

Conflict, Common Interests & Courage

in the Control of Cardiovascular
Disease and Cancer

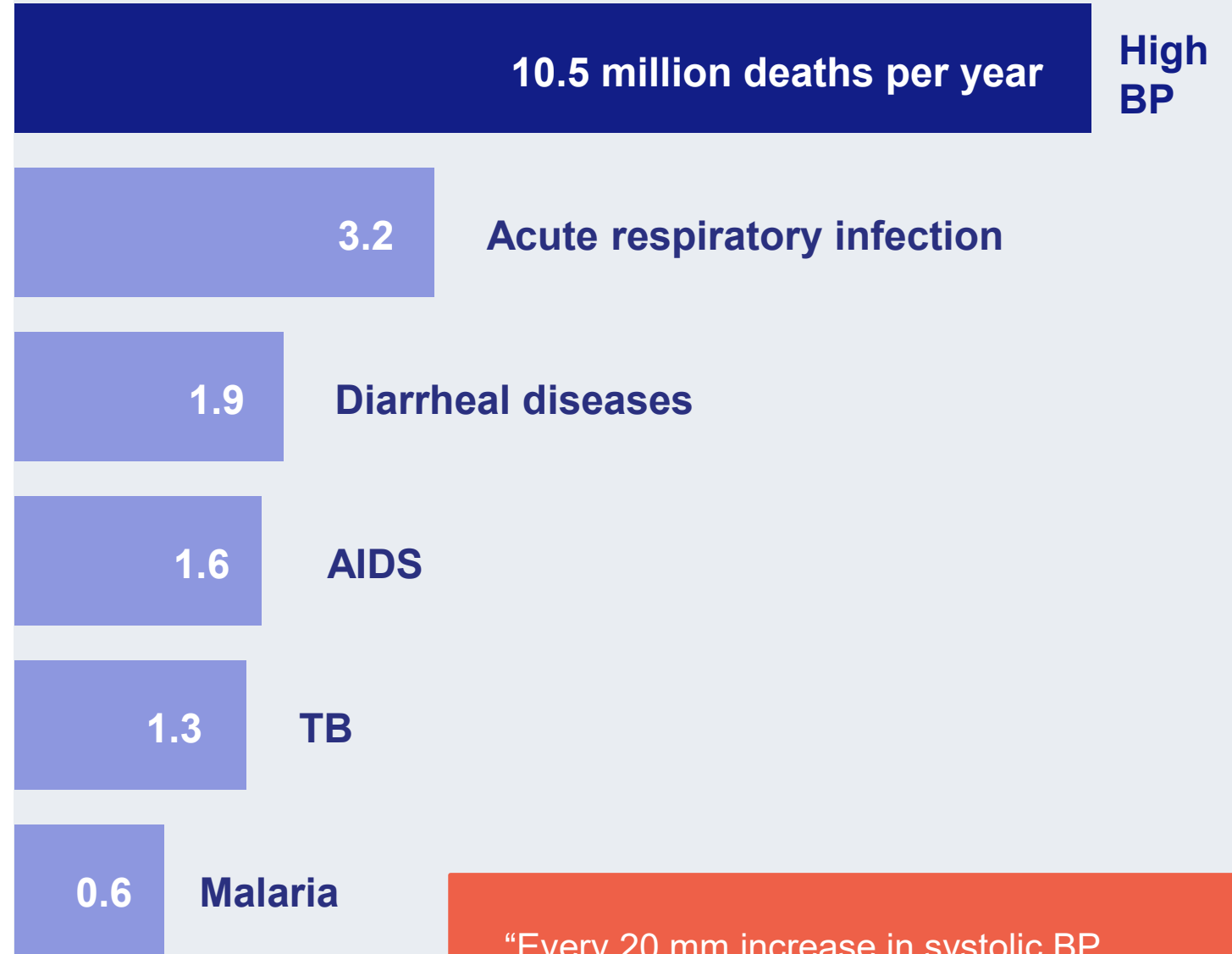
Tom Frieden
MD, MPH

PRESIDENT AND
CHIEF EXECUTIVE OFFICER



High blood pressure kills more people than any other condition

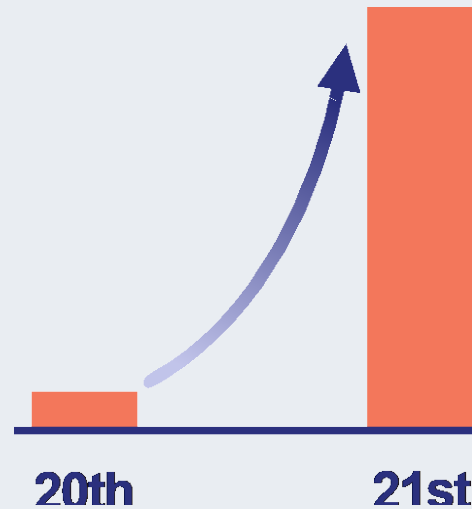
...more than all infectious diseases combined



“Every 20 mm increase in systolic BP doubles vascular mortality at ages 35-69”
LEWINGTON S. ET AL. LANCET. 2002;360:1903-1913.

100 million tobacco deaths in the 20th century

If these trends continue, **1 billion** tobacco deaths this century



Tobacco is the #1 preventable cause of death in the world

Conflicts

**Commercial determinants of health –
industries that promote unhealthy products**

**Undue influence on governmental and
clinical policies**

Public vs. private health sectors

Doctors vs. non-medical providers

**Pharmaceutical, equipment, laboratory
industries vs. effective treatment programs**

Conflicts

Commercial determinants of health – industries that promote unhealthy products

Undue influence on governmental and clinical policies

Public vs. private health sectors

Doctors vs. non-medical providers

Pharmaceutical, equipment, laboratory industries vs. effective treatment programs

Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Conflicts

Commercial determinants of health – industries that promote unhealthy products

Undue influence on governmental and clinical policies

Public vs. private health sectors

Doctors vs. non-medical providers

Pharmaceutical, equipment, laboratory industries vs. effective treatment programs

Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Health-based policies increase health and economic return on health investment

Conflicts

Commercial determinants of health – industries that promote unhealthy products

Undue influence on governmental and clinical policies

Public vs. private health sectors

Doctors vs. non-medical providers

Pharmaceutical, equipment, laboratory industries vs. effective treatment programs

Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Health-based policies increase health and economic return on health investment

Public and private health sectors together can increase patient access to care

Conflicts

Commercial determinants of health – industries that promote unhealthy products

Undue influence on governmental and clinical policies

Public vs. private health sectors

Doctors vs. non-medical providers

Pharmaceutical, equipment, laboratory industries vs. effective treatment programs

Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Health-based policies increase health and economic return on health investment

Public and private health sectors together can increase patient access to care

Team-based care quadruple win: access, cost, quality, employment

Conflicts

Commercial determinants of health – industries that promote unhealthy products

Undue influence on governmental and clinical policies

Public vs. private health sectors

Doctors vs. non-medical providers

Pharmaceutical, equipment, laboratory industries vs. effective treatment programs

Common Interests

Healthier people more productive and creative (e.g., Thai Health Promotion Foundation)

Health-based policies increase health and economic return on health investment

Public and private health sectors together can increase patient access to care

Team-based care quadruple win: access, cost, quality, employment

Expanded access increases market for essential medications, diagnostics, and equipment

Courage is essential for success

Focus on impact is not unethical — failure to prioritize is!



Tax: tobacco, alcohol, sugar-sweetened beverages, salt, carbon



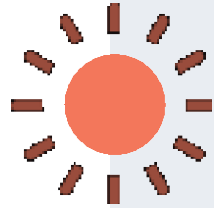
Regulate: smoke-free public spaces, nicotine, sodium levels, trans fat elimination, alcohol sales and drunk driving, health care quality



Warn: plain tobacco packaging, front of pack warnings on unhealthy food

Courage is essential for success

Focus on impact is not unethical — *failure to prioritize is!*



Transparency on clinical decision-making and industry influence



Enable each provider type to practice at **top of capability**



Control costs, select **optimal medications**



Try new approaches, evaluate rigorously, share results openly



**Primary health care most needed,
most neglected**



**Thailand is model of quality,
accessible care**

**Universal health
coverage must
be more than a
slogan**

Hypertension control is crucial, and a pathfinder for primary care

- Evidence-based protocols
- Regular supply of drugs and logistics
- Team-based care
- Patient-centered services
- Rigorous accountability and continuous quality improvement

Universal health coverage must be more than a slogan

TOP

**Technical,
Operational,
Political**

aspects are essential
for health progress

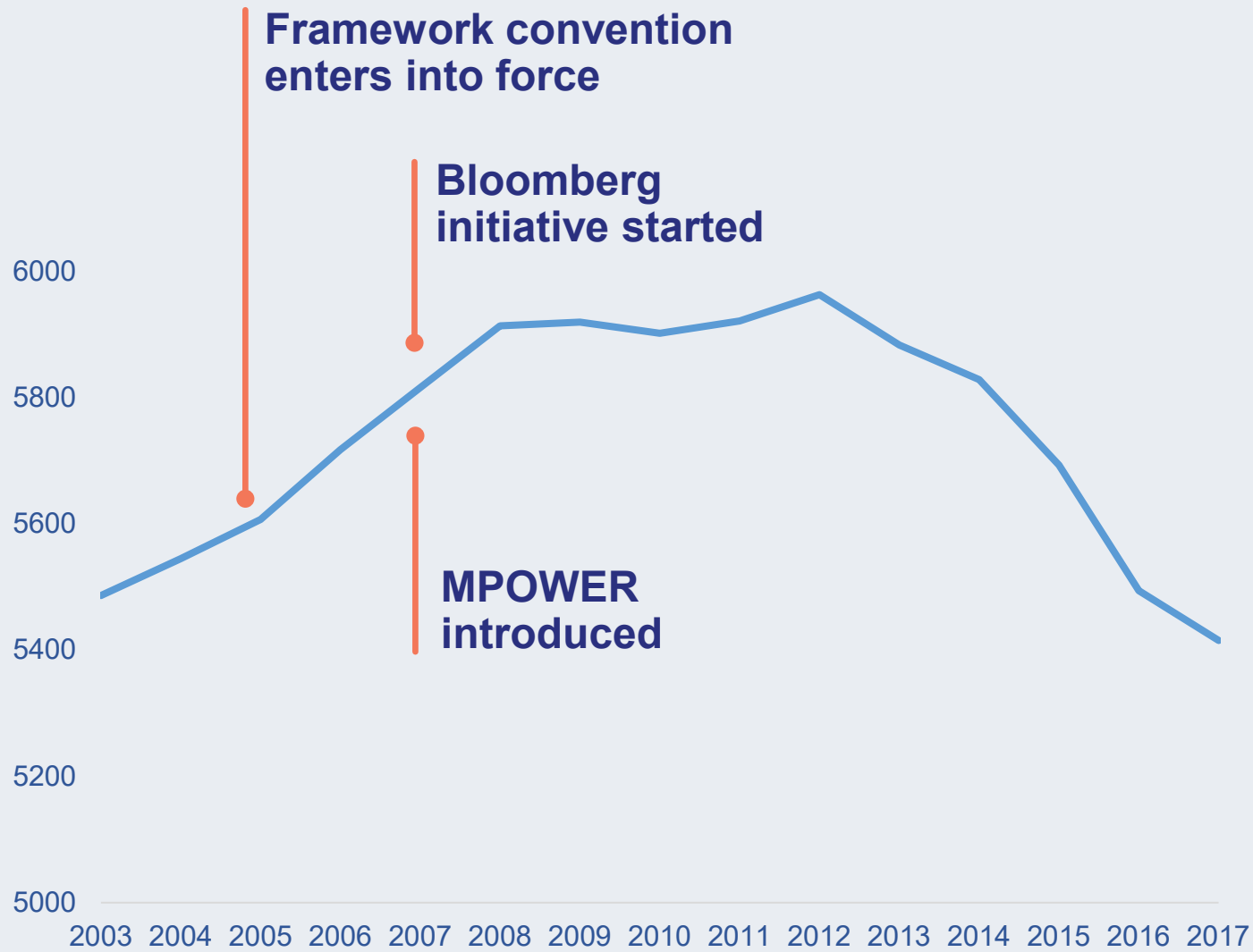
Technical rigor



**Operational
excellence**



**Political
support**



Billions of cigarettes sold each year

**Cigarette sales
are falling for
the first time in
history**

When does

50 + 30 + 0 = 100?

**We can save 100
million lives over
the next 30 years**



Increase global control of
blood pressure from 14% to
50%



Reduce global dietary
sodium intake by
30%



Eliminate artificial trans fats
0%

**Recognize conflict and
common interests**

**Have the courage to
treat NCDs as the life-
threatening emergency
they are!**

**Act today
to protect**

**our families
our communities
our countries
our world**