Briefing for Member States

First meeting of the WHO GCM/NCD Working Group on:

Health Education and Health Literacy for NCDs

27-28 February 2017
WHO Salle G

WHO Global Coordination Mechanism on the Prevention and Control of NCDs

A platform for multisectoral and multistakeholder action on NCDs in the SDG-era
WHO Global Coordination Mechanism for the Prevention and Control of NCDs

**Conceptual framework**

- **Terms of Reference** (adopted by the World Health Assembly in 2014)
- **Work plan 2014-2015** (noted by the World Health Assembly in 2014)
- **Work plan 2016-2017** (noted by the World Health Assembly in 2015)
- **Work plan 2018-2019** (will be presented to the World Health Assembly in 2017)
GOOD HEALTH AND WELL-BEING

ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

1. NO POVERTY
2. ZERO HUNGER
3. QUALITY EDUCATION
4. GENDER EQUALITY
5. CLEAN WATER AND SANITATION
6. AFFORDABLE AND CLEAN ENERGY
7. DECENT WORK AND ECONOMIC GROWTH
8. SUSTAINABLE CITIES AND COMMUNITIES
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
10. REDUCED INEQUALITIES
11. SUSTAINABLE ECONOMIES
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
13. CLIMATE ACTION
14. LIFE BELOW WATERS
15. LIFE ON LAND
16. PEACE AND JUSTICE
17. PARTNERSHIPS FOR THE GOALS

EMPOWERING STRONG LOCAL INSTITUTIONS TO DEVELOP, IMPLEMENT, MONITOR AND ACCOUNT FOR AMBITIOUS NATIONAL SDG RESPONSES
MOBILIZING PARTNERS AND HEALTHY DIETS TO ATTAIN THE HEALTH-RELATED MDGs
Mobilizing Partnerships to Monitor and Account for Ambitious National SDG Responses
Prioritizing the Health Needs of the Poor
Addressing the Causes and Consequences of All Forms of Malnutrition
Supporting High-Quality Education for All to Improve Health and Health Equity
Fighting Gender Inequalities, Including Violence Against Women
Preventing Disease Through Safe Water and Sanitation for All
Promoting Sustainable Energy for Healthy Lives and Livelihoods
Promoting Health Employment as a Driver of Inclusive Economic Growth
Ensuring Equitable Access to Health Services Through Universal Health Coverage Based on Stronger Primary Care
Promoting National R&D Capacity and Manufacturing of Affordable Essential Medical Products
Fostering Healthier Cities Through Urban Planning for Cleaner Air and Safer and More Active Living
Promoting Responsible Consumption of Medicines to Combat Antibiotic Resistance
Protecting Health from Climate Risks and Promoting Health Through Low-Carbon Development
Supporting the Restoration of Fish Stocks to Improve Safe and Diversified Healthy Diets
Promoting Health and Preventing Disease Through Healthy Natural Environments
Empowering Strong Local Institutions to Develop, Implement, Monitor and Account for Ambitious National SDG Responses

World Health Organization
WWW.WHO.INT/SDGS
SUSTAINABLE DEVELOPMENT GOALS
Commits governments to develop comprehensive integrated national responses

- **Target 3.4**: By 2030, reduce by one third premature mortality from NCDs through prevention and treatment and promote mental health and wellbeing
WHO Global Coordination Mechanism on NCDs

Scope and purpose:
Facilitate and enhance the coordination of activities, **multi-stakeholder engagement and action** across sectors at the local, national, regional and global levels, in order to contribute to the implementation of the WHO Global NCD Action Plan 2013 – 2020.

Five functions:
- Advocating and raising awareness
- Disseminating knowledge and information
- Encouraging innovation and identifying barriers
- Provide a forum to identify barriers and share innovative solutions and actions for the implementation of the global action plan for the prevention and control of NCDs 2013–2020 and to promote sustained actions across sectors.
- Advancing multisectoral action
- Advocating for mobilization of resources
Activities

- Working Groups
- Dialogues
- Virtual discussion forums
- Knowledge dissemination, *including exchange of best practices*
- Newsletters
- Webinars
- Communities of Practice
- Global communications campaign
- Integrated support to Countries
Purpose and Terms of Reference for GCM Working Groups

• In May 2014, the 68th WHA endorsed the WHO GCM/NCD TORs and noted its 2014-2015 and then 2016-2017 work plan, including establishment of Working Groups.

• The TORs for the Working Groups spelt out (i) the process for nominating and appointing experts to the WGs; (ii) that Co-Chairs would be from developed and developing Member States; and (iii) the working procedures.

• The WHO GCM/NCD Working Groups are tasked with providing recommendations to the WHO Director-General on ways and means of encouraging countries to realize the commitments made by Heads of State and Government at the 2011 UN General Assembly High-level Meeting on NCDs and the UNGA outcome document 2014.

• The Working Groups can consult with relevant intergovernmental organizations and non-State actors in their work (as per para 13 of the TORs).
WHO GCM/NCD Working Groups

Working Groups are Complementary in Scope

2014-2015
- Financing for NCDs
- Engagement with the Private Sector

2016-2017
- Inclusion of NCDs in other programmatic areas
- Alignment of international Cooperation with national NCD plans
- Health education and health literacy for NCDs
WHO GCM/NCD Working Group 3.3

Mandate

To recommend ways and means of encouraging Member States and non-State actors:

• To promote health education and health literacy for NCDs,

• with a particular focus on populations with low health awareness and/or literacy,

• and taking into account the cost-effective and affordable interventions for all Member States contained in Appendix 3 of the WHO global action plan for the prevention and control of NCDs 2013–2020.
United Nations General Assembly Political Declarations on NCDs
High-level commitments

2011 Political Declaration of the 1\textsuperscript{st} High-level Meeting of the UN General Assembly on NCDs

Para 43(b): Reduce NCD risk factors and create health-promoting environments: Develop, strengthen and implement, as appropriate, multisectoral public policies and action plans to promote health education and health literacy, including through evidence-based education and information strategies and programmes in and out of schools and through public awareness campaigns, as important factors in furthering the prevention and control of NCDs, recognizing that a strong focus on health literacy is at an early stage in many countries.

2014 Outcome Document of the 2\textsuperscript{nd} High-level Meeting of the UN General Assembly on NCDs

Para 30(a)(iii): To take the following measures with the engagement of all relevant sectors, including civil society and communities, as appropriate: Continue to develop, strengthen and implement, as appropriate, multisectoral public policies and action plans to promote health education and health literacy, with a particular focus on populations with low health awareness and/or literacy;
Members of Working Group 3.3

**Co-Chairs**
- **Dr Lixin Jiang** *(China)*  
  Assistant Director of the National Centre for Cardiovascular Diseases;  
  Co-Director of China Oxford Centre for International Health Research; Editor-in-Chief, The Lancet China
- **Professor Sergey Boytsov** *(Russia)*  
  Director, National Research Center for Preventive Medicine, Ministry of Healthcare of the Russian Federation

**12 members total** 2 from each WHO region, with balanced representation

- Dr Rosmond ADAMS  
  *(St.Vincent & The Grenadines)*
- Professor Wagida A. ANWAR  
  *(Egypt)*
- Dr Kee-Seng CHIA  
  *(Singapore)*
- Dr Lorie DONELLE  
  *(Canada)*
- Dr Hla Mya Thway EINDA  
  *(Myanmar)*
- Dr Norhayati KASSIM  
  *(Brunei)*
- Dr Portia MANANGAZIRA  
  *(Zimbabwe)*
- Ms Erika PLACELLA  
  *(Switzerland)*
- Mr Ion SALARU  
  *(Moldova)*
- Ms Judith SEGNON  
  *(Benin)*
- Dr Pandup TSHERING  
  *(Bhutan)*
Special Advisors and Facilitator for WG 3.3

- **Professor Ilona Kickbusch**
  Director of the Global Health Centre and Adjunct Professor,
  The Graduate Institute of International and Development Studies, Geneva

- **Professor Don Nutbeam**
  Professor of Public Health, University of Sydney

- **Dr David Novillo**
  Advisor, Knowledge Management & Digital Health
  Regional focal point for the WHO eHealth Program, PAHO

- **Dr Ishu Kataria**
  Global Chapter Coordinator, Young Professionals Chronic Disease Network

- **Professor Richard Osborne (Facilitator)**
  Head, Health Systems Improvement Unit, School of Health and Social Development
  Centre For Population Health Research, Faculty of Health, Deakin University, Australia
Working Group 3.3

Key questions that are being asked of this WG include the following:

- What are the **context-specific settings** across population groups that health literacy interventions should address?
- How can health education and health literacy **enhance the prevention and control of NCDs**?
- What is the **role of health literacy measurement**, including health literacy surveys, to enhance health literacy responsiveness?
- What is the **role of digital health literacy** in addressing equity considerations in the prevention and control of NCDs?
- In supporting the implementation of the Shanghai Declaration, how can health literacy contribute to **the realization of the SDGs**?
- What are the **potential cost-effective intervention on health literacy** for different contexts, settings and populations?
WG 3.3 Meeting Schedule 2017 Overview

1st meeting: 27-28 February 2017

- Contact parties for hearings during the 2nd meeting
- Public comment on background papers, collect additional country cases, best practices and call for papers
- Further guidance, implementation and scale up of demonstration projects

2nd meeting: 12-13 June 2017

- Hearing with stakeholders and experts, including relevant NSAs
- Further discussion on WG’s recommendations and final report

- Circulate interim report with draft recommendations for public comments
- Pre-evaluation of demonstration projects
- Mapping of context-specific, best buy interventions on HL for NCDs

3rd meeting: 2-3 October 2017

- Discussion on the draft report, building on public comments
- Adoption of the report and submission to the Director-General of WHO

4th meeting: virtually if required
WG 3.3 Meeting Schedule 2017

1st meeting: 27- 28 February 2017

Objectives:

• To provide overview and context in order to deliver on the mandate of the Working Group.
• High-level input and guidance from all Special Advisors
• To ensure alignment and enhancement of existing commitments: (i.e 2011, 2014, SDGs, Shanghai Declaration, Budhva Declaration)
• To open discussions on preliminary format and content of final report, including topics to be included in annexes.
• To agree on outreach and consultation process with subject matter experts, relevant stakeholders and additional resources.
• To address outline of demonstration sites and projects, with a view to stimulate further commitments from WG members
Demonstration Projects
Focused interventions on Health Literacy for NCD

Objective:
To advance national and international health literacy practice in support of accelerated progress in countries towards realizing their high-level commitments for the prevention and control of NCDs and SDG target 3.4

Initial participants from WG 3.3 members:
• Egypt: Health Literacy intervention addressing risk factors in a fishermen’s community
• China: Health Literacy intervention on cardiovascular diseases in 5 rural communities
• Myanmar: a Health Literacy survey that will define context-specific Health Literacy interventions
Building the political case for Health Literacy

- **National Health Literacy Strategy**: mainstreaming into existing health and sectoral strategies
- **Coordination and Accountability** Framework
- **National Health Literacy Survey**: national data, gaps, contexts
- Increase **research** on Health Literacy assessment tools
- **Economic burden** of low Health Literacy
- **Stakeholder mapping**
Country-specific target groups

- **National level**: National level interventions (i.e. Surveys, demonstration projects; media, campaigns)
- **Policy makers**: cross-sectoral; national and subnational
- **Health Care Providers**: medical curriculum and existing work force; insurance providers
- **Youth**: Schools, child and adolescent health literacy
- **General Public**: service users; consumers; community level (Enabling community action on health)
- **Marginalized population groups**: migrants, those not engaging with/excluded from health sector
WG 3.3 Draft Recommendations Set III

Mapping of potential best buy interventions on health education and literacy

- **What Works?:** evidenced based solutions; best practices; country cases; demonstration projects
- **Potential cost-effective interventions** on health literacy for different contexts, settings and populations
- **Demonstration projects:** proof of concept and scaling up
Update on the work of the WHO GCM/NCD Working Groups on:

- The inclusion of NCDs into other Programmatic Areas (WG 3.1, 2016)
  Co-Chairs: Colombia, Japan
- Aligning International Cooperation with National NCD Plans (WG 3.2, 2016)
  Co-Chairs: Zimbabwe, Norway
Reappointment of Working Groups 3.1 and 3.2

Objectives:

• Continue multistakeholder consultations:
  – Second web-based public consultation on Interim Reports, including draft recommendations (April 2017)
  – Focused consultation with additional stakeholders:
    • Side event at the Prince Mahidol Award Conference (February 2017)
    • Stakeholder roundtable on WG 3.1 and 3.2, in the lead up to WHA70 (May 2017)

In order to promote and collect inputs on:

• how to implement draft recommendations
• Consolidate more evidence
• Enrich the work with additional country case and best practices
• Develop additional documents based on the final reports (e.g. policy briefs and guidance documents) to facilitate country uptake and implementation of the Working Group recommendations
• Develop a dissemination strategy for Final Reports
• Virtual Meeting of Working Groups
WHO GCM Communities of Practice

communities.gcmportal.org

• Closed, online networks with strict governance structure (Guide)
• Building on knowledge management precedents, for knowledge sharing and collaborative learning
• Best practices, country cases
• Outputs published in a publically-available repository, after clearance
• Supporting the implementation of the GAP to achieve the nine voluntary NCD targets before 2025 and the NCD and NCD-related targets of the 2030 Agenda for Sustainable Development
WHO GCM Communities of Practice

• Communities of Practice in 2017:
  – NCDs and the Next Generation (communities.gcmportal.org/ncd-nextgen)
  – National NCD focal points (communities.gcmportal.org/ncdfocals)
  – NCDs and Health Literacy (communities.gcmportal.org/ncd-health-literacy)
  – NCDs, Health and Law (communities.gcmportal.org/ncds_law)
  – Multisectoral Action on NCDs (communities.gcmportal.org/oxford)

• Communities of Practice for the GCM/NCD Working Groups:
  – Inclusion of NCDs in other programmatic areas
  – Alignment of international cooperation with national plans on NCDs
  – Health education and health literacy for NCDs
Launch of NCDs and Next Generation
14-15 March 2017

• The CoP on NCDs and the Next Generation will hold its first virtual discussion this week

• The theme will be *Getting to 2018: Mobilizing young people as active change agents on NCDs for our future*
Global Communications Campaign on NCDs

**Objective:**
Inspire governments to take action on NCDs by demonstrating the feasibility and relevance of tackling NCDs to health and non-health sectors (e.g. finance, trade, transport, urban development, environment, education)
What does success look like?

**Outcome 1:** Stories of governments’ leadership and successes in tackling NCDs are highlighted by governments, WHO and third parties in public fora at national, regional and global levels, and on websites and social media.

**Outcome 2:** Governments, WHO and third parties use WHO communications material to insert NCDs into the discussions at regional and international meetings on development issues, and in national SDG debates.
Key activities and deliverables

• Identify and develop country feature stories/case studies (and related raw material, e.g. photo/video stories, graphics) illustrating government leadership, WHO technical guidance in action, as well as the linkages between NCDs and other sectors.

• Disseminate stories and related material on BeatNCDs website, social media, press, etc http://www.who.int/beat-ncds/en/

• Develop communication resources on feasibility and relevance of addressing NCDs

• Develop communication material on NCDs targets and NCD-related SDG targets

• Continue to mobilize people to tell NCD stories on the NCDs&Me website; enhance site to link to action http://apps.who.int/ncds-and-me/

• Translate all key communications material into WHO languages
The first General Meeting of the WHO GCM/NCD

Pursuant to paragraph 12 of the WHO GCM/NCD Terms of Reference
Organized in accordance with the modalities set out in Appendix 1 to Annex 3 of document A68/11.

Goal
Bring together Governments, the private sector, civil society, the United Nations system and other actors to raise the priority given to acting in collaborative multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the WHO GAP and the NCD-related SDG targets in all countries, in particular in developing countries.

Objectives, include:
• Encourage and promote effective public, public-private and civil society partnerships for attaining NCD-related SDG targets in countries
• Call upon civil society to hold governments responsible to exercise their primary role and responsibility in including NCDs in national SDG responses.

Logistics
• 2 day meeting, March 2018
• Plan to have a Steering Group of Member States
• Seek MSs active engagement in the scope, planning and ensuring multi-sectoral attendance
Thank you!

Email: mikkelsenb@who.int
Website: http://who.int/ncds/gcm/en/