FROM BROWN TO GREEN ECONOMY

- PIDF Inaugural Meeting -

“Preventing the preventable in health and disaster”

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After much progress in development ....

Pacific Health in Transition
From Brown ....to Green to Blue

- **Our people** are dying early of diseases
  - Noncommunicable Disease (NCD): No 1 cause of death (~80%) in the Pacific – premature

- **Our children** are increasingly becoming obese with coexisting deficiencies & related diseases

- **Our nation’s** great resources are yet to be maximised

- **Our economic progress** remains slow

- **Leadership, Innovation & Partnership** critical
CAUSAL PATHWAY : NCD

BEHAVIORAL
- Tobacco
- Diet
- Physical Activity
- Alcohol

ENVIRONMENTAL
- Socio-cultural
- Economic & Trade
- Physical

NON-MODIFIABLE
- Age, Sex, Genes

INTERMEDIATE RISK FACTORS
- Raised Blood Press
- Abn Blood lipids
- Raised blood sugar
- Obesity

NCD END-POINTS
- Heart Disease (incl HTN & Stroke)
- Diabetes
- Cancer
- Chronic Resp Disease

PREMATURE DEATH

NCD DISABILITY
- Blindness, Amputations
- Stroke paralysis, Disease
The Pacific NCD Burden

**NCD is a major cause of disability**

- 1 in 10 DM has amputation
- 75 - 80% adult admission to general wards – NCD related
- Diabetic retinopathy is leading cause of adult blindness
The Diabetes Rates (%)* among 25-64 age group in the 8 PICs

<table>
<thead>
<tr>
<th>PIC</th>
<th>Diabetes Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Samoa</td>
<td>47.3</td>
</tr>
<tr>
<td>Tokelau</td>
<td>43.6</td>
</tr>
<tr>
<td>FSM (Pohnpei)</td>
<td>32.1</td>
</tr>
<tr>
<td>Marshall Islands</td>
<td>28.3</td>
</tr>
<tr>
<td>Kiribati</td>
<td>28.1</td>
</tr>
<tr>
<td>Cook Islands</td>
<td>23.6</td>
</tr>
<tr>
<td>Nauru</td>
<td>22.7</td>
</tr>
<tr>
<td>Solomon Islands</td>
<td>13.5</td>
</tr>
</tbody>
</table>

* Data Source: Published STEPS Reports
The Pacific NCD Burden

Age-standardized prevalence of diabetes* by WHO Region and for PIC, 2008.

*Defined as raised fasting glucose $\geq 7.0\text{mmol/l or} 126\text{mg/dl or on medication}$
Childhood Obesity

- An increasing problem in the Pacific with some coexistence of micronutrient deficiency
- Definite risk factor for Adult Obesity & Diabetes
- Increasing prevalence of Type 2 or adult-onset diabetes in children (11yrs)

The pacific is raising the most obese generation ever in its human history ..... (PPAC 2011)
“Brown growth describes economic development that relies heavily on fossil fuels and does not consider the negative side effects that economic production and consumption have on the environment and the people.”

- Tobacco is for the poor, the black and the stupid
  
  FCTC negotiation
Causes/Determinants

Healthy Trade or Trading Health?

\* Turkey tail \*

- The WTO welcomed the nation, with a population of about 193,000 once Samoa agreed to end its ban on the fatty poultry scraps and impose import tariffs instead. That’s good news for U.S. turkey farmers, who will regain a market for the low-value trimmings that often end up in pet food, says Roman Grynberg, a trade official for the Pacific region until 2009.

- For Samoa, one of the world’s most obese nations, the deal is a mixed blessing. “These are the contradictions we have to face—where health is compromised for the sake of trade and development,” says Palanitina Tupuimatai Toelupe, Samoa’s Director general of health.

- The U.S. food industry sees the issue differently. “We feel it’s the consumers’ right to determine what foods they wish to consume, not the government’s,” says James H. Sumner, president of the USA Poultry & Egg Export Council.

* Bloomberg Business week Nov 22, 2011*
Causes/Determinants

Healthy Trade or Trading Health?

Mutton Flap

• We only sell 5% of mutton flap to the pacific, most goes to China

  NZ Meat Industry

• I have figured out that the only way to prevent myself from eating mutton flap is for it not to be served .....  
  Govt Leader
Causes/Determinants

Power of Marketing
Causes/Challenges

Supportive Environment?

- Urban planning and transport policies don’t always consider or promote supportive environment for physical activity?
DISASTER in MOTION: NCD TSUNAMI!

Risk Factor

Disease

Disability

DEATH
Costs: Medical

Rule of 75/80:

- 75 - 80% adult admission to general wards
- 75-80% of general surgery for NCD
- 75-80% in Renal Dialysis Unit due to NCD
Social and Human Costs

- Worsens poverty
  - treatment cost exceed 25% of household income,
  - women leave work to be carers,
  - children leave school to care and/or supplement household incomes
- Money spent on tobacco is money NOT SPENT on other needs
Economic Burden

- NCDs undermines the four main factors of economic growth:
  - Labour supply
  - Productivity
  - Investment
  - Education

- Unaddressed NCDs will negatively impact economic development

- World Economic Forum ranks NCD as one of the top global threats to economic development
Economic & Development issue

• Consume health budgets
  – 57.8% of Tonga health budget for treatment of NCD (2002)
  – 40% of Fiji health expenditure (1998) for treatment of NCDs
  – 55% of Palau health budget (2010)

• Estimate economic loss in Nauru (2005) – approx. AUD$5.5 million

# Andrew Dalton et al 2002, Burden of Illness study
Global Risks Landscape

Next 10 years

Severity (in USD)

Risk category
- Economic
- Geopolitical
- Environment
- Societal
- Technology

Likelihood
- below 1%
- 1-5%
- 5-10%
- 10-20%
- above 20%

Chronic disease
- Asset price collapse
- Governance gaps
- China hard landing
The Solutions

TAP TURNERS OR FLOOR MOPPERS?
“With smart public policies, governments can grow their economies, generate decent employment and accelerate social progress in a way that keeps humanity’s ecological footprint within the planet’s carrying capacity”, Mr Ban Ki Moon

An “investment of two per cent of global Gross Domestic Product (GDP) across 10 key sectors is what is required to kick-start a shift from the current brown, polluting and inefficient economy to a green one”......UNEP
The General Assembly adopted by consensus the resolution titled “Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases” (document A/66/L.1).

Regional and Global Commitment

Pacific in NCD crisis

Leaders declare war on NCDs

“The war needs the vision of leaders, the commitment of governments, the support of partners, and the assistance of regional and international bodies. Pacific leaders have declared a crisis, now we must take up the challenge.”

Shin Young-soo acknowledged the value of the declaration, saying, “It’s great to see the urgency that leaders have placed on NCDs, which are one of the biggest health burdens in Pacific Islands countries, impacting on all spheres of
Health in All Policies

EARLY

EASY

EXCITING & ENJOYABLE

Healthy Lifestyle

EVERYWHERE
### Health System Challenges

**- Investment in Health-**

<table>
<thead>
<tr>
<th>Country</th>
<th>% GDP on Health</th>
<th>Doctors per 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>9.5%</td>
<td>2.47</td>
</tr>
<tr>
<td>FSM</td>
<td>6.4%</td>
<td>0.60</td>
</tr>
<tr>
<td>Fiji</td>
<td>3.7%</td>
<td>0.34</td>
</tr>
<tr>
<td>Tonga</td>
<td>6.5%</td>
<td>0.34</td>
</tr>
<tr>
<td>Kiribati</td>
<td>13.1%</td>
<td>0.30</td>
</tr>
<tr>
<td>Samoa</td>
<td>5.4%</td>
<td>0.70</td>
</tr>
<tr>
<td>Vanuatu</td>
<td>3.9%</td>
<td>0.11</td>
</tr>
<tr>
<td>Solomons</td>
<td>4.8%</td>
<td>0.13</td>
</tr>
</tbody>
</table>

**Source:** WHO World Health Report 2006

- “We do not have the right size resource to start with”
- NCD Coordinators in the pacific range from School Leavers to Medical personnel with Public Health background
Diagnosis:
Fragile System with Amputated Supply
Persisting Old and New Threats

- NCD: CRISIS levels
  - Including injury and mental health

- Disease Outbreak (new and old)
  - MDR-TB, Typhoid, Zika virus etc

- Violence against women and children

- Food Security
  - 40% of PIC pop. suffer from food-related hunger and disease: highest obesity rates (up to 75%)

- Climate Change & disasters
Ministers of Health Meeting 2013

• Working with appropriate ministries, ensure the health goals, in particular the NCD, NTD, RMNCH and MDG 6 goals are retained. Additional goals related to mental health are given due prominence in the finalization process of the **post-2015 agenda for it to have relevance in the Pacific context**.

• The growing high-level political commitment to tackle the root causes of NCDs needs to be translated into multisectoral action, capacity building and **investment in NCDs prevention and control** at the country level;

• Adoption of the **Tobacco-Free Pacific Goal by 2025** with an adult smoking prevalence of less than 5% in each country;

• Development of **targets for recommended levels of fat, sugar and salt** in food and beverages for the Pacific region.

• A phased implementation of the Package of Essential NCD Interventions (PEN) or other similar interventions focusing on **health promotion and primary health care**;

• Development of regional and national **NCD accountability mechanisms** which will monitor, review and propose remedial action to ensure progress towards the NCD goals and targets.
Innovations, Partnerships

Scientific Technology

Public - Private Partnerships

Folic Acid
Zinc
Vitamin B2
Vitamin B3
Vitamin B1
NORMAL FLOUR
Civil Society

Spiritual/Traditional Values and Practises

- Potential of spiritual and traditional values and systems of organisations

- Christianity ...1 Corinthians 10:31

Therefore, whether you eat or drink, or whatever you do, do all to the glory of God.
The 'Yanuca Island Declaration on Health in the Pacific in the 21st century' in 1995 endorsed, ‘Healthy Islands’ as a place where:

- children are nurtured in body and mind
- environments invite learning and leisure
- people work and age with dignity
- ecological balance is a source of pride
- the ocean which sustains us is protected.
Questions

• How can we support the health system to prepare and respond well to disaster both natural and disease?

• What innovative ways or partnerships can be done to solve the biggest health crisis of the pacific?