Addressing NCDs at the National Level - Priorities for Action in Mexico

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Non communicable diseases and Obesity

- **NCD** Chronic diseases such as heart disease, cancer, and diabetes are among the most common, costly, and preventable of all health problems.

- **Diabetes** is the leading cause of kidney failure, non traumatic lower extremity amputations, and new cases of blindness.

- Obesity prevalence among adults has **tripled** since 1980. 1/

- Health care for NCD’s related to obesity costs 0.3% of GDP and 13% of total health expenditure (2008). 2/

- 7% to 11% of premature deaths are caused by chronic diseases related to obesity. 3/

Main health determinants in Mexico (DALYs)

<table>
<thead>
<tr>
<th>Burden disease (% total DALY)</th>
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<tbody>
<tr>
<td>0</td>
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<tr>
<td>Overweight &amp; obesity</td>
</tr>
<tr>
<td>Hyperglicemia</td>
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<tr>
<td>Harmful use of alcohol</td>
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<tr>
<td>High blood pressure</td>
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<tr>
<td>Unprotected sex</td>
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<tr>
<td>High colesterol</td>
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<td>Low physical activity</td>
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<tr>
<td>Malnutrition</td>
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<tr>
<td>Smoking</td>
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<tr>
<td>Poor water quality</td>
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<tr>
<td>Iron deficiency</td>
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<td>Indoor air pollution</td>
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<tr>
<td>Zinc deficiency</td>
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<td>Vitamin A deficiency</td>
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Chronic Disease: mortality 1985-2010

Approach to Non-communicable Diseases

- Objective focused in the needs of the population
- Decision-making based on evidence
- Efficient use of resources
- Benefit should be for the majority of the population
- Comprehensive
Intersectoral interventions: National Agreement for Nutritional Health

TEN OBJECTIVES
1. Increase physical activity
2. Promote Drinking water over sweetened beverages
3. Decrease sugar and fat content in beverages
4. Increase consumption of vegetables, fruits, legumes, whole grains and dietary fiber
5. Simple labeling and nutrition literacy
6. Breastfeeding
7. Less sugar added in industrialized foods
8. Decrease saturated fats and trans fats in industrialized foods
9. Decrease portion size
10. Decrease salt intake

Over 100 actions involving all sectors and 15 governmental entities

Proposed Strategic Goals
1. Reverse the rate of growth of overweight and obesity of 2 to 5-year-olds, to levels lower than those of 2006.
2. Stop, in 5 to 19-year-olds, the growth of overweight and obesity
3. Slow the rate of growth of overweight and obesity among adults

Stop, in 5 to 19-year-olds, the growth of overweight and obesity
Reverse the rate of growth of overweight and obesity of 2 to 5-year-olds, to levels lower than those of 2006.
Slow the rate of growth of overweight and obesity among adults
Actions and Interventions
Health Promotion for Obesity and NCD prevention

“5 steps for your health”

More than 450 projects in different cities in 27 states. Main strategy in 5 states. Behavior change model. (WHO Case Study)

“Watch your weight”
Physical activity and health promotion campaign with soccer league and Voit. Reaches 35 million people weekly.

Abdominal measurement card
Soccer ball VS obesity
Intersectoral Interventions

Search for consensus but also for more committed and effective actions:

- Improve nutritional content of breakfasts served at schools.

- Regulation for food and beverages sold at schools cafeterias (January 2011).

- Industry Self-regulation code for advertising of food and drink products directed to children (PABI).

- Medical Specialized Units for Obesity, Diabetes and HTA Control

Three key elements for the national strategy

1.- National Agreement for Nutritional Health
2.- Presidential Decree: National Chronic Disease Council (Feb 2010)
3.- Allocation of resources:

Overall prevention and promotion budget increased from USD 52 M in 2000 to USD 870 M in 2009 (7.5% of the Secretary of Health’s budget).
Mexican Health Reform with Seguro Popular

95 million Mexicans with public health coverage including:
- All primary-care and child interventions
- Universal access to medical drugs for chronic diseases
- Universal coverage for cancer in pediatric and woman’s cancer (breast and cervical)

End of 2009: 31.1
December 2010: 43.5
March 2011: 45.9
Full coverage: 51

2003: 49 millions; 2011: 95 millions
Actions towards affordable medicines

- Pharmaceutical expenditure adds up to 1.7% of GDP, 28.3% of total health expenditure and 59% of out-of-pocket expenditure in Mexico.

- A more competitive market is sought by the elimination of the requirement to have a production plant in order to import medicines, the promotion of generics and the sectoral negotiation of patented medicines since 2008.
Final Considerations

• Cancer, diabetes, and heart diseases are no longer the diseases of the wealthy (Ban Ki-Moon). They represent a public health emergency that demands the best interventions for the resources available and, in fact, the health MDGs are incomplete if they do not recognize the importance and impact of NCDs (Sir George Alleyne).

• The prevention and control of NCD represents a challenge that has been addressed through the implementation of several strategies, policies, and guidelines that seek to modify unhealthy lifestyles. Effective prevention requires budgetary commitments and surveillance systems.

• A coherent and intersectoral approach combining interventions is what has the greatest impact.

• A focus on children should prevail even if benefits will be observed in the long run.
• Sharing experiences will pave the way for better policy decisions: **global policies for global companies.**

• **Encouraging the leadership and governance on health matters is a priority,** as well as to continue promoting alliances between the public and private sector and social community.

• To diminish the burden of NCDs, the paradigm of health services must be changed in order to **provide adequate medical attention, increase coverage and guarantee the access, quality, and best price of the essential drugs that control these diseases.** Also, the provision of medical care should strive to reduce inequities among the population.
Thank you