



TOPIC	MESSAGES
Core Message	<p>Stop the global epidemic of chronic disease.</p> <p>Variations:</p> <ul style="list-style-type: none"> » The global epidemic of chronic disease is largely invisible and the global response is largely inadequate. » The epidemic is rapidly evolving, the threat is growing, but the response is not keeping pace. » More and more people are dying too early and suffering too long from chronic disease. We know what to do to prevent most of it and so we must act now.
The Problem	<p>More and more people are dying too early and suffering too long from chronic disease.</p> <p>Statistics:</p> <ul style="list-style-type: none"> » 6 out of 10 deaths worldwide are due to chronic diseases. » 4 out of 5 chronic disease deaths are in low and middle-income countries. » Half of all chronic disease deaths are premature (people aged under 70 years). » One quarter are in people under 60 years of age. » Half of all cases of chronic disease are in women. » 35 million people died of chronic disease in 2005, 17 million prematurely. » Predicted in report: 388 million will die from chronic disease in the next 10 years without urgent action. <p>Talking points:</p> <ul style="list-style-type: none"> » In all but the least developed countries the poor are the worst affected: they have highest exposure to risk factors, lowest access to preventive measures or health care, highest rates of premature death, and experience the greatest personal impact. » People with chronic diseases and at high risk are often not getting the necessary treatment, although many cost-effective interventions exist.
Risk Factors	<p>The three major risk factors are: an unhealthy diet, physical inactivity and tobacco use.</p> <p>Talking points:</p> <ul style="list-style-type: none"> » We are seeing rapid increases in these risk factors worldwide. » Increasingly unhealthy diet. Processed foods high in salt, fat and sugars are more widely available than ever. » Decreasing physical activity as urbanization increases and life becomes more sedentary. » More tobacco use due to aggressive marketing and lack of regulation of tobacco products.
Solutions	<p>The solution is prevention. We can have an impact immediately.</p> <p>Talking points:</p> <ul style="list-style-type: none"> » It is not necessary to wait years to see the benefits of prevention and control. » We know the solutions. Many are simple, cheap and cost-effective. » The major causes of chronic diseases are known. If these risk factors were eliminated, at least 80% of premature heart disease, stroke and type 2 diabetes would be prevented. Over 40% of cancer would be prevented. » Examples: reduce salt in processed food, increase tobacco taxes, improve school meals, improve and increase access to walking and biking paths. » Many of these solutions have been proven to have immediate impact and rapid health gains. » People at high risk of and those living with chronic diseases also need to obtain treatment; much can be done cost-effectively. » No one sector of society has the resources or necessary reach to implement all the solutions alone. » Everyone has a role to play in the solution: governments at all levels must take a leadership role, but there are also important measures to be taken by private industry, communities and schools, international organizations, NGOs, charities and advocacy groups.
Macro Economic Impact	<p>The costs to national economies will run into economic billions of dollars. Governments should invest in prevention now, or pay the rising costs later.</p> <p>Talking points:</p> <p>The cost of chronic disease can be measured in lives lost; lost productivity and earning power (people are often afflicted in the prime of life); health care costs to individuals, families, countries; burden on the health-care system, often on top of infectious diseases; lost national income.</p> <ul style="list-style-type: none"> » For example, lost national income in the coming decade due to heart disease, stroke and diabetes for China: \$ 558 billion; India: \$ 237 billion; Russian Federation: \$ 303 billion (figures in international dollars). » Chronic disease and poverty are locked together in a vicious cycle, which can become a downward spiral into deeper poverty and worsening illness for individuals and their families.
The 2% Goal	<p>If we can reduce global chronic disease death rates by an additional 2% over the next 10 years, we can prevent 36 million people dying from heart disease, stroke, cancer and other chronic diseases.</p> <p>Talking points:</p> <p>The effects of the 2% goal:</p> <ul style="list-style-type: none"> » Averting 36 million deaths from chronic disease in the next 10 years. » Huge economic gains. For example, over 10 years, China will gain \$ 36 billion, Russian Federation \$ 20 billion, India \$ 15 billion (figures in international dollars).

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http://www.who.int/dnp/advocacy/dnp_manual_EN-webfinal.pdf?ua=1