



International
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Framework for Action for the Prevention and Control of Non-Communicable Diseases

Cardiovascular disease, cancer, diabetes and chronic respiratory diseases are no longer considered a concern unique to the developed world. They pose mounting threats to public health and public and private finances worldwide. These four disease areas, which fall under the WHO Action Plan for the Prevention and Control of Non-Communicable Diseases (NCDs)¹, already account for 63% of deaths in all countries, rich and poor, and their prevalence is growing fastest in middle and low income countries. Social factors such as urbanisation, rising incomes, changes in diet and lifestyle and improved life-expectancy have all contributed to an increased incidence of NCDs. These diseases are a major cause of poverty and present a barrier to economic development for many developing countries. Since the incidence of many NCDs can be reduced by changes in individual lifestyles, a focus on prevention is critical.

The research-based pharmaceutical industry is committing to a ten-point framework for action and an ongoing programme of research as a contribution to the WHO's Action Plan for the Prevention and Control of NCDs, and in support of the principles contained in the Moscow Ministerial Declaration and the NCD resolution passed by the World Health Assembly in May 2011². We believe that the progress made in global health over recent years has demonstrated that a progressive, collaborative multi-stakeholder partnership approach must be pursued to effectively address this growing concern. The extent of the NCD challenge requires, more than ever, the sharing of our collective expertise and strengths, as well as coordination and commitment to sustain the wide range of actions needed.

We ask other stakeholders to work together with us as we go forward to identify and respond to existing gaps in medical need in the developing world. Building upon the considerable work already underway, we commit to working in the following areas where we believe we can make the most significant difference.

Innovation and Research

- 1** Continue our extensive investment in research and development programmes dedicated to the development of innovative medicines for the prevention and treatment of NCDs³.
- 2** Endeavour to address the specific needs of developing world populations and settings with the NCD products we develop and manufacture⁴.

Access and Affordability

- 3 Work with governments and the WHO to promote policy, regulatory and supply chain environments that secure best quality of care for patients and enable companies individually to implement commercially sustainable access and pricing strategies for the supply of NCD vaccines and medicines to the developing world.
- 4 Actively support the WHO's work to advise on the appropriate use of medicines for the prevention and treatment of NCDs on the essential medicines list, and work with the WHO to advocate for the removal of administrative hurdles that currently limit access to essential medicines.
- 5 Work with the key stakeholders to call for the elimination of import duties on medicines for the prevention and treatment of NCDs and the removal of other unnecessary charges throughout the supply chain that increase the price to patients.

Prevention and Health Education

- 6 Promote innovative tools to increase health literacy, such as awareness of NCDs, their respective risk factors and the need to adhere to treatment⁵.
- 7 Continue our advocacy for and support of screening initiatives worldwide as part of a comprehensive prevention and treatment response to these diseases.
- 8 Actively promote best practices which advance a healthy workforce for the over one million employees our member companies represent worldwide⁶.

Partnership

- 9 Through research into new and existing best practice, support and where appropriate develop innovative health delivery models with partners that ensure the supply of quality assured and safe NCD treatments for patients who need them. Explore the potential for new Public Private Partnership (PPP) initiatives dedicated to patients in the developing world.
- 10 Work in partnership with UN Agencies (primarily WHO), governments, healthcare providers, health financing mechanisms, the wider business community, procurement bodies, NGOs and patient groups in the areas of prevention, innovation, access, financing and capacity building initiatives targeted at NCDs.

In making these commitments, we also pledge to report regularly on our progress and to share these updates with stakeholders, such as the WHO and other interested agencies. The NCD challenge can only be met successfully through the engagement of all parts of society in individual countries, as well as the global community, and a focused effort on combating these diseases in a sustainable manner. This framework underlines our contribution and commitment to that work.

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¹ <http://www.who.int/nmh/publications/9789241597418/en/index.html>

² http://apps.who.int/gb/ebwha/pdf_files/WHA64/A64_R11-en.pdf

³ www.phrma.org/research/new-medicines

⁴ For example, heat stable formulations and appropriate pack formats.

⁵ Using: Simple health scorecards; mHealth/eHealth Technology; Communication campaigns, adapted to local and cultural needs, targeting women and youth population.

⁶ For example, encouraging healthy staff restaurants, anti-smoking policies, implementing work-life balance policies and the promotion of walking/cycling to work.