DEPARTMENT OF HEALTH AND HUMAN SERVICES

*Presented at:*

*The 5th CDC-IUHPE Annual Seminar on Cardiovascular Health Promotion and Chronic Disease Epidemiology*

*July 29, 2008*
*Paradise Holiday Resort,*
*Bagamoyo*
*Tanzania*

# Setting Standards and Policies

**George A. Mensah, MD**

CDC
CENTERS FOR DISEASE™ CONTROL AND PREVENTION

SAFER • HEALTHIER • PEOPLE™

# Conflicts of Interest and Disclaimer Statement

- *Conflicts of interest: None*

- *Statements made in this presentation do not necessarily represent the views of the CDC.*

# Outline

- Definition of terms.
- Key resources and tools.
- Scarcity, choice, and evidence.
- The process of setting policies.
- Importance of advocacy

# Definition of Terms

- Treaties
- Conventions
- Declarations
- Memoranda of agreement
- Laws
- Legislation
- Policies

# Definitions: "Treaty"

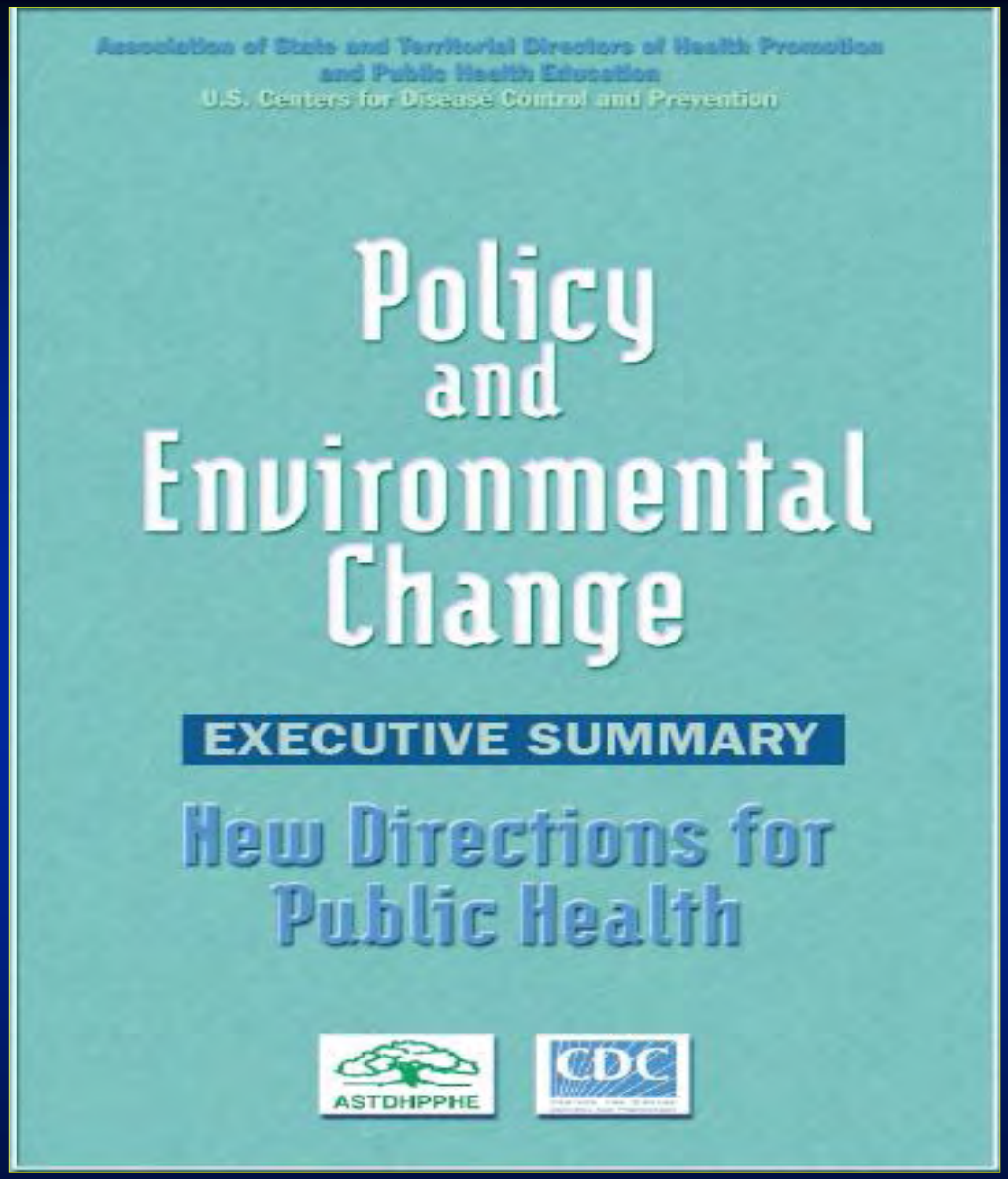
- A treaty is an agreement under international law entered into by actors in international law, namely states and international organizations.
- Treaties can be loosely compared to contracts: both are means of willing parties assuming obligations among themselves, and a party to either that fails to live up to their obligations can be held liable under international law for that breach.

# Policy and Environmental Change: New Directions for Public Health

DIRECTORS OF Health Promotion and Education

***www.dhpe.org/healthpolicyexecsumm.pdf***

# Policy and Environmental Change: New Directions for Public Health

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PREVENTING CHRONIC DISEASE

PUBLIC HEALTH RESEARCH, PRACTICE, AND POLICY

VOLUME 1: NO. 1 JANUARY 2004

TOOLS AND TECHNIQUES

# Law as a Tool for Preventing Chronic Diseases: Expanding the Spectrum of Effective Public Health Strategies

George A. Mensah, MD, Richard A. Goodman, MD, JD, MPH, Stephanie Zaza, MD, MPH, Anthony D. Moulton, PhD, Paula L. Kocher, JD, William H. Dietz, MD, PhD, Terry F. Pechacek, PhD, James S. Marks, MD, MPH

***www.cdc.gov/pcd***

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www.cdc.gov/pcd

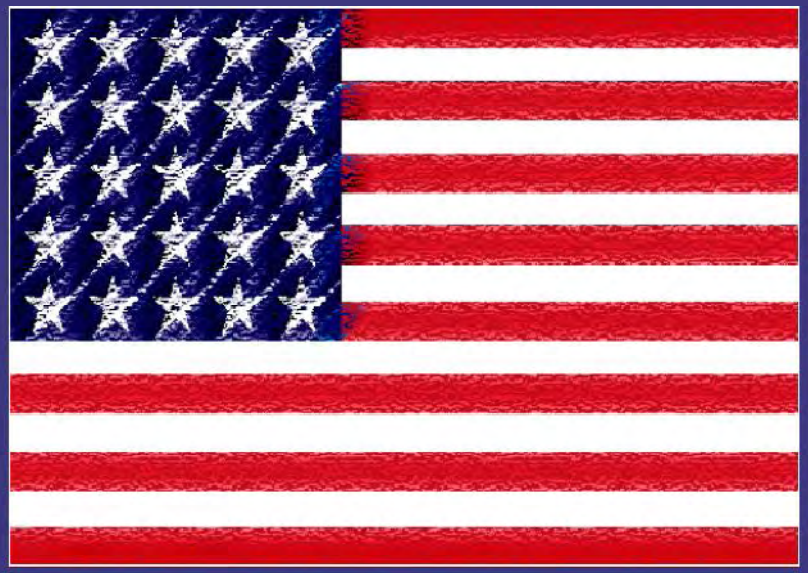
| Law | Public Health Issue Addressed | Effectiveness† |
|---|---|---|
| Smoking bans or restrictions | Exposure to environmental tobacco smoke | Strong evidence |
| Tobacco excise taxes | Tobacco initiation and use | Strong evidence |
| Required coverage of cessation services costs | Tobacco use | Sufficient evidence |
| Zoning and land use requirements | Physical inactivity | Review in progress |
| Child safety seat use laws | Unintentional injuries of children | Strong evidence |
| Safety belt use laws | Unintentional injuries of older children, adolescents, and adults | Strong evidence |
| Blood alcohol concentration limit of 0.08% for operators of motor vehicles | Unintentional injuries of older children, adolescents, and adults | Strong evidence |
| Sobriety checkpoints for motor vehicle operators | Unintentional injuries of older children, adolescents, and adults | Strong evidence |
| Fluoridation of community water supplies | Dental caries | Strong evidence |
| Food fortification | Nutritional deficiencies | Strong evidence |

# Improving diet and physical activity: 12 lessons from controlling tobacco smoking

Derek Yach, Martin McKee, Alan D Lopez, Tom Novotny and for Oxford Vision 2020

*BMJ* 2005;330;898-900
doi:10.1136/bmj.330.7496.898

Updated information and services can be found at:
http://bmj.com/cgi/content/full/330/7496/898



Heart of the Matter

The Cardiologist's Guide to Public Policy

AMERICAN COLLEGE of CARDIOLOGY

- Understanding the Legislative and Regulatory Process: The Basics
- Developing an Effective Government Relations Program: First Steps
- Your Political Toolbox: Developing Your Own Materials
- Dealing With the Media
- Glossary of Legislative Language

# The Top 10 Influences on Legislators

1. Face-to-face meeting with a constituent
2. Letter from a constituent
3. Personal phone call from a constituent
4. National daily newspaper article
5. National daily newspaper editorial
6. District daily newspaper article
7. District daily newspaper editorial
8. Orchestrated mail from constituents
9. Op-ed pieces in major daily newspapers
10. Op-ed pieces in local daily newspapers

VICTORIA | CATALONIA | SINGAPORE | VICTORIA | OSAKA

# International Action on Cardiovascular Disease: A Platform for Success

# THE CATALONIA DECLARATION

*Investing in heart health*

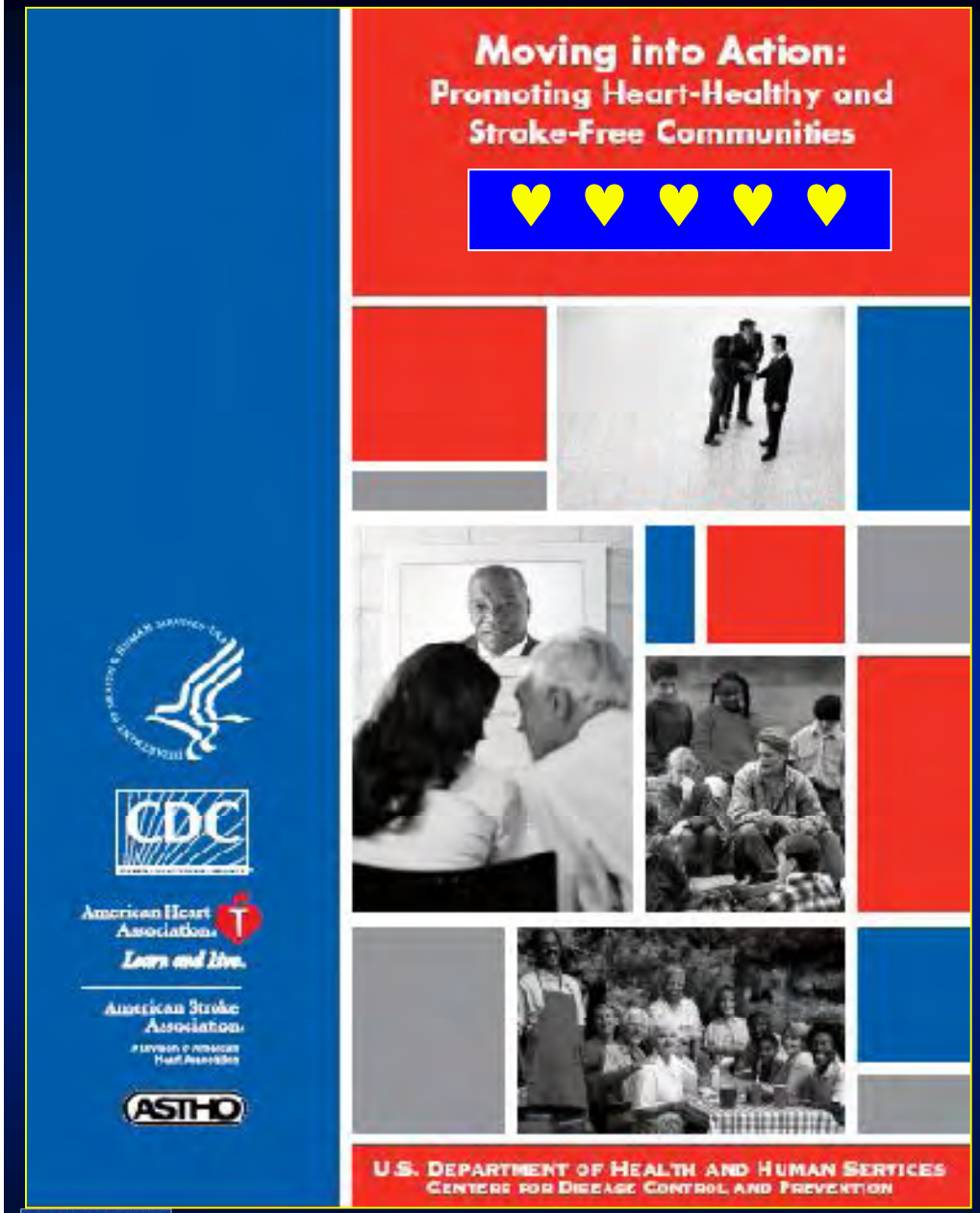
DECLARATION OF THE ADVISORY BOARD OF THE SECOND INTERNATIONAL HEART HEALTH CONFERENCE, BARCELONA, CATALONIA (SPAIN) - JUNE 1, 1995

CDC

Health Canada Santé Canada

WHO

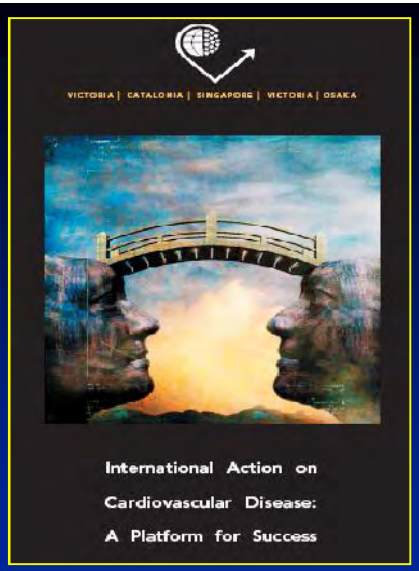
Generalitat de Catalunya
Autonomous Government of Catalonia

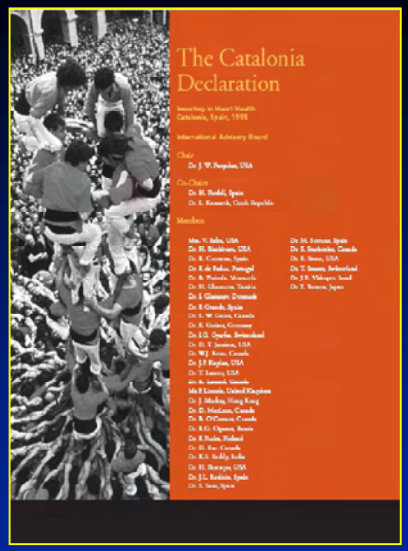



# Urgent Need for Policy and Systems Change

- ♥ Governors
- ♥ State Legislators
- ♥ Local Officials
- ♥ Employers

***www.cdc.gov/cvh***



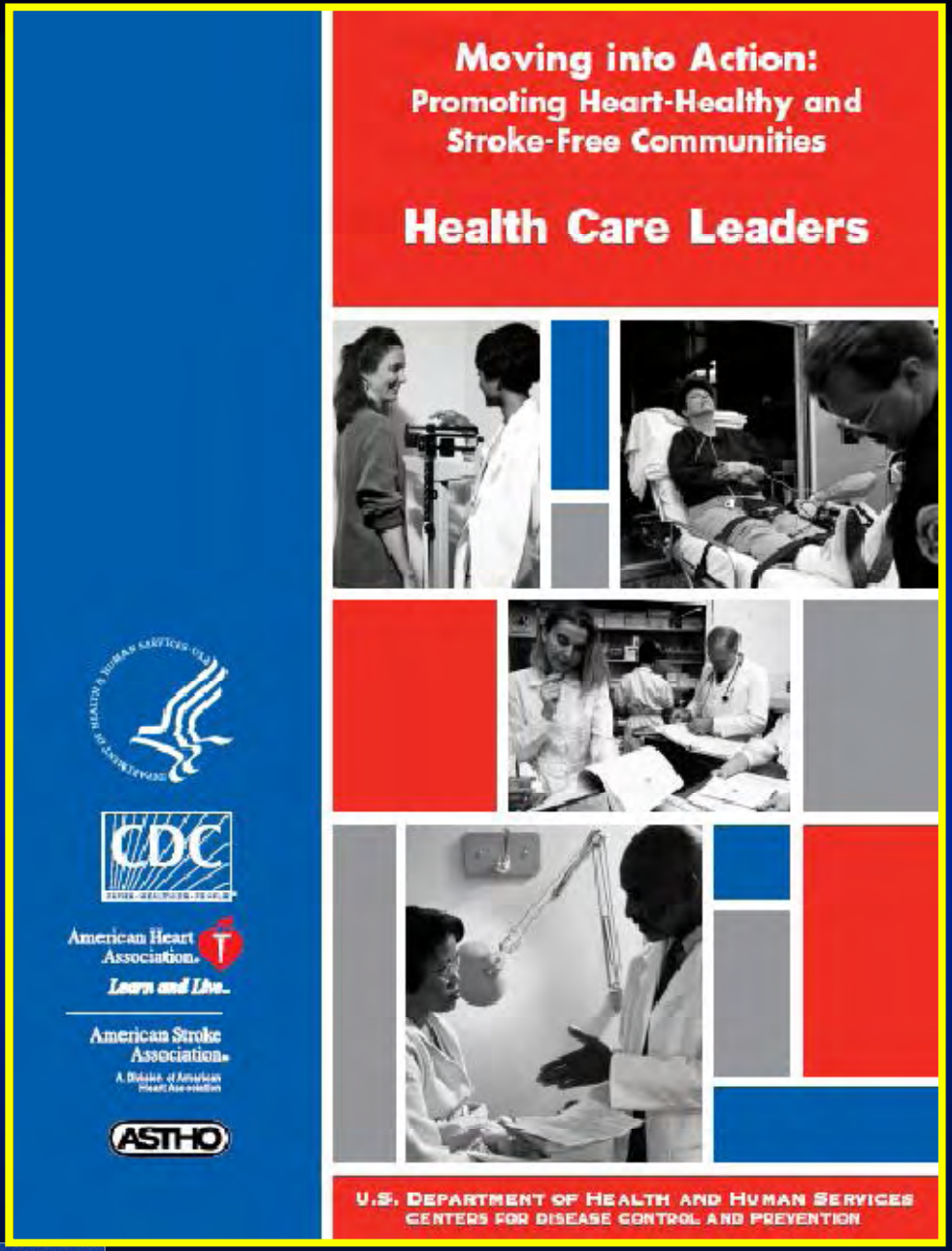


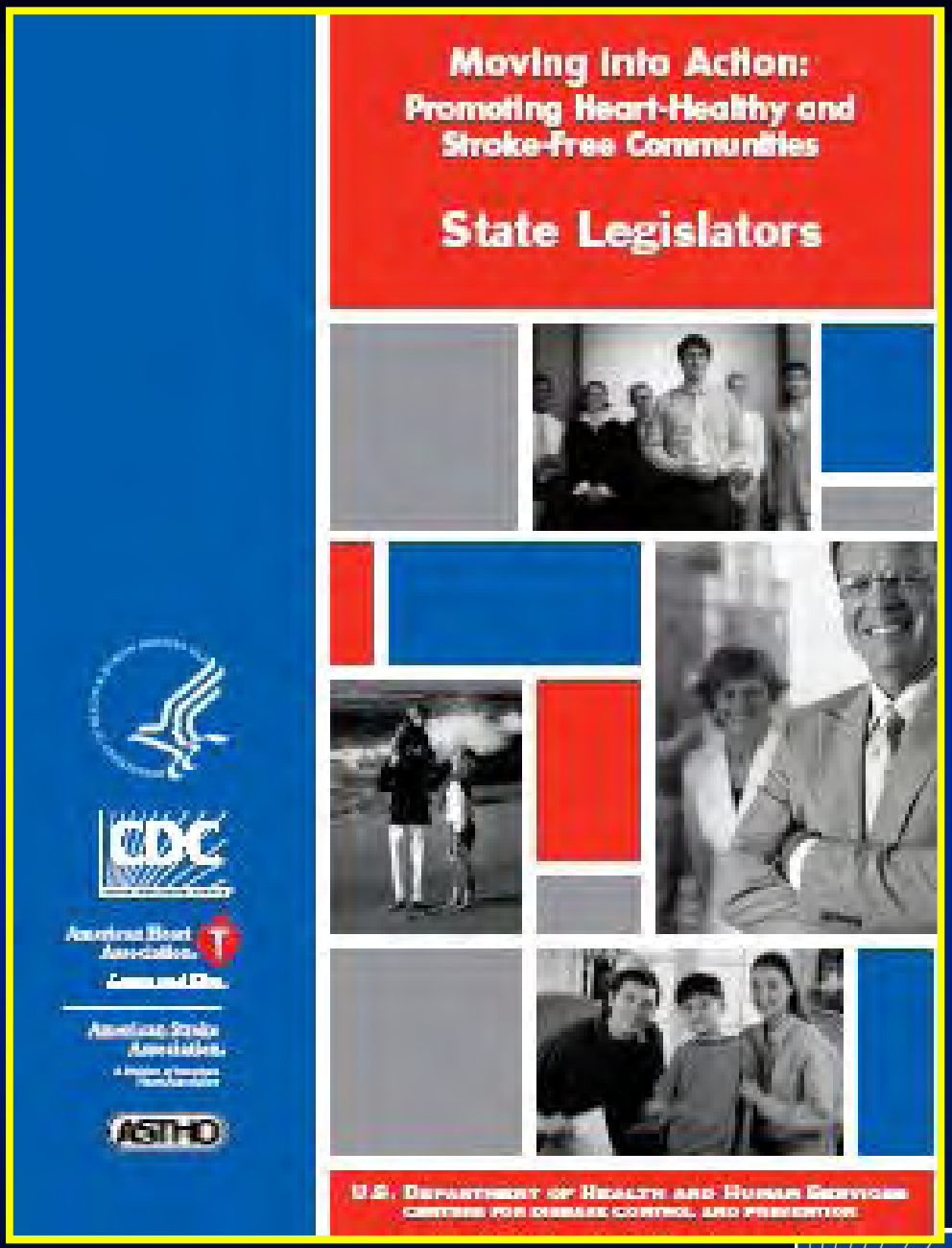

**“If steps to curb cardiovascular disease make such good sense for both our health and the economy, why are they not being taken in an efficient, widespread, and timely fashion?”**

***Catalonia Declaration p. 45***

# “Moving Into Action”

***www.cdc.gov/cvh***




**http://www.cdc.gov/cvh**

# Suppose 19th Century Public Health Experts Focused on Behavior?

- "Responsible people boil water"
- "Know your butcher"
- "Get fresh air"
- "Avoid crowds"
- "Keep a tidy house"
- "Take care of your refuse"

# Public Health Already is Extending Traditional Tools to NCD

- Legal strategies used in:
  - Tobacco control
  - Motor vehicle and workplace safety
  - Lead poisoning prevention
  - Water fluoridation
  - Others

# More Action to Alter the Trajectory of the Obesity Epidemic

**Examples of Legislative Action:**

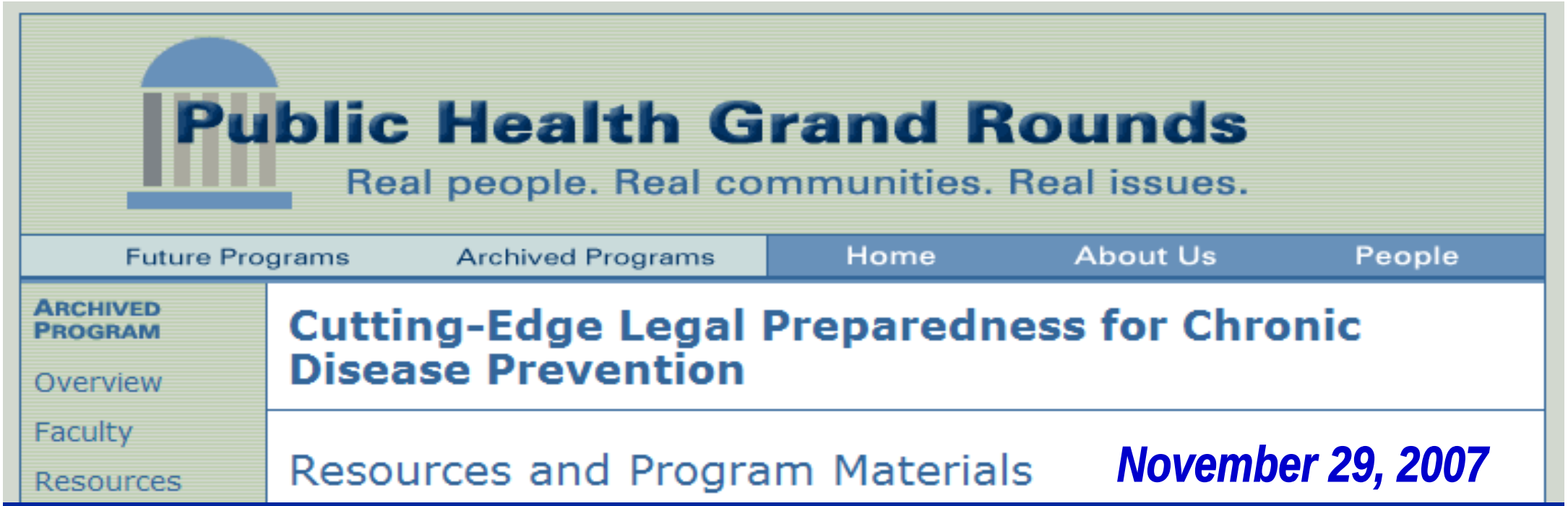
- **Set standards for nutrient content of processed food.**
- **More informational labeling; e.g.:**
  - **UK "traffic lights".**
  - **Finnish warning labels.**
- **Economic means to make healthier food choicer cheaper.**

# Issues Related to Policies in CV Health Promotion and Chronic Disease Prevention

- Existence of an overall NCD plan.
- Priority given to CVD & NCD.
- Resource availability for prevention.
- Investments in the health sector.
- Key stakeholders across multiple sectors.

# Issues Related to Policies in CV Health Promotion and Chronic Disease Prevention

- Actors in policy process in general.
- Public-private partnerships.
- Local & national legislative procedures regarding:
  - marketing to children;
  - nutrition labeling;
  - food and beverage advertisements and health claims.

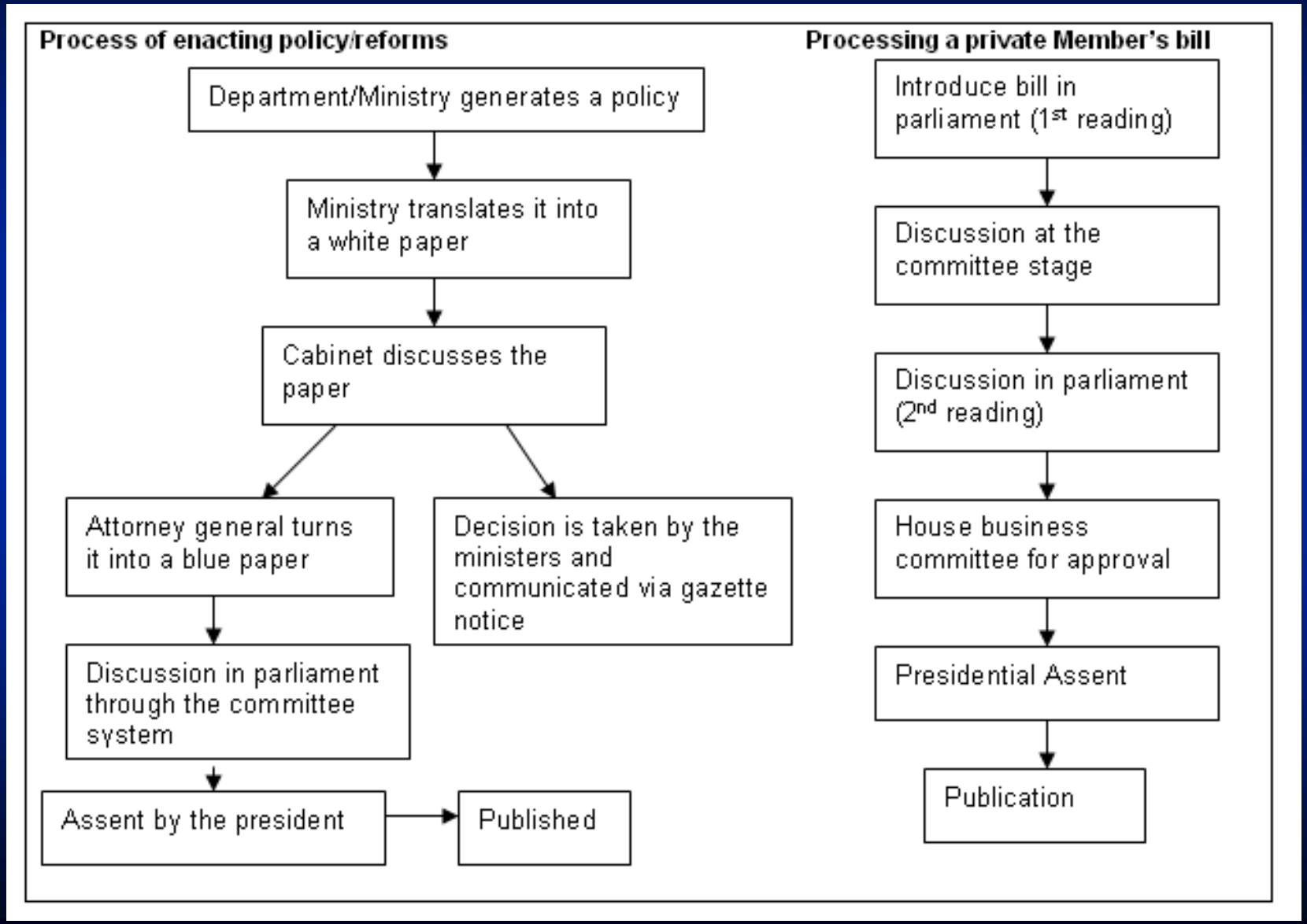



- Phasing out artificial trans fats.
- Posting of calorie information on menus.
- Laboratory reporting of blood-sugar level tests.
- Prohibition of smoking in workplaces.

*Frieden, Merrill, Richardson, Mensah, et al.*

*www.publichealthgrandrounds.unc.edu/legal/faculty.htm*

# The Process of Enacting Policies



THISDAY Monday 28 July, 2008

# Government spends 30bn/- to treat smoking-related cancer

THISDAY REPORTER

Dar es Salaam

THE government uses over 30bn/- to treat smoking-related cancer patients at two leading hospitals annually.

Tanzania Tobacco Control Forum researchers, who are yet to release full findings of their research done last year, said the concept that tobacco and cigarettes profited the country significantly in terms of taxes and foreign currency was false.

The forum's executive secretary who was also one of the researchers, Ms Lutgard Kagaruki, told the second TTCF annual general meeting in Dar es Salaam yesterday that, the findings showed that what the country got out of tobacco growing and smokers was net loss.

"If the government spends 30bn/- on treating smoke-related cancer patients at Ocean Road Hospital and Muhimbili National Hospital each year while tobacco companies earn the country $55.5m annually as per 2003/4 figures, then we are not making profit," she argued in her presentation.

Ms Kagaruki said other costs of tobacco growing and cigarette smoking included thousands of cancer patients who die in rural villages without treatment and the environment whose destruction had no cost.

"Every year a tobacco farmer has to move to new land by cutting down trees, significantly destroying the environment. The cost of such destruction is enormous as our country is gradually becoming a desert," she warned.

She urged the government to help impoverished tobacco farmers in the country find alternative crops to survive.

She cited Namtumbo in Ruvuma Region where hundreds of farmers had escaped from tobacco industry's debt trap by starting to grow simsim and sunflower.

A resource poor farmer from Namtumbo who attended the TTCF AGM, Mr Rajab Nyoni, said he stopped cultivating the crop after meeting the forum's members last year. He said several hundred peasants had also stopped tobacco farming and were now growing simsim, rice and sunflower.

"In my village there used to be over 800 tobacco farmers two years ago, but now there are only around 300," he argued attracting applause from hundreds of TTCF members who attended the second AGM.

He argued that smallholder tobacco farmers in Namtumbo were languishing in abject poverty because of exploitative practices being done by middlemen and tobacco companies.

The forum's chairman, Mr Peter Msungu, said since November 2005 when TTCF was established in Nairobi, Kenya, significant progress had been made in terms of membership and accomplished projects.

"We started with around 20 members in Nairobi but today we have over 200 members," he noted.

Mr Msungu said the forum, officially registered in 2006, had an office thanks to funding from the Framework Alliance for Tobacco Control, American Cancer Society.

Currently, the forum is executing a major two-year-programme funded by Bloomberg Foundation.

## Mineral resource estimate at Buckreef increases

THISDAY REPORTER & AGENCIES

Dar es Salaam

TORONTO-based Iamgold has increased the mineral resource estimate for its Buckreef project in the Lake Victoria goldfields of northern Tanzania and expects to publish an

Youths of Mafiga area on their way home

# Key Questions to Ask Prior to Beginning the Policy Setting Process

- How does the present scenario compare with the future if this policy is not set and implemented?
- Why should limited resources be used for the interventions called for in the new policy?
- Will there be losers and winners, or is it likely to be a win-win scenario?
  - Is there a natural "enemy"?
  - Are there obvious benefactors?

# Necessary Resources for Policy Setting

- Systems for surveillance & evaluation.
- Sources of information and evidence available in the country or locality.
- Local and national expertise for policy recommendations.
- Pathways for knowledge transfer.
- Political will to act.

# The Food Industry Claims the Problem is People

- "No unhealthy food, only unhealthy choices"

*OR*

- "It's lack of physical activity tips the calorie expenditure balance"

*OR*

- "We need more studies"

# Crucial Role of Advocacy:
## Ingredients for Effective Advocacy

- **Rightness of the cause**
- **Power of the advocates**
- **Understanding of the issues, opposition and community opinion**
- **Skill in using advocacy tools**
- **Selecting effective strategies & tactics**

“You may encounter many defeats but you must not be defeated. In fact, the encountering may be the very experience which creates the vitality and the power to endure.”

- Maya Angelou