strengthen community participation in active living activities
- Increased media coverage of preventive measures on childhood and youth overweight and obesity
- Support youth leadership and community advocacy
- Policies that support healthy eating and active living
- Decreased incidence of overweight and obesity in children



# Recommendations

- Chronic diseases need to be prioritized in the political and public health agendas
- Surveillance needs to be strengthened and continued as it is a key component
- Health systems must be reoriented to respond to the needs of people with chronic conditions and anticipate more outreach opportunities
- Recognize the essential role of health promotion, community health workers and disease prevention



Pan American Health Organization (2007). *Regional Strategy and Plan of Action on an Integrated Approach to the Prevention and Control of Chronic Diseases (p. 1)* 

# **Thank You!**

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