

Presentation by Derek Yach

The Call to Action

Oxford Health Alliance annual meeting 05



(clockwise from top left)

The Sense of Smell

The Sense of Taste

The Sense of Hearing

The Sense of Touch

The Sense of Sight

Philippe Mercier, 1689-1760

c. 1744-47

Oil on canvas

52 x 60 ½ in. (132.1 x 153.7 cm)

Yale Center for British Art, Paul Mellon Collection

2005 Oxford Health Alliance Call to Action: “Continuity and action”

Overview comments

- * Stick with core messages (prevent chronic diseases; 3 risks; 4 diseases; alliances)
- * Build on progress and avoid drifting off mission
- * Add selected new insights and ideas
- * Maximize investments made in people, initiatives and coalitions

RECOMMENDED ACTIONS BY THE PRIVATE SECTOR IN THE GLOBAL STRATEGY

- **Reduce saturated fats, trans fatty acids, free sugars and salt in existing products**
- **Develop affordable, healthy and nutritious choices to consumers**
- **Introduce new products with better nutritional value**
- **Provide consumers with adequate and understandable product and nutrition information**
- **Practice responsible marketing that supports the strategy...especially to children**
- **Issue simple, clear and consistent food labels and evidence-based health claims**
- **Provide information on food composition**
- **Assist in developing and implementing physical activity programmes.**

Guiding principles for interaction between academia and the food industry

- Commitment to improving public health.
- Independent oversight and audit of interaction
- Protect scientific integrity and proprietary information and ensure the freedom to publish.
- Created a firewall between sources of finance that could be perceived to unduly influence public policies and their development.
- Actions based on shared science.
- Public disclosure of direct and indirect sources of funding
- Public “watchfulness” over private pledges

PepsiCo International Signs South Africa Franchise Agreement with Pioneer Foods

CAPE TOWN, South Africa, July 20/PRNewswire/ -- PepsiCo International today announced the appointment of Pioneer Foods, the leading South African food and beverage company, as its franchisee in the Republic of South Africa.

Under the agreement Pioneer Foods' beverage subsidiary, Ceres Fruit Juices, will bottle and distribute a range of PepsiCo drinks, including Pepsi, Diet Pepsi, 7-Up, and Mirinda. The drinks will be manufactured in Ceres' plant in Gauteng.



TIC GUMS INC: benefits of gums

- Reduce sugar content
- Reduce calories
- Reduce saturated fats
- Increase fiber content

With no loss of taste and mouthfeel!



Industry calls for more action!

- Kraft research: “58% of consumers feel the industry is not dealing with the obesity issue effectively”
- Mark Berlind, Exec VP, Kraft; June 7 2005; American Advertising Federation convention



Marine Stewardship Council
London
United Kingdom

International Cocoa Initiative
Geneva
Switzerland



1. Communications and advocacy

Package and prepare new outputs for carefully defined audiences. This includes the CAPCOD story to date, the working group papers, key presentations at the conference and basic data about the impact of chronic diseases. The new OHA website; multiple scholarly and lay publications; and a text on chronic disease prevention and economics are initial vehicles.

2. Evidence for action

- Work with key players to develop an interactive model of what works best to change the course of the chronic disease epidemic, drawing on systems theory and the growing database of studies. Include the consequences of inaction!
- Complete the economics paper and actively engage with the World Bank/IMF; investment banks; DAC/Foundations and Finance Ministries in preparing final drafts for targeted dissemination. Consider equivalent dissemination processes for other work groups.

3. New evidence to motivate system change

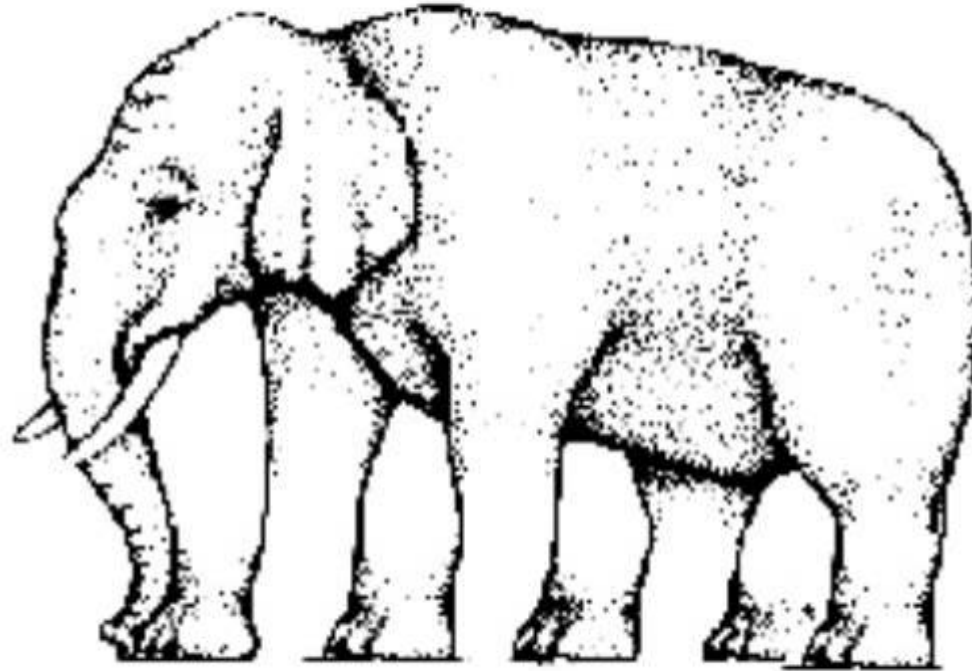
- Support the CAPCOD teams to develop the measurement instruments and specific interventions by both commissioning background reviews and hosting small meetings. Financial and technical support will be given to those countries and groups able to assemble high level national donors to do so with explicit endorsement by OHA. OHA would work with international donors and host development meetings to expedite funding.
- Support further development of the “Grand Challenges for chronic disease prevention and control” and work with others involved in defining a global agenda for applied research related to diet and physical activity, linking to, and learning from existing priorities for tobacco control research.

4. Convene and identify influential and potential leaders

- Convene the next OHA meeting next year in South Africa and use the meeting to continue with existing themes and add in a stronger health system perspective; a focus on physical activity; and an explicit discussion about enhancing private-public interaction aimed at achieving OHA goals. In preparing for South Africa, work with key players to develop a business case for chronic disease prevention.
- Strengthen the role of young people in the design of the meeting.
- Highlight the links between chronic diseases and poverty
- Develop and celebrate “innovations awards” for cutting edge projects advancing OHA goals.

5. Governance of OHA

Complete registration of OHA as a Charity and appoint an external advisory board that reflects diversity and excellence. Expand the breadth and depth of the Alliance.



**Living with constructive
ambiguity!**

How many legs does this elephant have?

Thanx

- Tracy Crosby
- Kim Yee
- Pam Garside
- Danny Abelsohn
- Laurie Branscombe
- Stig Pramming