

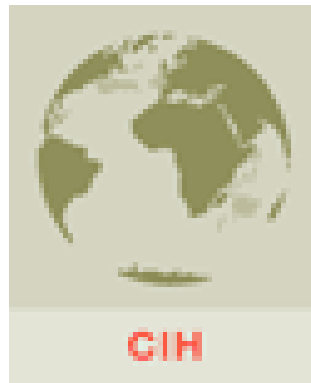
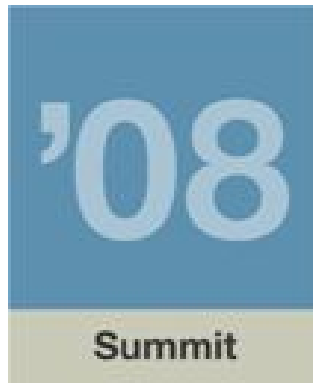
↳ A PERSPECTIVE ON OXFORD HEALTH ALLIANCE

OXHA Summit – Sydney
Søren Peter Andreasen

27 February 2008

OXHA put in context as a GLOBAL POLICY CAMPAIGN

Confronting the Epidemic of Chronic Disease



3FOUR50.COM is an awareness-raising and action-based online social network aimed at preventing chronic disease. If you want to take positive action click here to enter the site.

[Enter the site](#)

3 risk factors – tobacco use, poor diet and lack of physical activity – contribute to the
FOUR major chronic diseases – heart disease, type 2 diabetes, lung disease and many cancers – which are responsible for more than
50 per cent of deaths in the world.

OXHA summit descends on Sydney with sense of determination



Widespread sentiment that we should be “more like the climate change campaign”

Perhaps like these activists?

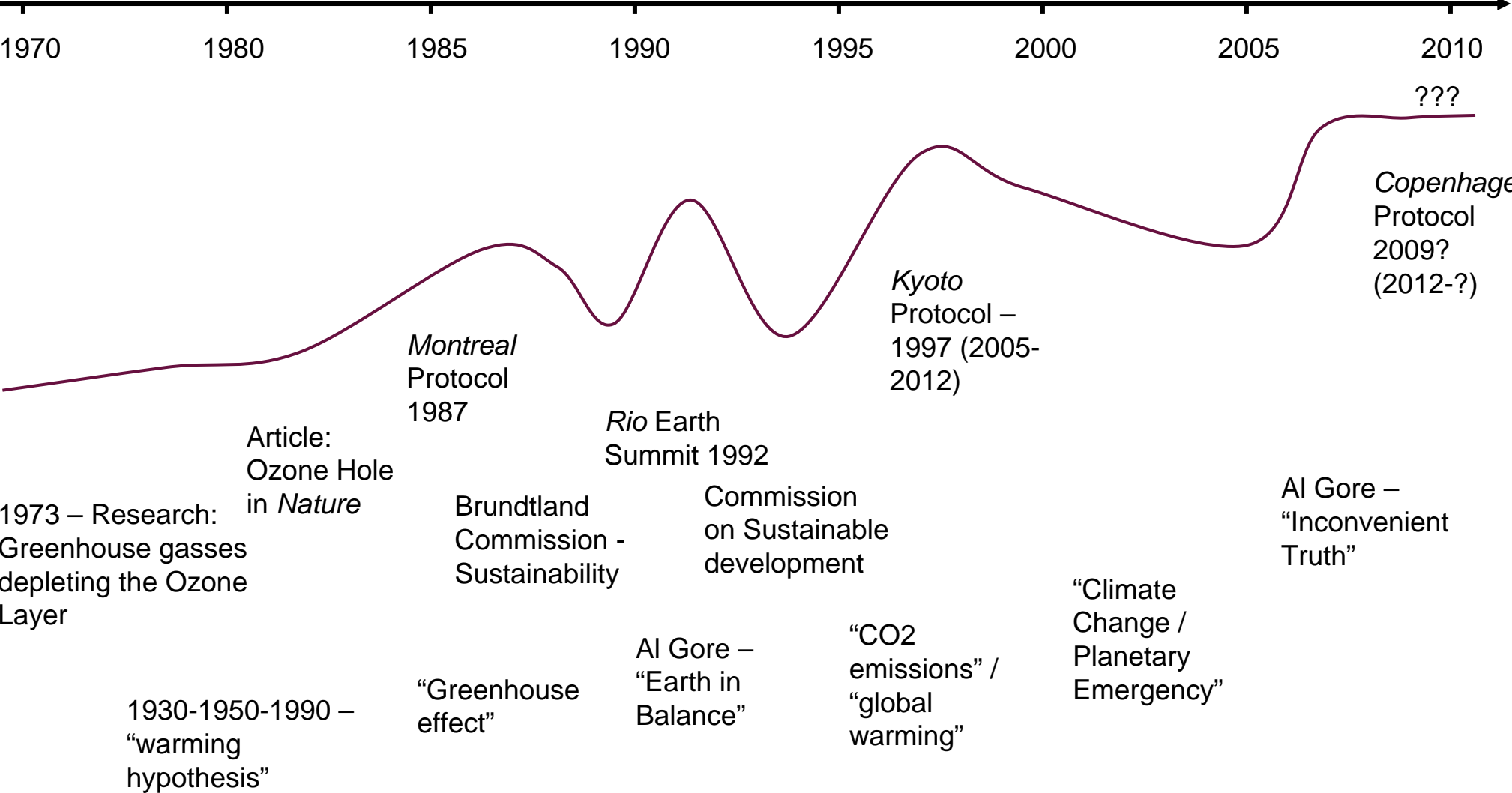
Mean-while at Heathrow Airport...



Or like their fearless leader?



BUT the environmental movement has had to be patient



Global policy campaigns are complex and non-linear. Bursts of attention occur when three conditions are simultaneously present

Widespread acceptance of the issue as a threat

- Grand challenges
- Burden of disease
- Forecasts / projections
- Urgency
- Outrage

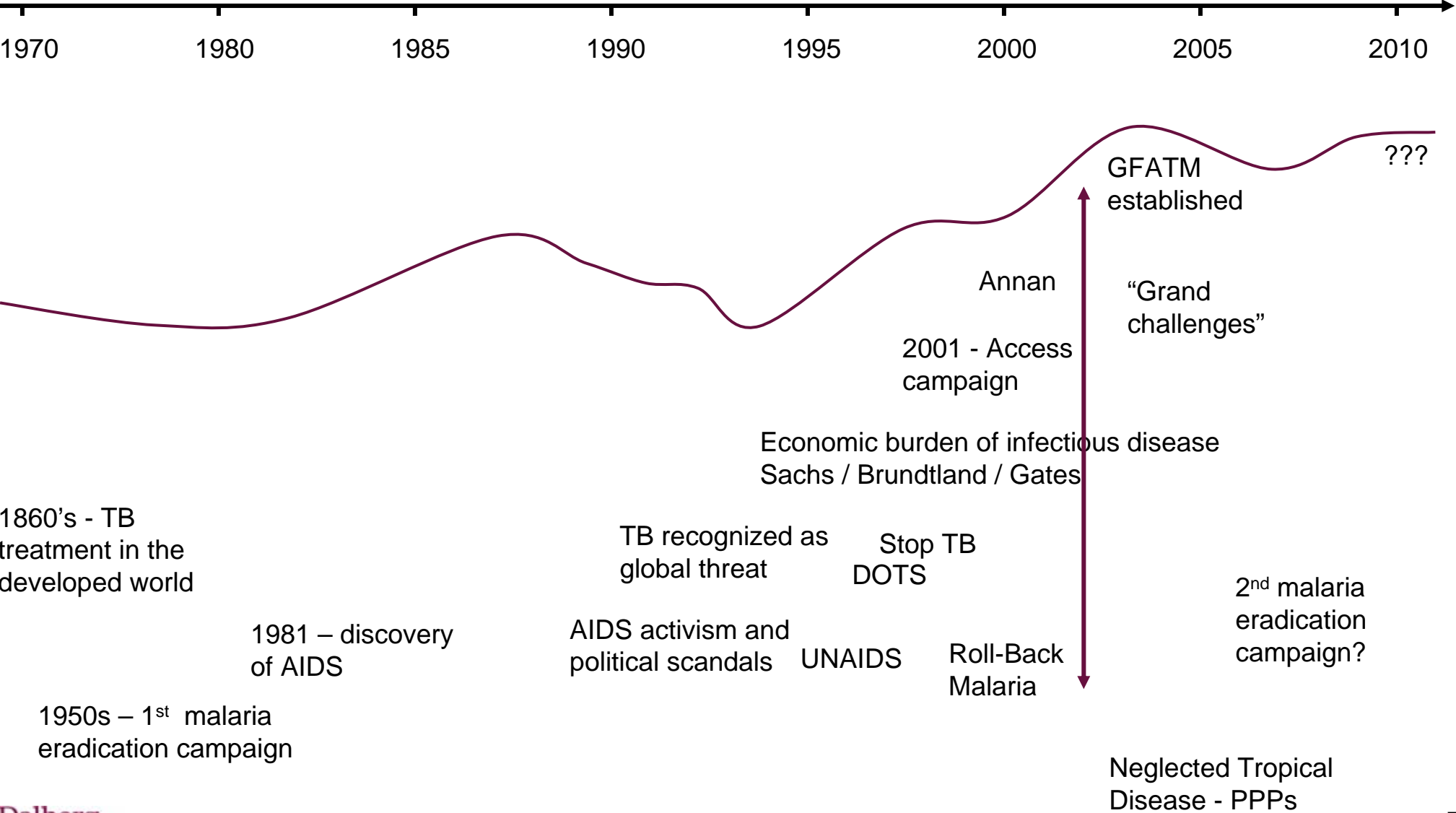
Perception that human intervention can have an impact

- Tools / measures
- Cost-effectiveness / “best buys”
- Opportunity
- Optimism

Formation of a transnational coalition of concerned actors

- Interests / agenda
- Consensus / organization
- Shame / glory
- Values / social mission
- Human rights

Global fight against infectious disease – 1995-2005 lift-off



Learning from other global policy campaigns:

1) Build strategies and momentum

- No campaign without activism
 - Link to human rights, poverty, vulnerable populations, children
 - Yunus (microfinance) is not the average professor
- Issue linkages can be effective to leverage momentum
 - As in AIDS/TB/Malaria, ozone/warming, smallpox/polio
 - Warming/poverty, disease/poverty etc
 - But can the campaign promise be communicated? Sustainability, neglected diseases
- Organization can turn a campaign around
 - Remember Jody Williams and the international campaign to ban landmines?
 - And even pave the way for new campaigns (Brilliant and smallpox eradication)

And:

2) Be patient and persistent

- Commercial interests can present a major barrier over decades
 - Almost endless resistance, particularly if there is nowhere to go (Tobacco, land mines)
 - But tends to converge towards commercially viable options over time (big oil, automotive?)
- There is no guarantee of action following promise
 - Make Poverty History -> MDGs -> stagnating ODA (but perhaps better decisions?)
- Patience is rewarded
 - Framework Convention on Tobacco Control – a 50 year battle
 - at least temporarily...

Where this leaves OXHA: Time for a big burst of attention?

	Threat	Human intervention	Coalition
Strong points	<ul style="list-style-type: none">• “3-4-50”• Epidemiology• Some outrage	<ul style="list-style-type: none">• Grand challenges• Demonstration projects / interventions at national, community, individual level	<ul style="list-style-type: none">• Selective bursts (FCTC, Diabetes Resolution)• Open alliance• Summits• Sydney Resolution?
Not so strong	<ul style="list-style-type: none">• No common label (NCD, CD, NCCD etc)• Complexities	<ul style="list-style-type: none">• Global / local focus?• Priorities - 10 or 100 “Best Buys” at global level?	<ul style="list-style-type: none">• Where are the activists?• Limited commitments• Unclear “Ask”?• Unclear escalation path

Open alliances work but must be carefully managed

Executive Summary | 2007

Business guide to partnering with NGOs and the United Nations



- The best business / NGO / public partnerships can break new ground
 - Private sector can be a source of innovation and skills (global health)
 - Yet, most partnerships fail to meet their mission
- International public agencies are instruments of collective action, not innovators / agenda-setters
 - Member states set the agenda – FCTC, UN Resolution on Diabetes
 - Donors and recipients determine the programmes, Global Fund

Some final reflections

- Sydney Resolution is a milestone in a long march to a common objective
- Example of our Australian colleagues: Giving the best you have to give now; the campaign will pay back eventually
- Activism in the comfort of OXHA? Link to tobacco/poverty/trade campaigns?