

“Communicating the Non-Communicable”

A Special UN High Level Meeting on NCDs 2011-Related Press and Communicators Briefing

8:00 - 9:30 A.M. - September 19, 2011

~immediately preceding~

***First Ladies Official Side Event - Women Connect for Health & Education:
Empowering Women in the Digital Era:
Challenges and Opportunities to Achieve MDG 3, 4, 5, 6, and NCDs by 2015***

**New York Waldorf Astoria
301 Park Avenue
New York, NY 10022**

This special UN NCD summit-related press and communicators briefing will introduce four new communication tools and resources that individuals, communities, institutions, and countries can use to help make NCD healthy choices easier and counter hazard promotion.

1. The WHPA Health Improvement Card

The World Health Professions Alliance (WHPA), which brings together the global organizations representing the world's dentists, nurses, pharmacists, physical therapists, and physicians and speaks for more than 26 million health care professionals in more than 130 countries, has developed this new tool to motivate individual behavior change and empower health improvement.

The WHPA Health Improvement Card is a simple, universal educational tool, which will allow everyone to access and record their lifestyle/behavioral and biometric risk factors. It enables individuals and their health professional to take a proactive approach to prevent NCDs and associated disability and develop specific interventions to address risk factors and actively improve health and well-being.



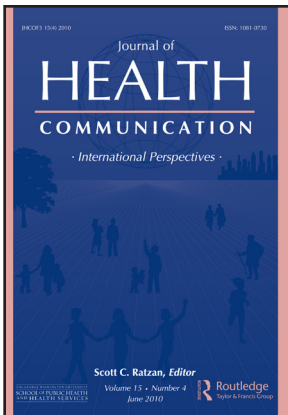
for details visit www.whpa.org

2. Communicating the Noncommunicable Special Supplement

The peer-reviewed *Journal of Health Communication: International Perspectives* with the support of the World Economic Forum, will launch a journal supplement on the NCDs prepared in the context of the UN High Level Meeting. This supplement highlights NCDs as “communicable diseases” and makes practical and innovative recommendations about ways to use creative incentives, new media, technologies, public-private partnerships, and tools to make health and well-being choices more attractive and easier. Articles are authored by prominent public health leaders and experts from academia and international organizations such as the World Health Organization, World Economic Forum, and World Bank.

The Journal of Health Communication: International Perspectives

Editor-in-Chief Scott C. Ratzan, MD, MPA
Managing Editor Wendy Meltzer



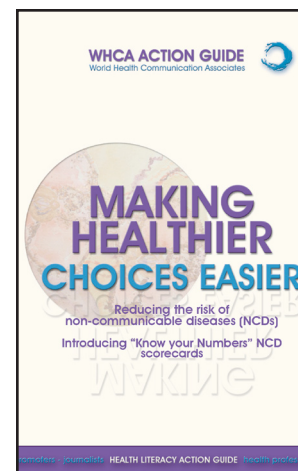
The *Journal of Health Communication: International Perspectives* is the leading journal covering the full breadth of a field that focuses on the communication of health information globally. The journal seeks to advance a synergistic relationship between research and practical information. With a focus on promoting the health literacy of the individual, caregiver, provider, community, and those in the health policy, the journal presents research, progress in areas of technology and public health, ethics, politics and policy, and the application of health communication principles. The journal is selective with the highest quality social scientific research including qualitative and quantitative studies. For more information, visit: www.tandfonline.com/UHCM.

More information on the reverse side

3. Making Healthier Choices Easier Health Literacy Guide to Reducing NCD Risk

This guide will be launched by the World Health Communication Associates (WHCA) as a practical resource for public health practitioners, health professionals, educators, policy-makers, business leaders, advocates, and others who wish to help individuals and populations enhance their health literacy and reduce their risk of chronic illness.

The World Health Communication Associates (WHCA) are an independent network of active, strategically-placed communicators, who work to promote health and health equality on all levels. For more information, visit: www.whcaonline.org.



4. DHI White Paper

The Digital Health Initiative (DHI) will launch its white paper on use of new digital media to address MDG and NCD developmental agenda. The DHI has built a strategic framework for new model partnership across ICT, pharmaceutical, and health technology centers with a view to concrete deliverables in the accelerated delivery of the health-related MDGs and beyond. The DHI has been launched with the support of the UN Office for Partnerships.

To RSVP or for more information, contact:

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Agenda

Communicating the Non-Communicable: A Call to Action for Advancing the MDG and NCD Agenda
8:00 - 9:30 - Breakfast Publication Launch

Moderated by: **Dr. Franklin Apfel**,
Managing Director, World Health Communication Associates and Editor of NCDs: A Health Literacy Action Guide

Welcome Remarks by **Mrs Comba Touré**,
Founder and President of Advanced Development for Africa (ADA) and Conference Chairperson

Opening Remarks from Chairs:

Dr. Scott C. Ratzan,
Vice President of Global Health, Johnson & Johnson and
Co-Chair Innovation Working Group of the UN Secretary-General for Women's and Children's Health.

Dr. Eva Jané-Llopis, Head, Chronic Disease and Well-Being, World Economic Forum

Launch: Publications and Communication Tools

1. The World Health Professions Alliance (WHPA) "Health Improvement Card"
Dr. Julian Fisher, Associate Director FDI World Dental Federation
2. Special NCD Summit Supplement from the *Journal of Health Communication*, International Perspective
Professor Peter Anderson, Newcastle University, England and Co-Chair, World Economic Global Agenda Council on NCDs
3. Digital Health Whitepaper
Dr. Denis Gilhooly, Executive Director, Digital He@tlh Initiative, Editor

Comment: **Dr. Pekka Puska**, Director General, National Institute for Health and Welfare (THL), Helsinki, Finland and
Chair, Governing Council, Int. Agency for Research on Cancer (IARC), Lyon, France