Comments of Cancer Aid Society in response to the discussion paper under WHO global coordination mechanism on the prevention and control of non communicable diseases Working Group on how to realize Governments commitment to provide financing for NCDs.

Question 1. Are there other existing or potential sources of funding for NCD prevention and control that are not identified above?

Comments: When it comes to the Charity laws in various countries prevention and control of non communicable diseases is not considered as Charity and as such the NGOs engaged in above functions cannot take the benefit of Tax Exemption and do not get donations thereof. This is a major deterrent in prevention & control of Non Communicable Diseases, Health Education and Advocacy for such Non Government Organisations. This should be taken up seriously for end results. Member States should review the Charity Laws and prevention & control of Non Communicable Diseases should be regarded as a charitable activity so as to involve more and more NGOs increasing community outreach.

Public Private Partnership, Corporate Social Responsibility and Resource Mobilisation through Sponsorship of the Programs through the Community Participation can be other viable options.

With the increasing market and popularity of the fast food products which are the basic cause in improper food habits and the underlying important cause in promoting NCDs, the entire prevention and control of NCDs must be linked to those underlying factors by starting a taxation system consistent with the calculated ‘median costs’. Companies which are benefited by marketing of their unhealthy foods must be made to bear the cost of interventions for NCDs prevention and control. Therefore, those products which are causing injury by adding NCDs promoting factors (salt, sugar, trans fats) must be brought under the gamut of these proposed additional taxations to generate extra funding to support NCDs prevention and control interventions.

Question 2. What other approaches have proved successful at country level in harnessing greater resources for NCD prevention and control, and what were the key success factors?

Comments: At the country level in India the efforts are far less in comparison with the challenge and there are only few successful examples:

Under Corporate Social Responsibility, the public sector company Oil & Natural Gas Commission (ONGC) sponsored a Pilot Project on Prevention and Control of the Non Communicable Diseases in Delhi and NCR
Region which was very successful and appreciated by the stakeholders thus demonstrating effectiveness of the Public-Private Partnership between ONGC and Cancer Aid Society.

A novel approach to generate consistent resources has been pursued by the Cancer Aid Society since 1987, to finance its Awareness Programs across India. It has been active in the area of prevention and control of Tobacco, Cancer & NCDs by integrating effectively Awareness & Advocacy through outreach to the educational institutions and the community. These are magnified to large scale through participation of schools involving children at the young age. Children in turn have served as ambassadors of the program taking the message home. Without any financial assistance from any quarter, Cancer Aid Society has successfully managed to be the Country Leader in fight against Tobacco, Cancer and Non-Communicable Diseases since last two and a half decades through this community outreach program, a novel approach which can be emulated by others across the globe.

**Question 3. To what extent should revenues from any new “innovative” revenue-raising modalities be earmarked for NCDs, and if so, how?**

**Comments:** New revenues can be generated by adopting a twin approach of taxing promoters and involving those who can help reduce NCDs incidence. All those industries promoting NCDs directly or indirectly must be levied with extra tax for increasing the burden of NCDs. These include Soft Drinks, Packaged food, Junk food, Bakery using trans fats, Alcohol industry and Tobacco industry.

Industries that can increase human activity, exercise etc is the outdoor industry, involving gadgets for exercise, treadmills, travels, outdoor games and recreational industry. These industries can be promoted by lower taxation on these products leading to their increased sales and extra revenue. These extra funds collected may be used for NCDs intervention for prevention and control.

**Question 4. How can Member States ensure funds bought in from new sources are additional and minimize potentially negative impacts on the allocation of discretionary revenues?**

**Comments:** Allocation of the funds has to be done cautiously so as to fund the activities that cost less and have been ignored down the line defeating the objectives themselves. Whereas when it comes to prevention and control of NCDs through awareness it is cost effective and has always been ignored over heavy dependence on curative treatment and research. Additional funds thus generated should be carefully utilised in new domains which lack resources rather than once again being invested in the area which has already caused the current scenario globally. In India the same was clearly admitted in the National Cancer Control Program 1984 which was in fact meticulously drafted, however the document was never implemented and in subsequent documents of National Cancer Control Program, the focus was again shifted back on curative treatment over prevention and palliative care.

**Question 5. Based on experience to date, what are the main challenges or bottlenecks to harnessing greater resources for NCD prevention and control at domestic and international level?**

**Comments:** Charity Laws as mentioned in the first comment is the bottle neck and needs to be redressed immediately. Tax sops for donors investing in NCD prevention and Control shall address the challenge and rope in more and more Donors & NGOs raising Public awareness and making it a community movement which shall reduce the burden on the State.

**Question 6. What further information and analysis would support the case for greater investment in NCD prevention and control?**

**Comments:** Translation of existing research into action for improvement in quality of packaged food, fast food, junk food, confectionary items, which contain excessive salt, sugar, trans fats, less consumption of water and linking them to their harmful effects in children and adults, such as, obesity, diabetes and
hypertension later in life. Setting standards for quality of edibles and sweets widely sold in India by vendors and the extent of sweetness (or percentage of white sugar) in those sweets. To monitor and fine (penalise) guilty who are not keeping up with the standards. The revenue generated through fines on non-compliance to standards and quality to be used for NCDs prevention.

**Question 7. What approaches or arguments have proved most successful to date in increasing domestic financing for NCD prevention and control?**

**Comments:** In India Cancer Aid Society organizes Awareness Programs on Prevention of NCDs & Cancer every year since 1987 in thousands of Institutions throughout the Country in the States of U.P., Uttaranchal, M.P., Delhi, H.P., Haryana, Rajasthan, Punjab, Maharashtra, Pondicherry, Gujarat, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala, Chhattisgarh, Orissa, Bihar, Jharkhand, Sikkim, Assam, Meghalaya, Arunachal Pradesh, West Bengal, Tripura, Mizoram, Andaman & Nicobar covering lakhs of students and through them among the millions of people. Students are taught about keeping away from addictions of drugs, alcohol, smoking & chewing tobacco or pan masala, carcinogens etc. Further they are taught about healthy living habits, good dietary habits, good genital and personal hygiene, physical activity along with the early symptoms of Cancer when it is curable if treated (currently 80% patients reach the doctors in the incurable stages where we lose precious human lives and resources). Through the students awareness is generated among the community through pamphlets in 12 regional languages and one to one contact thereby generating awareness among the large section of the community on the prevention of Non Communicable Diseases.

**Question 8. What approaches or arguments have proved most successful to date in increasing bilateral, multilateral and charitable funding for NCD prevention and control?**

**Comments:** After 2011 NCD Meeting in which the undersigned represented Cancer Aid Society from India, following initiatives were taken:

Prevention of Diseases were not covered as activities for support under Corporate Social Responsibility mentioned in schedule VII of the Companies Act. With active advocacy it was included in the amendment.

Under Corporate Social Responsibility, Oil and Natural Gas Corporation India Sponsored a Pilot Project on Prevention and Control of the Non Communicable Diseases in Delhi and NCR Region India which was successfully organised in 80 institutions covering 54332 pupil and was appreciated by all the stakeholders thus demonstrating effectiveness of the Public Private Partnership between ONGC and Cancer Aid Society.

In another successful Public Private Partnership of Tele Medicine Bus with the concept of Hospital reaching the door of the patient in Rural Areas was tried in Uttar Pradesh (India) which has 3% of Global population. A tripartite arrangement was signed between School of Telemedicine – Sanjay Gandhi Post Graduate Institute of Medical Sciences which took care of the expertise and technical instruments, Dr. KL Garg Memorial Society which financed the Bus & project expenses and Cancer Aid Society as the implementing agency. This state of art Telemedicine Bus was utilised for public awareness against Non Communicable Diseases including Cancer as well as providing early detection of the same having all the diagnostic equipments. This has been very successful and needs replication as the expertise of a tertiary care hospital is available at the doorsteps through Telemedicine.

**Question 9. What innovative financing approaches have proved most successful to date in increasing additional funding for NCD prevention and control?**

**Comments:** In India 8th of December has been declared as NCD Awareness Day since 2013 so as to integrate and unify the effort made by organisations working for prevention and control of different NCDs individually and severally. This has helped in generating enthusiasm and funding for the integrated effort focussing on the involvement of larger section of the community raising awareness on the issues and importance to fight it out collectively.
Question 10. Are there other innovative financing approaches that should be considered to help to increase net funding for NCD prevention and control at country and global level?

Comments: HDFC Mutual Fund brought out a mutual fund part of which was utilised for assisting the Cancers patients as well as other part gave returns to the investors on their investments.
Such schemes can be worked out through public private partnership.
A portion of funds generated by sports industry, in particular the highly patronized games of cricket, football, hockey etc. in particular must be made to pay for the funding to popularize outdoor games for NCDs prevention.

Question 11. What are the recommendations to Heads of State and Government to ensure that their 2011 commitment is realized before the third high-level meeting on NCDs in 2018?

Comments: Amendment of the Charity Laws so as to bring in its ambit the NGOs working on prevention and Control of NCDs which will rope in more and more NGOs thereby creating additional resources. As of now it is not considered as a charitable activity under various charity laws in different countries such as USA & India.
Offering tax sops for investment/ donations towards the prevention and control of the Non Communicable Diseases.
Inclusion of prevention and control of the Non Communicable Diseases as a activity recognised under Corporate Social Responsibility.
Increased Public Private Partnership for dissemination of information on NCDs and resource mobilisation.
Methods of integration of the existing state and non state infrastructure available.
Declaring Brand Ambassadors who may have a great public appeal and will influence the community participation on different issues.
Inclusion of prevention and control of the Non Communicable Diseases in the curriculum of Students.
Ministry of Health to check misuse of X Rays during pregnancy and coordinate between different Ministries such as Drinking Water for presence of carcinogens like Arsenic in underground water, Consumer Affairs for tobacco, Chemicals for pesticides causing cancer, Communications for advertisement of Pan Masala in TV & Radio, Food Processing for packaged food causing NCDs and use of low Sodium salt, Agriculture for alternate of tobacco farming & closing of Tobacco Research Institutes, Food and Public Distribution for supply of low Sodium salt etc. Micro, Small and Medium Enterprises for promoting industries targeting healthy food and life style.

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