

Alliance for Health Promotion
Comments prepared by
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for the

WHO – Informal hearing with non-State actors on the proposed draft updated Appendix 3 of the
WHO Global NCD Action Plan
25 August 2016

The WHO guiding principle seems to be a health methodology based on the 'silo' approach of 'interventions.' The evaluation of these evaluations is 'cost effectiveness' is economic criteria, yet p 5 of the Technical annex points out that ' emphasis should be given to both economic and non-economic criteria such as acceptability, sustainability, scalability, equity, ethics as multisectoral actions are essential in preparing to achieve the targets of the global action plan and should be considered before the decision to implement items in Appendix 3.'

Objective one correctly raises the need to enhance public and political awareness understanding and practice about prevention and control of NCDs. It continues with 'engage and mobilize civil society and the private sector as appropriate and strengthen international cooperation to support implementation of the Action plan at global, regional and national levels.

There is however nothing about HOW this might be done given it calls for cross border cooperation and health promotion in all policies. Where is the direction for relationships with Education, Information technology, integration of medical facilities so that hospital treatment is followed up in the community? What about the state of national governance with regard to the environment and the care taken to avoid pollution and provide opportunities for healthy living?

This element gets treated under Objective 3: Tobacco Use, Alcohol, Unhealthy diet/obesity, all of which are affected by human Addiction as a general component. There is surely a need for comparative studies and research across all to identify what works to change behavior and so make economic and financial sense rather than identify each as a needed individual 'intervention.'

In all of this Health Promotion NGOs are hard at work to find solutions. They have a central role in disease prevention and control at the community grassroots. There is however little sign of thinking as to integrating civil society more effectively into health systems.

An Health Promotion information network that starts out from the needs of the individual and their own responsibility for wellbeing in much the same way as the UK Citizens Advice Bureaux would be ideal. It would open the door to social mobilization via civil society and the work of non-governmental organizations linked into government action at the national, regional and international level.

However, I think there is a real need for more pragmatic detailed recommendations than so far demonstrated by Appendix 3, if the NCD Global Plan of Action is to take off and make a sustained difference.