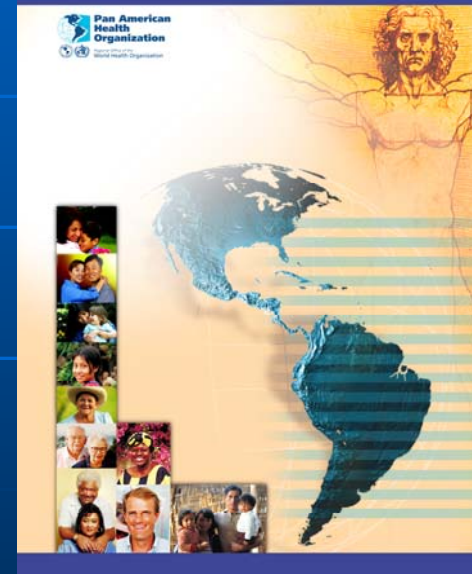
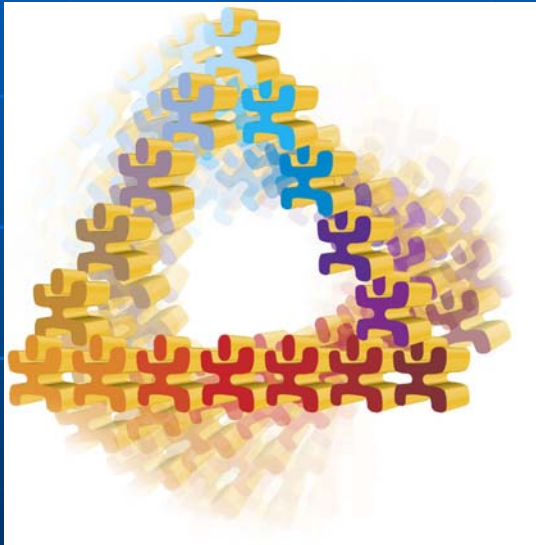
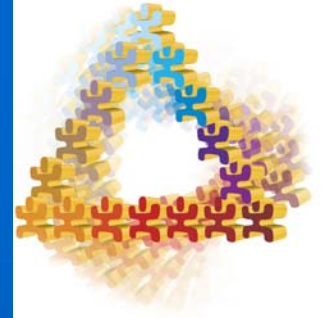


CARMEN: Vehicle for the Implementation of the PAHO/WHO Regional Strategy



Meeting for NCD Focal Points, Panama, October 2007
Branka Legetic, PAHO/WHO Regional Advisor

Some of the History...



- **1997:** Pan American CARMEN Initiative established.
- *Chile and Canada, the first members. The CINDI protocol translated and accepted as the CARMEN protocol*
- By 2002 ... +8 new members = 10
- **2002:** *Resolution on Public Health Approach to Noncommunicable Diseases where*
- CARMEN recommended as the initiative that supports this Public Health approach, e.g. integrated prevention of noncommunicable diseases.

Further Developments ...



- Follows request from countries for liberalization of acceptance to the network
- *Result:* All countries that have projects related to NCDs were accepted.
By 2004, TOTAL = 21
- **2003:** Managers Committee Meeting: Decision to ask countries to accept responsibility to develop tools for the network
 - Chile – CARMEN School
 - Canada/PHAC with PAHO: The CARMEN NCD Policy Observatory
 - Brazil: Indicators for evaluation of community programs;
 - Puerto Rico: Communication tools as Bulletin and ListServ
 - Peru: A framework for country interventions

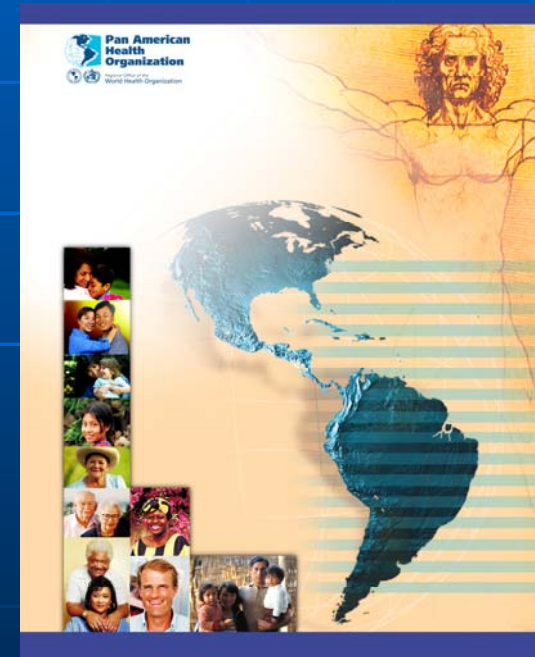
Further Developments ...



- **2005:** Besides 21 Member Countries and 3 Country Observers, the *external partners of CARMEN* participated (PAHO/WHO Collaborating Centers, other networks, organizations)
- *Meeting organized around main areas of interest:* DPAS, surveillance, policy, capacity building, prevention and management.
- *Secretariat now the whole NCD Unit*

New Context

- **2006:** *Regional Strategy and Action Plan for Integrated Prevention and Control of Chronic Diseases including Diet, Physical Activity and Health* endorsed by Member Countries
- CARMEN countries involved from the beginning in the process of developing the Action plan for the Strategy (organized national and subregional consultations)



The Directing Council is requested to consider the following actions

- Reaffirm chronic diseases as a high priority
- Ensure that Member States' commitment is translated into programmatic and financial support for chronic diseases
- Review, provide, and adopt feedback to proposed Regional Strategy and Plan of Action
- Discuss strategies to mobilize technical and financial resources at the regional, sub regional, and country levels

CARMEN 2007

- Unique network of governments
- Accomplishments & lessons learned over 10 years
- *Terms of Reference revisited:*
Composition, governance, vision, mission, definition
 - Composition: Member countries, partner organizations and networks
 - Governance: Management Committee's & Secretariat's roles and responsibilities
 - Vision, mission, general and specific objectives



Definition



- CARMEN is a Regional initiative supported by PAHO/WHO to promote the integrated prevention of chronic noncommunicable diseases (NCDs) in the Americas.
- The CARMEN initiative involves a network of *countries, organizations and institutions that share the common goal* of reducing the prevalence and incidence, premature mortality, and disability due to chronic diseases and their risk factors through integrated community-based approaches focused on prevention and control.

CARMEN Network 2007



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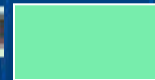
Members

Argentina, Anguilla, Aruba, Bolivia, Brazil, Bahamas, Canada, Colombia, Costa Rica, Cuba, Curacao, Chile, El Salvador, Ecuador, Guatemala, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad & Tobago, Uruguay



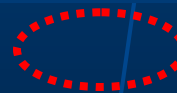
Prospective Members

Honduras, Suriname, Venezuela



Collaborating Members

SLU, USF, NHLBI, CDC, PHAC
AMNET, RAFA, ILSI, F&V, IDB



Special Projects

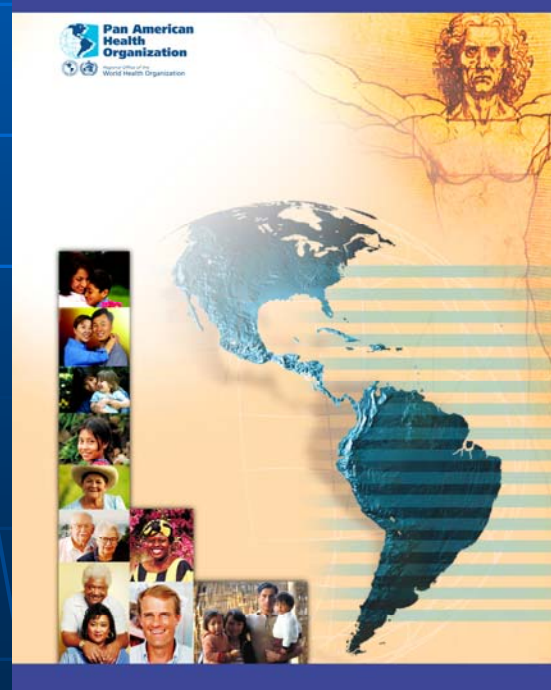
- USA-Mexico (border)
- CARLI
(English/Dutch Caribbean)

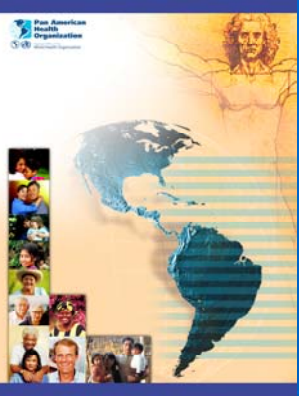
Vision, Mission



- *Vision:* to create a region free of preventable chronic, noncommunicable diseases through a network of countries and organizations that share experiences and coordinate actions.
- *Mission:* Foster collaborative efforts among PAHO Member States and partner organizations to reduce the burden of chronic NCD and their risk factors in the Americas by supporting the development, implementation and evaluation of comprehensive, integrated prevention and control

Lines of Action





Public Policy & Advocacy

Surveillance

Health Promotion & Prevention

Integrated Management of NCDs





To ensure and promote the development and implementation of effective, integrated, sustainable, and evidence-based public policies on chronic disease, their risk factors, and determinants.

Public Policy

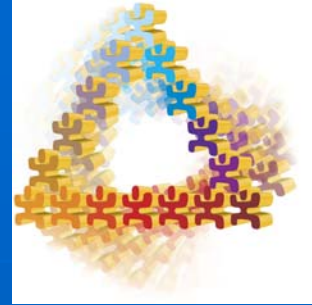


*Strengthen NCD
public policy development*

CARMEN Contribution and Opportunities

Special Project: CARMEN Policy Observatory (since 2004)

- 3 case studies (Costa Rica, Brazil, Canada)
 - Contribution through methodology for policy development & implementation
- 2007 Policy Observatory agenda expanded
 - Policy monitoring /evaluation (tool development, Chile)
 - Policy dialogs on subregional level (Caribbean)
 - Advocacy capacity-building
 - Research (Guatemala case study supported by Costa Rica team)





Development and strengthening of chronic disease surveillance systems

Surveillance



To encourage and support the development and strengthening of countries' capacity for better surveillance of chronic diseases, their consequences, their risk factors, and the impact of public health interventions.

CARMEN Contribution & Opportunities



- 2003–2004 pilot projects in 4 countries (Argentina, Brazil, Chile, Colombia) on strengthening of local NCD and risk-factor surveillance.
- **2007 Agenda expanded**
 - Integration in local or national surveillance systems
 - Minimum list of indicators for NCD and RF surveillance- Basic Data on NCDs (PAHO Interprogrammatic Working Group for NCD Surveillance + countries discuss and pilot)
 - Small Grants: PanAm STEPS methodology implementation (12 countries) and development of additional modules (CAREC), Global School Health Survey (9 countries)
 - *Special Project*: NCD InfoBase decentralization (Regional, subregional, national levels)
 - Collaboration with a program for strengthening vital and health statistics

Health Promotion & Prevention

To foster, support, and promote social and economic conditions that address the determinants of chronic diseases and empower people to increase control over their health and to adopt healthy behaviors.



*Implement strategies and actions
for health promotion in
key settings*

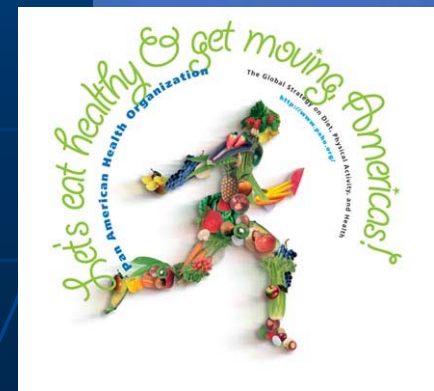
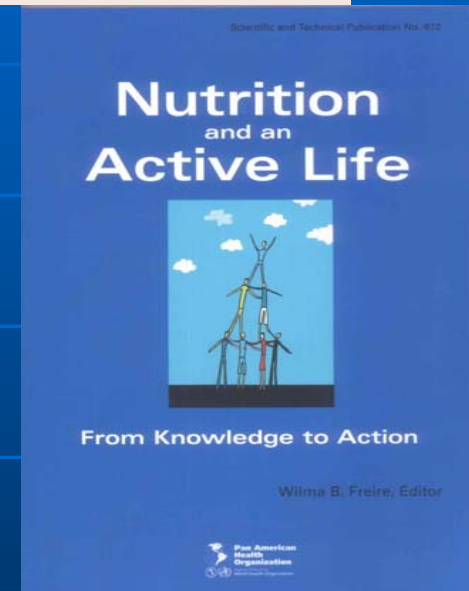


- Framework Convention for Tobacco Control (FCTC): Acceptance, ratification
- DPAS LAC (2005/6)
- Networks and partnerships: CARMEN-RAFA, ILSI, *Ciclovías*, AMNET, F&V initiative
- *Successful initiatives documented:* (Colombia, Chile, Brazil, Argentina, Costa Rica, Mexico)
- Ongoing 4 demonstration projects on Healthy Lifestyles & Healthy People (2 in Chile, Mexico, Brazil)

2007 Agenda expanded:

- Communication campaign: "Eat well, feel well and get moving, America!"

2006/2007



The Global Strategy on Diet, Physical Activity, and Health



Let's eat healthy & get moving Americas!

Pan American Health Organization
Regional Office of the World Health Organization
www.paho.org

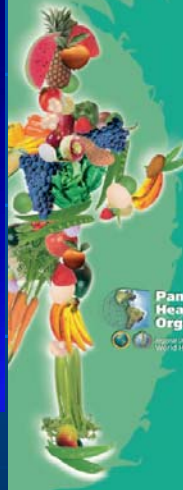
Phase I: Mexico, Chile, Colombia, Costa Rica, Argentina
Phase II: Other countries

For more information, please visit www.paho.org
To donate, go to www.pahef.org

Let's eat healthy, live well and get moving America!



Communication campaign against obesity



Pan American Health Organization
Regional Office of the World Health Organization

Pan American Health Organization
Regional Office of the World Health Organization



Dr. Mirta Roses, Director of the Pan American Health Organization and Don Francisco, popular television host in the Americas, are pleased to announce the launch of a new communication campaign against obesity, "Let's eat healthy, live well and get moving America!"
The campaign will begin in October 2006 and run through June 2008, reaching most countries in Latin America.

CAMPAIGN OBJECTIVES

- Increase awareness about the urgency of the problem
- prompt "influentials" to re-examine their priorities and policies to facilitate opportunities for healthy eating and active living
- promote research and education programs to combat childhood obesity

CALL TO ACTION

"Let's eat healthy, live well and get moving America!" is an invitation to families, parents and young people to participate. National leaders, academics, scientific institutions and industry need to heed this call and join in existing efforts aimed at making it easier for the general public to eat healthy and enjoy a more active lifestyle.

Chronic diseases are preventable.

Learn what you can do, act now and get moving!



www.paho.org

THE GROWING THREAT

Obesity and related chronic diseases like diabetes, hypertension, heart attack and some cancers are on the rise in the adult population and are appearing in children; affecting two out of three individuals in the region of the Americas. Several myths have contributed to the inaction and neglect of chronic diseases.

MYTH 1: "Obesity and chronic diseases are diseases of the wealthy."

These diseases indiscriminately affect individuals from all walks of life, regardless of income, gender, color, nationality or age. 80% of chronic disease deaths worldwide and 60% of similar deaths in Latin America occur in low to middle income.

MYTH 2: "One can be done about chronic diseases."

Not true. In fact, during the past three decades several countries such as Canada, Japan, UK, and the USA have successfully reduced the deaths from heart diseases by 70%.

MYTH 3: "Chronic diseases are an inevitable consequence of aging."

Although middle-aged adults are especially vulnerable, most chronic diseases can be prevented. Modifiable risk factors such as smoking, eating too much salt, fat and sugar, and sedentary lifestyles are the main cause of chronic diseases.

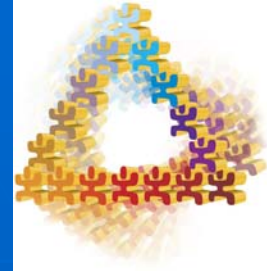
The Campaign's messages will be broadcasted in Latin America through radio, television and media outlets to maximize their reach. In-country activities will be carried out in select countries. They include pre and post evaluations conducted in three countries to measure the impact on target audiences, and a traveling "road show" of experts to motivate a multi-sectoral group of local decision makers and journalists to shift their focus from just interest in the problem to positive action.



Get moving America!
Campaign against Obesity



Provide technical assistance to countries in the development, strengthening, implementation, and evaluation of their chronic disease programs



Integrated Management of NCDs



To facilitate and support the strengthening of the capacity and competencies of the health system for the integrated management of chronic diseases and their risk factors.

Care Model for Chronic Diseases

Community

Resources &
policies

Health System

Organization of health care

Support for
self-care

Service
delivery
system
design

(Evidence-
based)
Decision-
making
support

Clinical
information
system

**Active,
informed
patients**

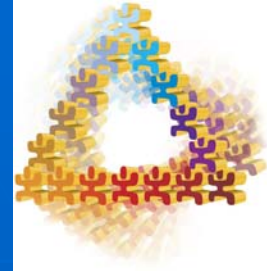
**Productive
interactions**

**Trained,
proactive
health team**

Improved results



CARMEN Contribution and Opportunities



■ Special Projects

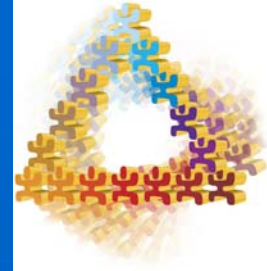
- CAMDI – Quality of Diabetes Care
- Mexico –Veracruz Initiative for Diabetes Awareness
- Chile –Chronic Care Model applied in National Cardiovascular Health Program
- 3 community demonstration projects on involving lay health personnel in promoting cardiovascular health in the Americas (PAHO-NHLBI)

■ 2007 Agenda expanded

- Special project: Development of national charts for cardiovascular disease risk (Chile)
- Revision of the situation in the Region:
 - National guidelines
 - Access to medicines (with PAHO Fund for Essential Medicines)
 - Availability of early detection and screening
 - Development of recommendations for implementation national cancer, cardiovascular disease and diabetes programs



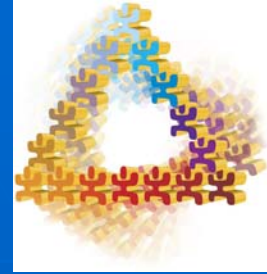
Cross-Cutting Areas



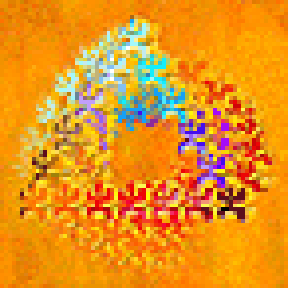
- *Capacity-Building: Collaboration with PRC Network*
 - *Special Project: CARMEN school*
 - *Phase I: Courses in EBPH, PAPH, SM*
 - *Phase II: Knowledge translation, twining*
- **Communication, Exchange**
 - CARMEN-CNCD PAHO Bulletin
- **ListServ, Web**
- **Resource Mobilization**
 - *Stronger Relationships: Joint projects with partners (PAHO/WHO Collaborating Centers)*
 - *Regional, Subregional and Country Biennial Planning Budget (BPB), technical cooperation among countries (TCC), external partners*



Biennial CARMEN Meeting: Bahamas, November 2007



- Planning Process
 - Management meeting Toronto –March
 - Sub regional meetings –Liaison with economic and political agendas
 - Tool for monitoring and evaluation March-November
 - Meeting with WHO collaborative centers and partners-September
- Organized around Lines of Action of the Regional Strategy
- Meeting Objectives
 - Celebrate 10 years of CARMEN: Accomplishments and lessons learned
 - Planning for 2008–2009 period (national, subregional, Regional levels)
- Actors
 - Interprogrammatic Working Group for Strategy Implementation, Countries, Partners' Forum



CARMEN



Purpose: Prevent, control, and reduce burden of risk factors and noncommunicable diseases in LAC countries

Objective: Increase technical capacity of the countries to prevent, control, and treat risk factors and noncommunicable diseases

Strategy:
NETWORKING

Lines of Implementation

Policy & Advocacy

Surveillance

Health Promotion & Risk Factor Prevention

Integrated Management of Risk Factors & NCDs

Policy Observatory
(Costa Rica, Brazil, Canada, Chile, Guatemala)

PanAmerican STEPS Grant
(12 countries)
GSHS Grant (6 countries)

Demonstration Projects on Diet & Physical Activity
(Chile, Brazil), FCTC

Health Promoters, CVDs, Diabetes, Action now

Capacity-Building: CARMEN School (Chile, Uruguay, Panama, Costa Rica, Jamaica, etc.)