University of Western Ontario
DEFINITION AND OVERVIEW OF THE ROLE OF CIVIL SOCIETY IN NCD PREVENTION AND CONTROL

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Civil society...totality of voluntary social relationships, civic and social organizations, and institutions...of a functioning society, as distinct from...force-backed structures of a state...and the commercial institutions of the market. Together, state, market and civil society constitute...society, and the relations...the character...and...structure.

Wikipedia – accessed 13 April 2011
ADVANTAGES OF CIVIL SOCIETY

I. VOLUNTARY

II. NATURAL LEADERSHIP

III. PEER PRESSURE AND PEER SUPPORT
WFN STROKE RELATED PROJECTS

1. **Ongoing**
   Where there are no neurologists (training nurses to be the primary care givers to stroke patients)
   Gretchen Birbeck – Africa

2. **Approved**
   a) Prototype survey of diagnostic and management capabilities in stroke worldwide
   Philip Gorelick et al (in collaboration with the WSO)
   b) Neurological education for non-neurologists (including stroke)
   Barbara Sherokman
c) Pediatric neurology training tool and site (including stroke)
   Douglas Postels

d) Field testing of WHO’s ICD-11 classification of stroke
   Donna Bergen and Raad Shakir (in collaboration with the WHO)
WFN STROKE RELATED PROJECTS

3. **Proposed**
   a) Stroke Telemedicine
      Bart Demaerschalk and David Hess

   b) International registry of maternal and neonatal stroke
      Cheryl Bushnell and Gabrielle deVeber

   c) International study in the identification of individuals with vascular cognitive impairment by a simple screening instrument (The Montreal Cognitive Assessment MoCA tool)
      Christopher Chen and Jose Merino
PERSPECTIVE

1. We live in an increasingly digitized, interconnected, knowledge-based economies

2. The main risk factors for NCD’s are either addictions (tobacco, alcohol) or conditioned behaviors (diet, physical activity) mediated through the brain.

3. Successful strategies in controlling NCD’s must include current and future understanding of the brain.
WORLD BRAIN ALLIANCE

Alzheimer’s Disease International (ADI)
European Brain Council (EBC)
International Brain Research Organization (IBRO)
International Child Neurology Association (ICNA)
International League against Epilepsy (ILAE)
World Federation of Neurorehabilitation (WFNR)
World Federation of Neurology (WFN)
World Federation Neurosurgical Societies (WFNS)
World Psychiatry Association (WPA)
World Stroke Organization (WSO)
World Heart Federation
WORLD BRAIN ALLIANCE

1. PREMISES
   a) The brain is the key to health and wellness

   b) Brain health and health begin with mother
      and child and their education

   c) Our brains are our future
WORLD BRAIN ALLIANCE

2. PROPOSALS

a) Work with the World Brain Alliance to identifying and implementing the prioritized, modular, stepwise measures to complement the current WHO and NCD Alliance agenda and the Millennium Development Goals, especially the Maternal and Child Health initiatives.
b) Accept “Stroke: Working Towards a Prioritized World Agenda”

c) Invest in further understanding of the brain, behavior and their disorders
WORLD STROKE AGENDA
A TREATABLE AND PREVENTABLE CATASTROPHE™
Stroke: Working Toward a Prioritized World Agenda
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The online version of this article, along with updated information and services, is located on the World Wide Web at:
http://stroke.ahajournals.org/cgi/content/full/41/6/1084
WORLD BRAIN ALLIANCE

“Better brains for a better world”
Thank you!
Спасибо
APPROACHES

1. Work with units of civil society through their leadership and in connection with government and the private sector to determine strategies, goals and methods of evaluation

2. Test diverse models by a system of cluster randomization

3. Change attitudes from viewing citizens as consumers of health care to producers of health, wealth and well being and customers of health services
ONE POSSIBLE EXAMPLE

1. **Civil Society** (eg. Autoworkers union locals)
   Make local unions responsible for its larger community, including families and retirees.

2. **Private Sector** (eg. Car manufacturer)
   Saving from decreased absenteeisms and sickness reinvested into health programs.

3. **Government**
   a) Encouraging new approaches
   b) Setting standards but not methods
   c) Legislation regarding major risk factors
   d) Create facilities for exercise and recreational activities
PSYCHOLOGY AND TECHNOLOGY

1. Florida high school students: Anti-smoking campaigners showed them how tobacco companies manipulated them into addiction

2. Designed withering commercials based on prank calls

3. The high school smoking rate dropped in half in less than a decade

NY Times April 17, 2011 p.9