

# Better health, better life:

Strategy to #beatNCDs in Norwegian development cooperation

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World Health  
Organization



**Congratulations  
from WHO!**

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Norway is the first @OECD #DAC  
Member to launch a  
development cooperation  
strategy to #BeatNCDs

# SDG target 3.4 on NCDs:

## Where do we stand today?

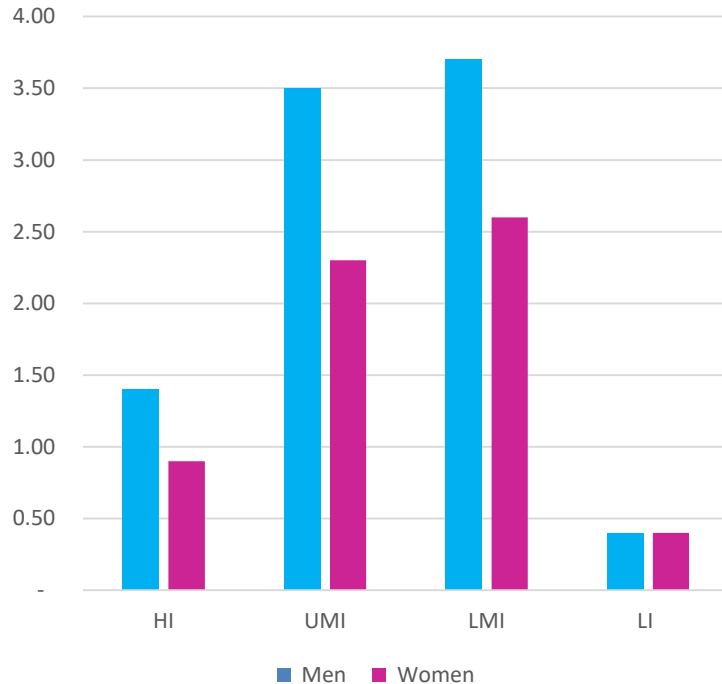
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- 15 million deaths from NCDs per year between the ages 30-70:  
**85% in #DevelopingWorld**
- Risk of dying from a major NCD is **three times higher** in Sierra Leone than in Norway
- UN General Assembly in 2011, 2014, 2015 and 2018: **NCDs is one of the major challenges for development in the 21<sup>st</sup> century**



# SDG 3.4: Lower-middle income countries are most affected

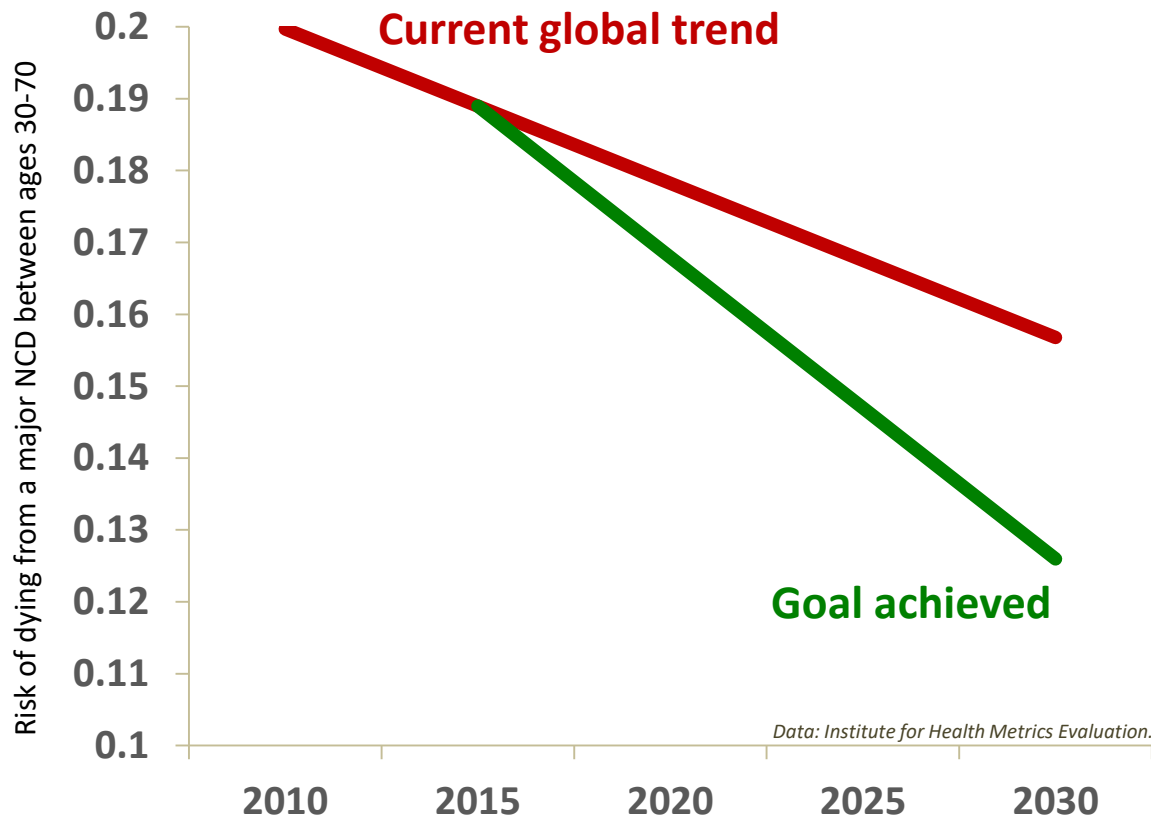
*Premature deaths (30-70) from NCDs in 2016*



WB Income Group	Men	Women	Total
High-income countries	1.4 M	0.9 M	2.3 M
Upper-middle income countries	3.5 M	2.3 M	5.8 M
Lower-middle income countries	3.7 M	2.6 M	6.3 M
Low-income countries	0.4 M	0.4 M	0.8 M
Total	9.0 M	6.2 M	15.2 M

# SDG target 3.4 on NCDs: World is not on track

40 countries: On-track  
154 countries: Off-track



**SDG target  
3.4 on NCDs:  
World is not  
on track**



**↑ Air pollution**

**↑ Unhealthy diets**

**↑ Tobacco use**

**↑ Physical inactivity**

**↑ Harmful use of alcohol**

**↑ Heart diseases and strokes**

**↑ Cancers**

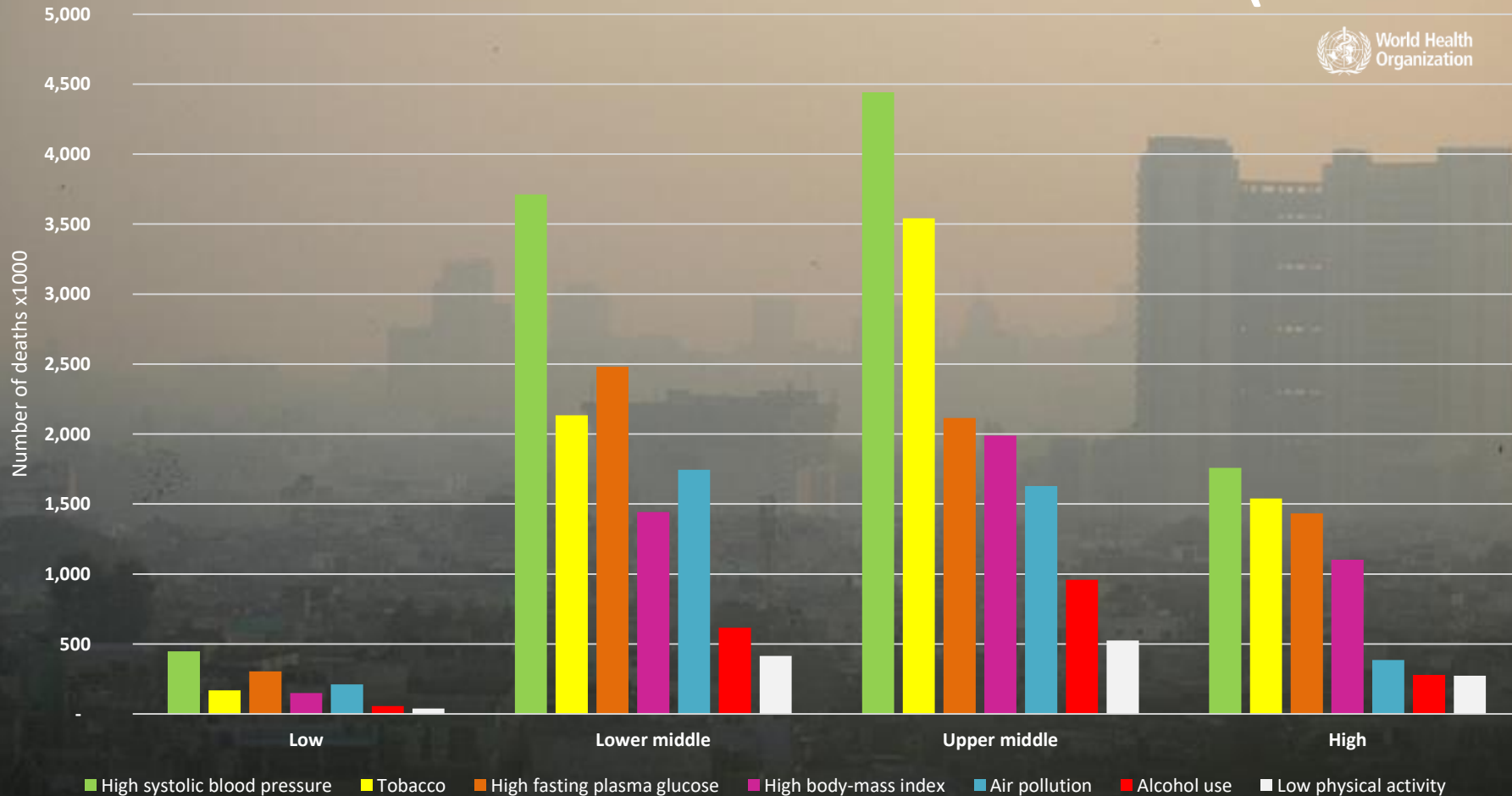
**↑ Diabetes**

**↑ Chronic respiratory diseases**

**↑ Mental health conditions**

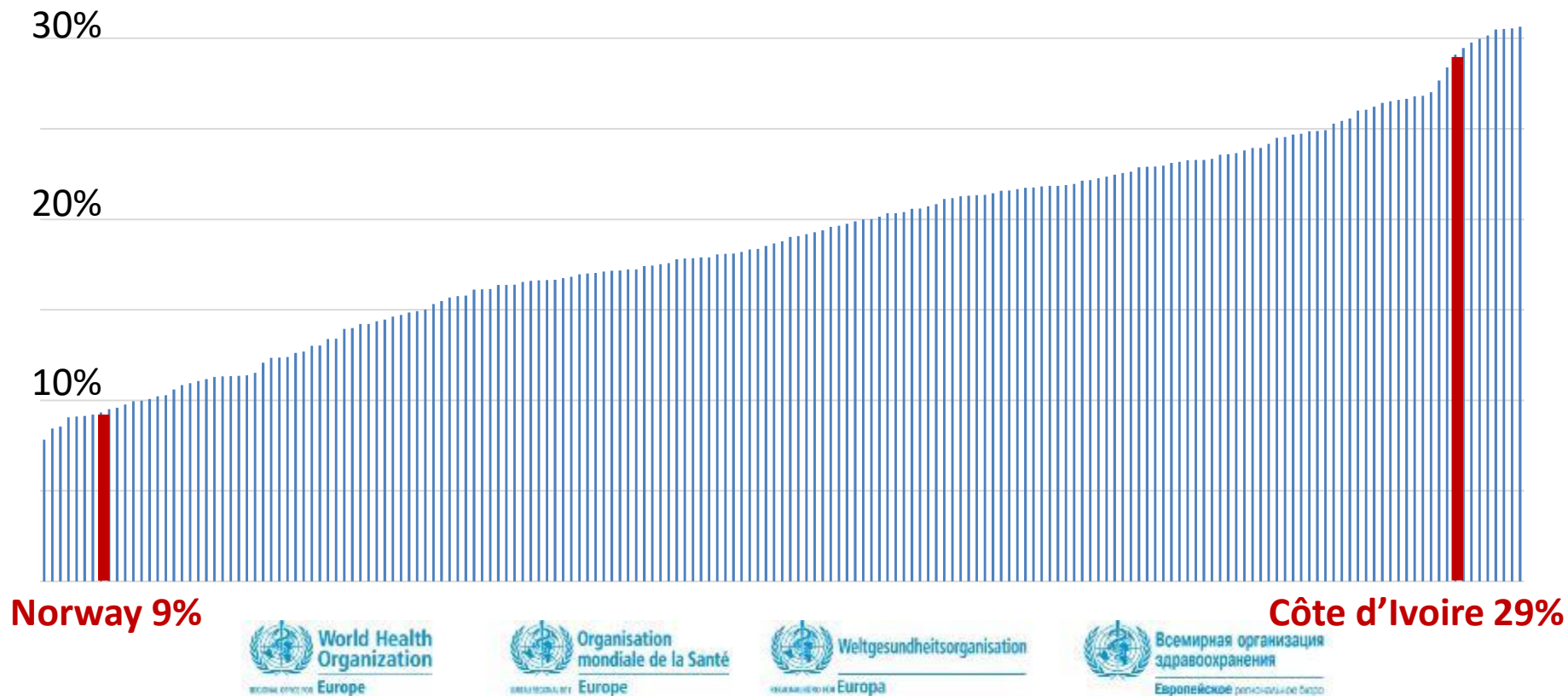


# Global NCD deaths attributable to risk factors (GBD 2017)



# The risk of dying from a major NCDs between the ages of 30-70

## #MindTheGap: Huge disparities between rich and poor countries



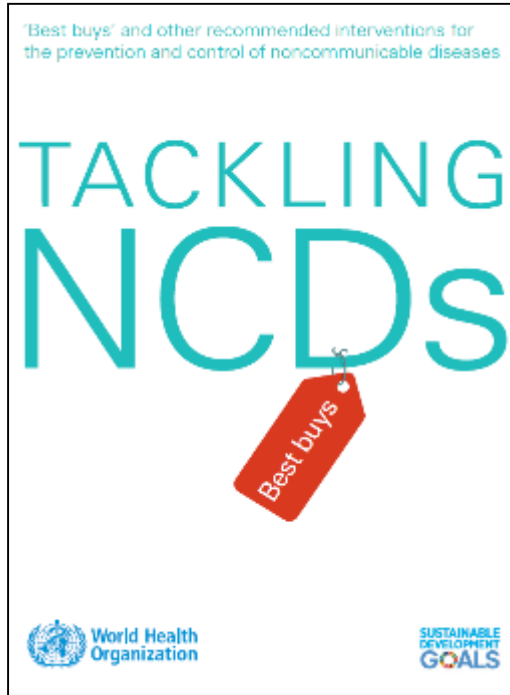


## SDG target 3.4 on NCDs: What is the solution?

Most deaths from NCDs between 30-70 in #DevelopingWorld can be **avoided and delayed** through:

- 1) **Risk factor reduction** through the implementation of policy, legislative and regulatory measures, including fiscal measures
- 2) Early detection, screening, diagnosis and treatment of major NCDs, with an emphasis on **primary health care (PHC) and universal health coverage (UHC)**

# Clarity on what works best: @WHO #BestBuysNCD



88  
Solutions



16  
Best-buys



**Best-buys:** Effective interventions with cost effectiveness analysis  $\leq$  I\$ 100 per DALY averted in LMICs




Effective interventions with cost effectiveness analysis  $\geq$  I\$ 100 per DALY averted in LMICs



Other recommended interventions from WHO guidance (cost effective analysis not available)

[www.who.int/ncds/management/best-buys/en/](http://www.who.int/ncds/management/best-buys/en/)

- 
- Reduces health-care costs from NCDs
  - Increases national revenue streams for development

## Why fiscal measures?

WHO promotes three fiscal measures to accelerate progress to SDG target 3.4:

- Increase excise taxes and prices on **tobacco** products
- Increase excise taxes on **alcoholic** beverages
- Increase effective taxation on **sugar-sweetened beverages**

# Equity is a political choice



We can tackle noncommunicable diseases for an additional  
**US\$ 1.27** per person per year\*

\*in low- and lower-middle-income countries



# Overcoming challenges to developing national NCD responses for SDG target 3.4

## Political choices

Integrate NCDs into national #SDG responses

## Health systems

Integrate NCD #BestBuys into #PHC and #UHC

## National capacities

Strengthen legal capacity for #regulation #RiskFactors

## International finance

Follow Norway's example 

## Impact of economic, market and commercial factors

Stop #IndustryInterference





## Which national NCD responses work best?

### Whole-of-government approaches:

**2/3** of health gains for NCDs can be achieved by influencing public policies in sectors like trade, taxation, education, agriculture, urban development, food and pharmaceutical production (vs. **1/3** by making changes in the health policy alone)



## Which national NCD responses work best?

### Whole-of-society approaches:

**Role of civil society:** Encourage governments to develop ambitious NCD responses, assess progress, amplify the voices about people living with NCDs, provide services

**Role of the private sector:** Support governments in creating an environment conducive toward SDG 3.4

# #SDG3 GAP: 7 accelerators for the health-related SDGs

Innovative programming

Community and civil society engagement



Data and  
digital health



**Stronger  
Collaboration,  
Better Health**  
Global Action Plan  
for Healthy Lives and  
Well-being for All



Sustainable  
financing  
for health



Research and  
development



Primary health care



Determinants of health

# #StrategicShifts

## What WHO is doing in 2020-2021 to #BeatNCDs

### Driving public health impact in every country:

- 100+ low- and middle-income countries will receive **technical assistance** from WHO in 2020-2021 to strengthen their national capacities to accelerate progress towards SDG 3.4

### Stepping up leadership:

- WHO is mobilizing governments through **10+ new initiatives** to accelerate progress towards SDG 3.4

### Focusing global goods on impact:

- WHO will develop **20+ global goods** on NCDs (e.g. normative work, guidance) to fill gap

The Sustainable Development Goals Report  
2019



# #BigData to #BeatNCDs

**WHO Global Accountability Framework for NCDs** endorsed by the World Health Assembly in 2013 (following successful negotiations with 194 countries led by Bjørn-Inge Larsen):

## Three components:

- Monitor exposures (risk factors)
- Monitor outcomes (morbidity and disease specific mortality)
- Health system responses (including national capacity to prevent NCDs in terms of policies and plans, infrastructure, human resources and access to essential health care, including medicines)



# Sense of urgency: NCDs in Norway's partner countries for long-term #DevelopmentCooperation



	Risk	Yearly deaths from NCDs between 30-70
Colombia	15%	85,600
Ethiopia	19%	119,600
Ghana	21%	41,400
Indonesia	27%	686,600
Malawi	20%	13,800
Mozambique	23%	28,100
Myanmar	24%	144,700
Nepal	22%	53,100
Tanzania	18%	53,800
Uganda	22%	41,700





## Why Norway's launch today is so exceptional

Norway has demonstrated great interest in pursuing **policy coherence** and reflecting the interconnectedness of promoting a multilateral trading system under WTO with promoting the prevention and control of NCDs in their international development policy as **two sides of the same coin** in terms of achieving the indivisible SDGs



# Thank you



#InvestInNCDs

*Norway*