

# Enhancing Global Capacity in the Surveillance, Prevention, and Control of Chronic Diseases: Seven Themes to Consider and Build Upon

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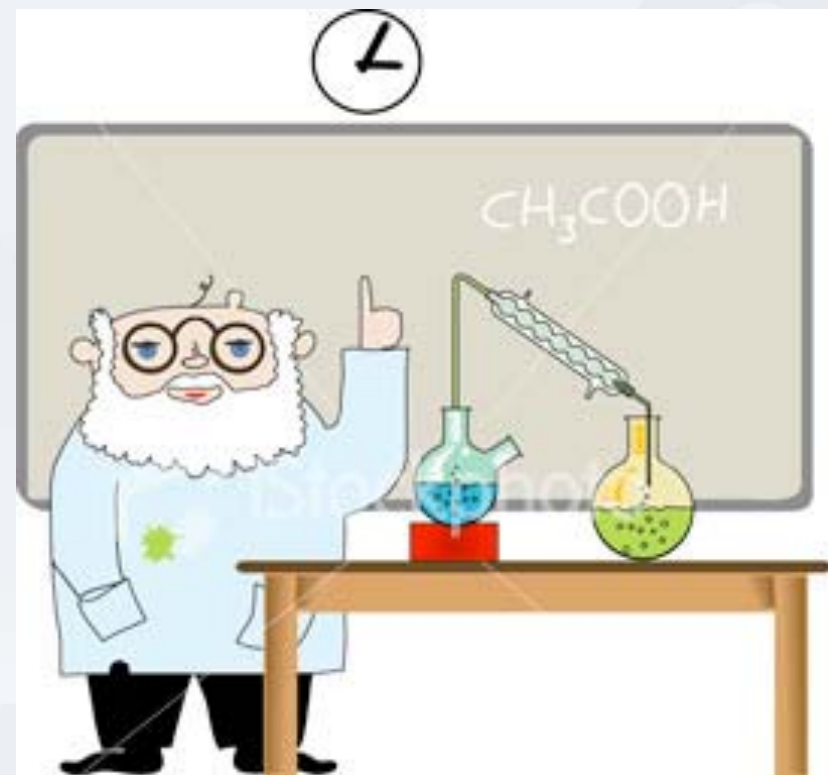
# Introduction

There is a sense of urgency in the need to enhance the global capacity in public health:

- Epidemiological transition to chronic diseases
- Chronic diseases are transferable at the risk factor level
- Globalized economy
- Global capacity is uneven
- Lack of resources/expertise

# To enhance capacity: **SCIENCE** as an acronym

- S trategy
- C ollaboration
- I nformation
- E ducation
- N ovelty
- C ommunication
- E valuation



# S strategy

- Develop a strategy to promote and market global public health
- “Chronic disease” and “non-communicable disease” are negative terms
- Governments can tackle risk factors within their relatively short mandates
- Strategy includes: mission, vision, mandate, business lines, public health goals, public health strategies, and corporate priorities
- PAHO 10 year plan on Regional chronic disease strategy

# C ollaboration

- Involve multiple stakeholders in devising a comprehensive approach
- “Harmonization” versus “standardization”; a salad bowl versus a melting pot
- Involve all stakeholders from the beginning
- Needs - Canadian Rapid Risk Factor Surveillance System (RRFSS)
- Third party broker - University of Toronto to lead collaboration with Israel, Jordan and Palestine to screen 17,000 babies for hearing loss

# I nformation

- Improve accuracy, timeliness, accessibility, and global comparability of public health information
- WHO STEPwise surveillance approach; WHO Global InfoBase
- US Behavioral Risk Factor Surveillance System (BRFSS) provides an example for many countries
- Ongoing – shortage of influenza vaccine in 2004, 17 questions were added to BRFSS to estimate vaccine coverage
- “Encyclopedia” approach versus “Fire alarm” approach

# E ducation

- Inform scientists, policy makers and the public about public health
- In China, National Population and Family Planning Commission, Tsinghua University and University of Toronto plan to retrain 150,000 primary care workers
- Partnering of low and high income countries – Honduras 1-week training course
- Training of public health workforce
- Joint courses offered by university and government

# Novelty

- Develop novel ways of thinking about traditional and emerging problems
- New problems – cellular phones, privacy in information acts
- Beyond questionnaires – pedometers, photometers, personal air sampling, biological monitoring
- Composite health index (Dow Jones)
- Xerox corporation's office fountain
- Health songs, modern health proverbs

# C ommunication

- Develop effective ways to convey public health messages to key audiences
- New breed of scientists – knowledge brokers, translational scientists, chief knowledge officer
- Celebrities – Spanish TV star to help PAHO campaign “Move America” on physical activity and healthy nutrition
- Canada’s chronic disease clock – 170,000 deaths per year, or 1 death every 3 minutes

# E valuation

- Assess the design, implementation and effectiveness of public health initiatives
- Surveillance of surveillance; policy surveillance
- City of Bogota (Colombia) built a 300 km bicycle route, new mass transit system, 120 km Sunday street closure: car users dropped from 17% to 12%, pedestrians increased from 7% to 12%
- Evaluation must be a built-in component of any public health initiatives
- Role of civil society – community reviewer

# The Art of **SCIENCE** to enhance capacity

- S trategy
- C ollaboration
- I nformation
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# Conclusion

- The acronym “**SCIENCE**” makes a relatively easy mnemonic to help us remember the 7 ways to enhance the global capacity in public health surveillance
- It is the responsibility of public health practitioners to test our ideas and examples in their own time frame, situation and locale, and use them to stimulate more ideas