FROM CLINIC TO FOOD PRODUCTION TO CITY PLANNING: BUILDING PRIMARY PREVENTION OF NCDs INTO UNIVERSAL HEALTH SYSTEMS IN THE AMERICAS

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NCDs IN THE AMERICAS: A MASSIVE PROBLEM

TOO BIG TO FAIL TO ADDRESS

- 75% OF DEATHS IN THE AMERICAS
- 2,900,000 DEATHS ANNUALLY, HALF BEFORE AGE 70
- 200,000,000 PEOPLE IN THE AMERICAS LIVING WITH ONE OR MORE NCDs
- MOST HEALTH SYSTEM EXPENDITURES
- THREAT TO SUSTAINABILITY OF UNIVERSAL HEALTH SYSTEMS

GLOBAL COSTS OF 5 LEADING NCDs 2011-2030

The projected losses of US$21.3 trillion in the world’s LMICs are nearly equal to their combined economic output in 2013 of US$24.5 trillion (Council on Foreign Relations, 2014).

Source: Bloom, 2011

MEDICAL COSTS

LOST PRODUCTIVITY

$46.7 TRILLION

Source: Menez, 2011

$46.7 TRILLION

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$46.7 TRILLION
DIETARY RISKS

Dietary risks underlie more than 2/3rds of new cases of NCDs also cause complications in people with NCDs caused by mankind can be changed by mankind

Source: 2010 Global Burden of Disease, WHO

data not additive. Americas Region

11.4 MILLION DEATHS GLOBALLY IN 2010, 12% IN AMERICAS

WE CANNOT TREAT OUR WAY OUT OF THE NCD EPIDEMIC

1.6 MILLION DEATHS GLOBALLY IN 2010, 15% IN AMERICAS

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Regulation has been clearly recognized as an essential public health function but its capacity lags behind other fields of public health action.


A TOOLBOX OF REGULATORY STRATEGIES FOR NCDS

The Big 4

PAHO Country Capacity Survey

Strengths in tobacco, weakness in other areas

Deficiencies of regulatory policies, lack of enforcement of existing policies

Tobacco and alcohol taxed sufficiently but too low

The Big 4
Success Stories from the Americas

The Framework Convention on Tobacco Control

30 of 35 countries have ratified FCTC
Still Missing: Argentina, Cuba, Dominican Republic, Haiti, USA

Demand reduction:
- Price and tax measures
- Protection from exposure to tobacco smoke
- Regulation of the contents
- Regulation of advertising
- Packaging and labeling
- Education, communication, training and public awareness
- Advertising, promotion and sponsorship
- Reduction measures concerning tobacco dependence and cessation

Supply reduction:
- Illicit trade in tobacco products
- Sales to and by minors
- Reporting, Monitoring & Conference of the Parties

Cov Erage of the Adoption of MPOWER Tobacco Control Model, Population of the Americas 2012

Coverage of the adoption of MPOWER tobacco control model, population of the Americas 2012

Front of Pack Food Labelling in Ecuador and Chile

These tobacco measures work
SODA (SSB) TAXES PASSED:
MEXICO (10%) 2013
BERKELEY, CA (10%) 2014
CHILE (8%) 2015
BARBADOS (10%) 2015
are they working?

MEXICO'S TAX - 1 YEAR ANALYSIS
Methods: Analysis of households in 53 cities from commercial panel
Results: 6% decline in SSB sales over pre-tax trends, rising to 12% by last month
4% increase in untaxed beverages, primarily bottled water
Attempt to reduce the tax just failed this past week
Coliberti, Rivera, Popkin & Ng 2015

BERKELEY STORE STUDY - PRICE PASSED ON TO CONSUMER IN CHAIN STORES AND PARTIALLY IN PHARMACIES BUT NOT YET INDEPENDENTS AT MONTH 4
Ng, Silver, Ryan, Induni, Hamma, Poti, Popkin 2015 preliminary data

BERKELEY STUDY 2 - TAX FULLY PASSED ON IN BOTH CHAIN STORES AT 6 MONTHS POST TAX
100 MILLION TRANSACTIONS, 9.1M FOR STUDY BEVERAGES

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B.E.S.T STUDY BERKELEY SODA TAX - NEW RESULTS
- DID THE TAX GET PASSED ON TO CONSUMERS?
THE FIRST STEP FOR EFFECTIVENESS
Methods:
Study 1 - Direct Observation of Prices of panel of 68 beverage products in sample of 26 stores of varying types, 1,668 prices collected 12/2014 and 6/2015 in month 4 post-tax
Study 2 - Analysis of sales weighted retail scanner data from 2 grocery chains in Berkeley and comparison cities 2014 to 2015. Covers first 6 months of tax. Covers 100 million transactions including 9.1 million covered beverage transactions

Data is interim and preliminary
Ng, Silver, Ryan, Induni, Hamma, Poti, Popkin 2015
Salt Smart Americas
13 countries taken action to reduce salt:
- "Less Salt, More Life" in Argentina combined voluntary targets with mandatory maxima 2013
- Similar measure introduced in Paraguay for bread/farinaceous products 2013
- Voluntary salt reduction initiatives in Brazil, Canada, Chile, and Mexico
- Mercosur common market adopted targets
- Efforts way ahead of US FDA

Do we need a Global Framework Convention for Healthy and Sustainable Food?
A growing movement says yes

Trans Fat
Bans in Argentina 2010
US 2015

Source: World Cancer Research Fund, 2014

Building leadership, awareness and commitment
Strengthening the response of health services
Reducing the availability of alcohol
Marketing restrictions
Pricing policy/Excise tax
Community action
Drink driving countermeasures
Reducing the impact of illicit and informally produced alcohol
Reducing negative consequences of drinking
Monitoring and surveillance

The Story of Diadema, SP in Brazil in 2002
4,800 bars told to close between 23h and 6 am
Homicides 47%  
Road Accidents 30%  
Assaults against women 55%  
Alcohol related hospital admission 80%  
Business improved
Copied by 120 municipalities and one state

Source: PAHO, 2015

Physical Activity
PHYSICAL INACTIVITY

How can we stop climate change?

Source: Torres et al., 2013
ROADBLOCKS

- Health system staff not trained as regulators or planners
- Political will to take on economic interests
- Funding of regulatory activities

THE SEQUEL TO:

TOBACCO INDUSTRY REGULATORY SABOTAGE STRATEGIES:
Food and Alcohol industry sequels now in theaters!

+ Influence the political and legislative process
+ Exaggerate the economic importance of the industry & negative impact of regulation
+ Manipulate public opinion to improve the industry's image
+ Facilitate support through front groups
+ Discredit proven science
+ Intimidate governments with litigation

Source - WHO 2013

TRADE NEGOTIATIONS

Examples: USTR complaint about Chilean Food Labels,
Trans Pacific Partnership debates
+ Need to go beyond access to medication
+ Assure right to protect public health in all agreements, global and regional
+ Work with Ministries of foreign relations and others to keep public health on the agenda
+ WTO SPS agreements: “Members shall ensure that their sanitary or phytosanitary measures are based on an assessment, as appropriate to the circumstances, of the risks to human, animal or plant life or health, taking into account risk assessment techniques developed by the relevant international organizations”

LOOKING FORWARD FOR HEALTH SYSTEMS

Help meet the 25 x 25% premature mortality goal by achieving NCD risk factor reduction targets
Strengthen the public health stewardship function
Help level to playing field between private economic interests and broader societal interests, strengthening fair governance

LOOKING FORWARD

Evaluate existing regulatory & planning capacity and laws
Strengthen organizational development for regulatory capacity in health systems
Strengthen technical capacity and exchange for control of these specific risk factors
Strengthen the capacity of civil society
Develop a research agenda
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