WHO global communications campaign on NCDs

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THE WORLD’S BIGGEST KILLER

Non-communicable diseases (NCDs) are the leading cause of death in the world, killing 38 million people each year.

16 million of these deaths are ‘premature’, occurring before the age of 70.
4 MAIN DISEASES

Cardiovascular diseases account for most deaths, followed by cancer, respiratory diseases, and diabetes. These four groups of diseases account for 82% of all NCD deaths.
MANY ILLNESSES, MANY CAUSES

NCDs are grouped together because they share many of the same risk factors. Smoking, physical inactivity, the harmful use of alcohol and unhealthy diets all increase the risk of dying from an NCD.
AN UNFAIR BURDEN

Almost three quarters of NCD deaths occur in low and middle income countries.

The burden falls most heavily on nations already grappling with communicable diseases, and with the least resources to fight back.
THE OPPORTUNITY

In 2013, more than 190 countries agreed to implement the WHO Global NCD Action Plan for the Prevention and Control of NCDs. It is a roadmap to achieve nine global targets by 2025.

Target 1: A 25% relative reduction in the overall mortality from cardiovascular diseases, cancer, diabetes, or chronic respiratory diseases

Target 2: At least 10% relative reduction in the harmful use of alcohol, as appropriate, within the national context

Target 3: A 10% relative reduction in prevalence of insufficient physical activity

Target 4: A 30% relative reduction in mean population intake of salt/sodium

Target 5: A 30% relative reduction in prevalence of current tobacco use in persons aged 15+ years

Target 6: A 25% relative reduction in the prevalence of raised blood pressure or contain the prevalence of raised blood pressure, according to national circumstances

Target 7: Halt the rise in diabetes and obesity

Target 8: At least 50% of eligible people receive drug therapy and counseling (including glycemic control) to prevent heart attacks and strokes

Target 9: An 80% availability of the affordable basic technologies and essential medicines, including generics, required to treat major NCDs in both public and private facilities
SUSTAINABLE DEVELOPMENT

Global efforts to achieve the **Sustainable Development Goals** by 2030 present an opportunity to take action on NCDs

**SDG 3**
Ensure healthy lives and promote wellbeing for all at all ages.

**Target 3.4**
By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being.
MOBILIZING THE PUBLIC FOR CHANGE

But to achieve these targets, governments need to know that their citizens want them to.

As with public health crises of the past, lasting change requires mobilizing the public in order to pressure leaders.
THE CAMPAIGN
Our ultimate goal

To reduce premature mortality from NCDs by 2025.

Our aims

-Accelerate country implementation of the GAP 2013-2020 and meet the 9 global targets.

-Use stories of people affected by NCDs to change the narrative about the issue.
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Main message: Meeting the 9 global NCD targets by 2025 is urgent and feasible.

Target audiences:
National policymakers
General public
Three components of the campaign

GLOBAL POLICY
- Promotion
- Translation
- Dissemination

NATIONAL ACTION
- Country progress
- Showcase good practices

HUMAN FACE OF NCDs
- Promote stories of people affected
- Reduce stigma
- Build momentum for social and political change
A Different Kind of Campaign

PARTICIPATORY

USER-CENTERED

MOVEMENT GENEROUS
ISSUE FRAMES

1. Tackling NCDs helps to save lives
2. Tackling NCDs helps to reduce poverty
3. Tackling NCDs helps to save money
4. Governments are responsible for leading the change
5. Our greatest opportunity for impact is now
WHY SOLUTIONS?

a. Meet people where they are by telling understandable and relatable personal stories

a. Leverage existing NGO networks working on specific illnesses

a. Create targeted asks to governments, which increase mobilization and the chance for success
CAMPAIGN RESOURCES

- New WHO website
- Country progress pages
- 10 policy briefs on the global NCD targets
- “Test your NCD IQ” quiz
- #beatNCDs brand visuals
- “NCDs&me” story site
Campaign Timeline

**2017**
Develop the campaign to include more countries, partners, materials, and specific targeted campaigns.

**2018**
Promote progress and support implementation

**Third UN High-level Meeting on NCDs**
JOIN THE CAMPAIGN

• Check your country’s progress on NCDs
  • [www.who.int/beat-ncds/en](http://www.who.int/beat-ncds/en)

• Share your NCD story:
  • [www.who.int/ncds-and-me](http://www.who.int/ncds-and-me)

• Use #beatNCDs as part of your messaging on social media

• Use the campaign materials as part of your outreach

• Share your campaigns and materials with WHO