



**Confronting** the Epidemic of Chronic Disease

## Why Prevention?

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Stig Pramming, Director  
Eva Olhof, Project manager

Oxford Health Alliance  
28 Margaret Street  
London W1W 8RZ  
+44 (0)20 7637 4330

### Why prevention?

- 1) Why is it so pressing to prevent chronic disease now? and why focus on the nutrition area?
- 2) What are the effects on society?
- 3) How can we get the influencers of health, i.e. gurus in business, science and governments to understand that health is an investment for life?

## The Oxford Health Alliance

is a global coalition with one goal:

**Confronting the epidemic of chronic disease**



## The Alliance focuses on **3** risk factors



**Tobacco**

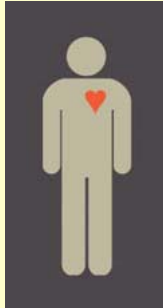


**Lack of physical activity**



**Poor diet**

Which lead to **4** chronic diseases  
that cause over **50** percent of deaths worldwide



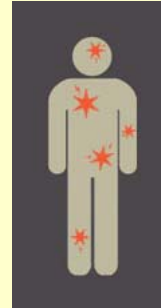
Cardiovascular  
disease



Chronic  
respiratory  
disease



Type 2 diabetes



Cancer

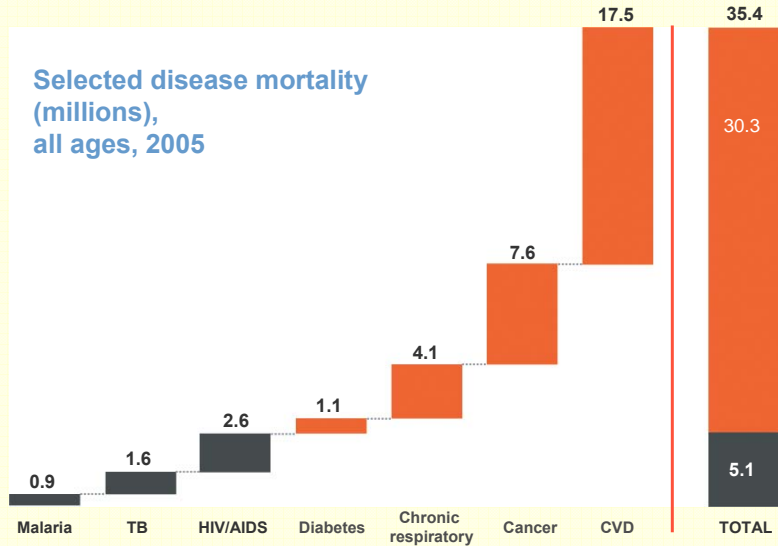
All signs point to an explosion  
of chronic diseases by 2020:  
**unaffordable, unmanageable, unacceptable**

**75** % of **all** European deaths are caused by CD  
today



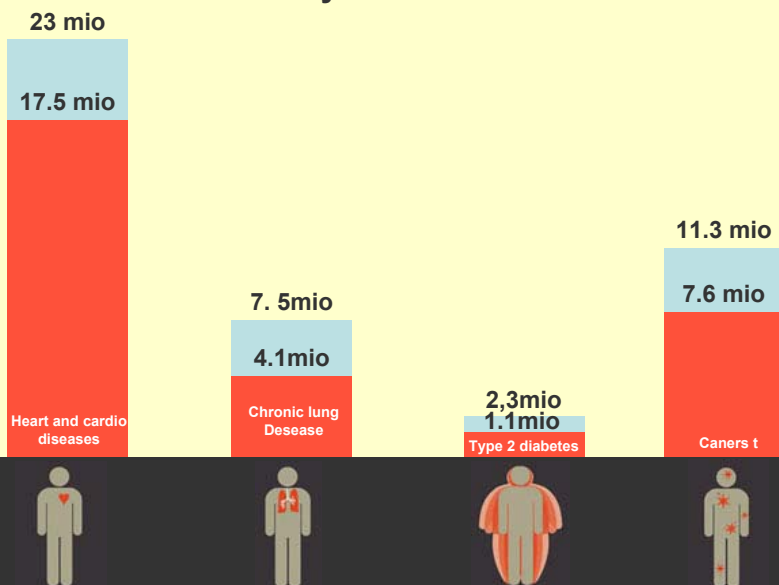
## Projected global deaths by cause

Selected disease mortality  
(millions),  
all ages, 2005

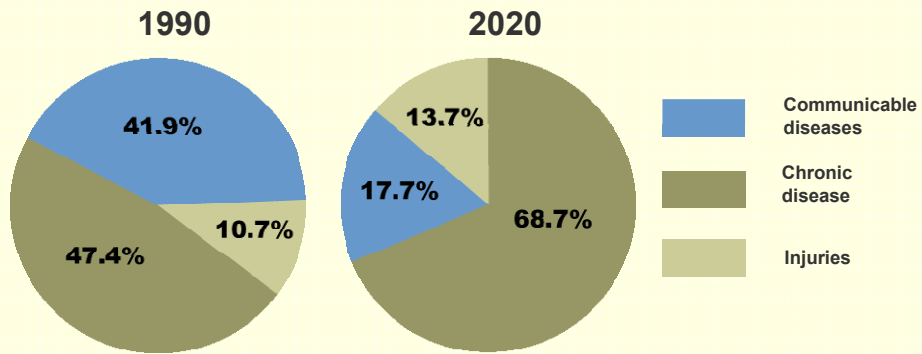


Source: WHO report, *Preventing Chronic Disease: A Vital Investment*, October 2005.

## Yearly deaths worldwide 2005 Estimated early deaths worldwide 2030

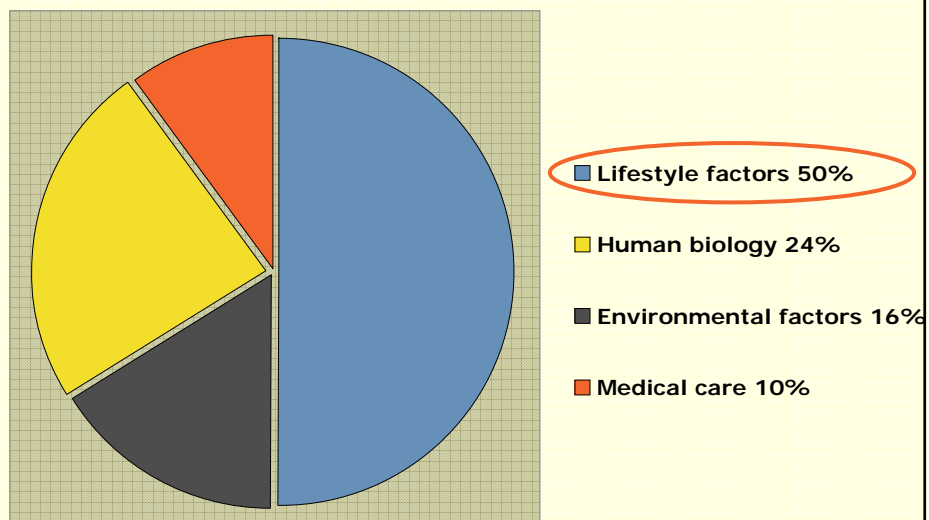


## Global burden of disease



Source: Harvard School of Public Health

## What matters most in health care?



Source: Hinkle et al., CDC 1997

## Average lifespan gains from medicine ...

- Cancer screening, blood pressure treatment, anti-smoking plans, immunisation and aspirin use have added **18–19 months**
- Medical care for illness, heart attacks, trauma, cancer treatment, pneumonia and appendicitis have added **44–45 months**

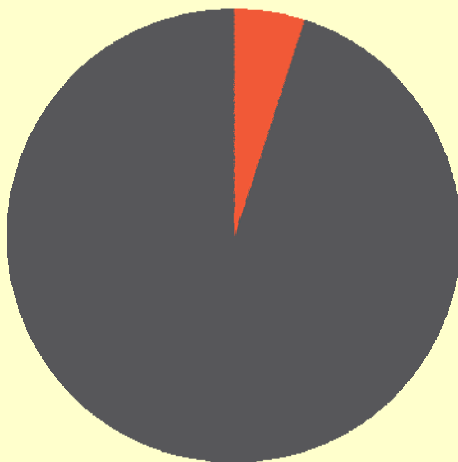
**... are about 5 years**

**The world is experiencing  
an explosion of chronic diseases**

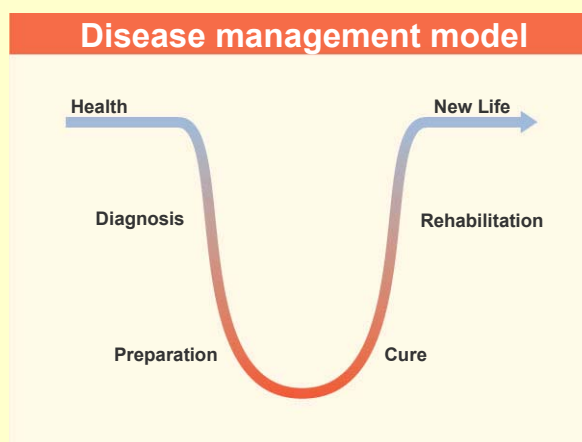


**Action is urgently needed**

**But there are many reasons why only 5% of the global health care budget is devoted to prevention:**



## **Our healthcare models are treatment-based**



**"...diabetes is a clear illustration of the real issues in health care."**

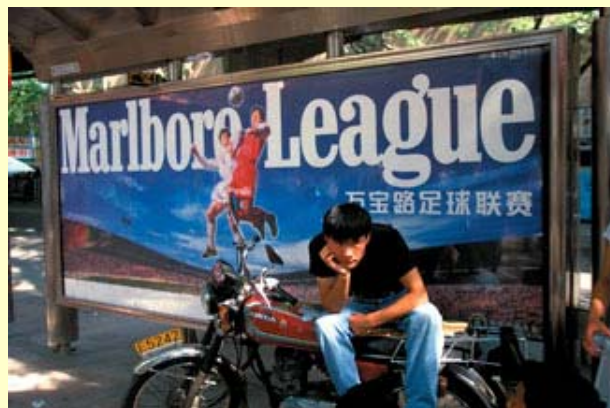
*Paul Krugman,  
Princeton Economist and New York Times columnist*

## Globalisation is spreading behaviour fast

80% of all new cases of diabetes this century are expected to appear in the developing world



## Advertising is a powerful influence





## Negative consequences are distant



## Infectious diseases loom large



17M

Source: World Health Report 2003 - Shaping the Future  
World Health Organisation, Geneva, 2003

Annual deaths worldwide

3M

HIV/AIDS

Stroke  
and  
heart  
attack

## There is confusion and mixed messages

Low fat  
Balance  
Low carb  
High protein  
Physical activity  
Cut fat  
Diet  
Moderation  
Light  
Balance  
Fat is fine  
Sugar free



## The issues are not simple: Food is not tobacco



## **“Health nanny” messages are problematic**

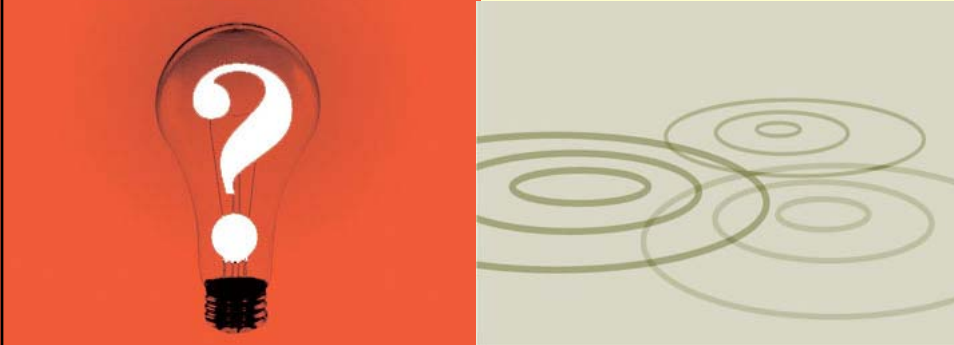


**So health protection is the solution .....**

*If we want to improve health and reduce costs of healthcare,  
we need to pay attention to how societies fail in health  
creation.*

Burns 2002

**But the question is how do we do that?**



**It turns out we know exactly what to do:**

**Prevention works**



**It's simple, affordable and effective**

## Wait a minute.....there are many barriers to actual health protection ....

1. Behaviour and habit change is key
2. Availability and accessibility of healthy food choices is an issue
3. Easy access to and time to do exercise is a challenge
4. Environmental structures make the unhealthy choice the easiest.... Escalators, fast-food, passive entertainment

therefore

**We must push for innovative action** with diverse stakeholders around three risk factors – smoking, physical activity and diet.”

## How do we do that in OXHA? ...



... the formation of the Alliance suggests that we are finally at the tipping point

# The Oxford Health Alliance



People from many different perspectives have come together to translate a shared sense of urgency to action.

## Representing...

Centers for Disease Control & Prevention (USA)	Nestlé SA
Centre for Disease Control & Prevention (China)	New Health Group
Columbia University	Novo Nordisk A/S
Department of Health (UK)	Oxfam
European Centre on Health of Societies in Transition	Oxford University
Health Canada	Stanford University School of Medicine
Healthy Eating & Active Living HEAL Partnership	UK Treasury
International Business Leaders Forum	University of California at San Francisco
International Council of Nurses	University of Sydney
International Obesity TaskForce	University of Toronto
Johnson & Johnson	World Bank
JP Morgan	World Health Organisation
Medical Research Council, South Africa	World Heart Federation
Merck Sharp & Dohme	World Medical Association
National Treasury, Republic of South Africa	And many more.....

## What do we do?

- **Encourage to the development of new preventative solutions**
- **Globale innovative solutions in five structural areas**

## Five areas of activity



## What is the OXHA method?

- Producing **new knowledge** about what works, and what doesn't work of preventative measures, interventions and programmes. E.g. **Community Intervention for Health (CIH)** Funded with 5 million dollars running in India, Mexico, UK and China. The OxHA grand challenges initiative.
- Facilitating the **translation of existing methods to measurable health promotion** and programmes that already work in one country to other cultures. E.g. **MEND** and **EPODE**
- Putting health protection and prevention on the **global agenda** through advocacy and lobbying activities with governments. Holding of yearly summits, writing reports and administering knowledge and interaction on [www.oxha.org](http://www.oxha.org) and the interactive [www.3four50.com](http://www.3four50.com)
- **Engaging business and workplaces in health promotion**

## The impact of industry



### Leading the charge

A wide variety of companies from the Food Ingredients sector to the best-known brands are all powerfully motivated to be part of the solution to finding healthy alternatives.



## OxHA's business thinking

- It is technologically possible and commercially profitable to re-design old unhealthy products, and **develop new healthier alternatives** in the fast-mover consumer goods sector
- Workplace health offers and activities need be an integrated part of every HR and leadership thinking of business. The productivity increases, the corporate culture is strengthened, while recruitment and retention of the best employees is consolidated, when corporate leader stake responsibility.
- Businesses' strategic use of health in external relations and communication vis-à-vis clients and suppliers, and other stakeholders can be further developed. Through further incorporation of health protection in CSR strategies, communication and branding of a firm, business can increase profits, while contributing to the common good of health protection comparable to the climate change responsibility.
- Avoiding 'good guys vs. bad guys' attitudes.....except for big tobacco. That is why we work with Nestlé, McDonalds, J&J...

## Business perspectives on health creation



- **Product perspective**
  - products and market communication that **promote healthy choices** and risk factor reduction
- **Employer perspective**
  - **healthy choices at work** and in the community
- **Sustainability perspective**
  - health promotion to **enhance brand, stakeholder interaction and competitive advantage**

## Business health creation



products	employer	sustainability
<ul style="list-style-type: none"> <li>Risk factor reduction through products and services</li> <li>Health promotion in market communication</li> </ul>	<ul style="list-style-type: none"> <li>Risk factor reduction offerings for employees</li> <li>Employer reputation and branding via health</li> </ul>	<ul style="list-style-type: none"> <li>Health focus as an innovation driver</li> <li>Health promotion as a corporate reputation element</li> </ul>

consumer health

employee health

health + business

## Manage strategic health assets



Perspective	Elements	Strategic objectives	Metric
Product	Health aspects of products and services	Healthier products	% increase in number and units sold of healthier products
	Health aspects of marketing and product branding	Promote healthy behaviour	% increase in health messages provided; % increase in audience
Employer	Risk factor reduction programmes for employees	Enhanced employee health	% increase in participation rates and productivity Improved medical outcomes
	Employer branding via health	Improved retention Corporate reputation in recruiting	% increase in retention rate attributed to health Recruit approval rates
Sustainability	Health focus as a driver of innovation	Prevention as a central component of business value creation	% increase in product pipeline related to health focus
	Health promotion as an intrinsic part of corporate reputation/identity	Brand identified with health	Stakeholder perception survey



*From the NY Times article,  
"Under Pressure, Food Producers  
Shift to Healthier Products"  
by Melanie Warner, 16 Dec 2005*

A few years back the FTC decided that the food industry should police itself on marketing low-nutrient foods to children. Kraft Foods responded by agreeing to stop marketing such sweets as Oreos to children under 12. Other companies have been slow to react.

OxHA however favors a non-regulatory approach, while voluntarism will get us much farther if businesses dare see the potential in health



Cadbury and Mars recently announced their joint campaign to print health warnings on their packaging. The new, detailed nutrition labeling will be unveiled on confectioneries in the coming months.



McDonald's also started printing nutritional facts on the packaging of its burgers and fries in an effort to address rising levels of obesity.

*This "smartspot" logo represents a new PepsiCo programme,  
one of many recent industry health initiatives.*

## Approach to industry



### OxHA value proposition

- Clear, long-term focus
  - Primary prevention of four chronic diseases caused by three risk factors
- Evidence-driven
- Diversity
  - Access to a broad range of expertise
  - Broad cultural awareness
  - Geographic socio-economic scope
- Focus on youth
- Seek positive action in multi-stakeholder partnerships

### Industry targets

- Food and food ingredients industries
- Insurance
- Entertainment
- Sport
- Fitness
- Computer media
- Media and communication

## Cases: from the global marketplace



- A sensible business will try to balance short-term profitability with a longer-term perspective, particularly when accountability is becoming so much more public.
- Many major companies, including supermarket chains and food manufacturers, see the opportunities in business strategies that promote healthy choices and behaviors.
- North American supermarket chain **Hannaford** has done this by means of implementing their own nutrition score to in-store products in order to guide the consumer expressively to the healthiest alternative in each food group.

## Cases: from the global marketplace



- The UK based supermarket chain **Sainsbury's** has invested millions of pounds in the development and roll-out of a large scale childhood obesity programme called MEND, which helps overweight families among their clients to live healthier lives, - this being a clear cut CSR move.
- **Nestlé** has lowered the content of salt, fat and sugar in selected products and do prioritize developing healthier lower-calorie alternatives to their existing portfolio, worldwide
- **PepsiCo** has within the last 10 years merged with Quaker Oats, including Gatorade and bought Tropicana, which has certainly been prompted by the shift in the beverage market away from sugary drinks to low calorie healthier alternatives.

## Musts! If we want to make a difference

- Conviction about the scope of the problem Political will, and adequate resources
- Integrated public approaches
- Targeted interventions
- Building the evidence on prevention that works
- Engaging business in the solution
- A long haul strategy, not changeable to different governments
- Making the case for profitability of health investments
- Engaging in public private partnerships in finding structural solutions that work
- Focus on well being and lasting behaviour change in concrete interventions....

## How can we get the message across to those who influence health?

- By making the economic case
- By being persistent and credible
- By mobilising the public will on this issue
- By showing effective solutions
- By creating awareness of the problem
- By communicating consistently about the problem
- Focus on the profitability of healthier solutions – linking business & science in a new tangible way – product and solution focused research!
- Lets get started!

Thanks for listening



Good Food



Physical Activity



No Tobacco



MovingForward



Healthy Planet