



NEWSLETTER WINTER 2010

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C3 Collaborating for Health is a registered charity (no. 1135930) and a company limited by guarantee (no. 6941278), registered in England and Wales.



Nine months to go to the UN Summit!

C3 is using every opportunity to ensure that the UN High Level Meeting on Non-communicable Diseases, set for September 2011, is a turning point in confronting the worldwide NCD epidemic. It is only the second time that a UN meeting of such importance has had disease as a theme, the first being HIV/AIDS in 2001.



Sir George Alleyne, Rachel Nugent, Derek Yach and Christine Hancock

C3 Breakfast Seminar

C3's November International Breakfast Seminar had the run up to the UN Summit as its theme, with Sir George Alleyne, director emeritus of the Pan American Health Organization, speaking on the rising threat from NCDs.

Sir George observed that despite the huge economic impact of NCDs they are largely neglected by the international development community. The UN Summit is a 'once-in-a-lifetime opportunity' to do something, he said, with the potential for a strong Outcomes Document generating real action.

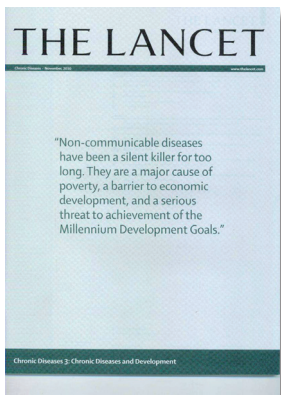
Sir George echoed a key concern for C3 – that preparations for the Summit must be carefully planned, with consensus and co-ordination and no in-fighting between different disease groups. More media input was essential, perhaps including a film documentary. Sir George also emphasised the need for the Summit to last more than one day, to attract Heads of State and allow for proper debate: C3 with the NCD Alliance and others are all pushing hard for this.

Special Summit section for C3 website

C3's website now contains a dedicated area for the UN Summit, with a range of regularly updated features and links to the latest information and publications (www.c3health.org/un-summit-2011/).

continued overleaf

Nine months to go to the UN Summit! continued



The Lancet highlights chronic diseases and development

On the same day as the C3 seminar, and attracting many of the same audience, was the launch of a report on chronic diseases and their role in blocking development by the influential general medical journal, *The Lancet*, the UK National Heart Forum and the Commonwealth Secretariat. C3 was represented at the launch by director, Christine Hancock.

NCD Alliance

C3 is working with the NCD Alliance (www.ncdalliance.org) in promoting the UN Summit. The Alliance has set up five working groups, and a Common Interest Group has also been formed to encourage a united approach – contact the Alliance to find out more and to join the CIG. C3 is assisting with note-taking on the regular CIG teleconferences.

C3 reaches out to South Africa's nurses

Following the C3/ICN meeting in Washington in June 2010, chronic disease was a key theme on the agenda of the DENOSA (Democratic Nurses Organisation of South Africa) Quadrennial Congress in October. More than 450 nurses heard C3's presentation, given by Pat Hughes, on prevention of chronic disease and its particular impact in South Africa.

At a plenary session it was agreed that chronic disease would be a key issue to be addressed by DENOSA over the next four years. All South African provinces are to take forward a programme of activities including Wellness at Work, Caring for the Carers, and school campaigns featuring health risk assessment, healthy diet and a physical activity programme.

Better by design

C3 spoke at a European meeting of the International Academy for Design & Health in Brussels in October, with Christine Hancock addressing lifestyle approaches to health promotion and Katy Cooper acting as rapporteur for the event.

As the name implies, Design & Health looks primarily at the design of health-care facilities and the impact of elements such as natural lighting, green space and clear layout of facilities. C3 has contributed an article on the event to the organisation's journal, *Design and Health*.



'5 a day' and beyond...

In November, C3 held a lively and informative discussion with PepsiCo, leading nutritionists, academic and policy experts from the US and Europe to discuss fruit and vegetable nutrition and health, seeking to establish the importance of the physical nature of fruits and vegetables on health and how much of the importance of eating fruit and vegetables is due to it displacing other, less healthy, foods from our diets. Consumption of fruit and vegetables in many parts of the world is worryingly low, so the discussion focused on finding ways to best deliver all the goodness of fresh whole fruit, vegetables and legumes to consumers.

A wider context... links between TB and NCDs

A major conference in Berlin in November focusing on lung health revealed clear parallels between prevention and treatment of the infectious disease TB and NCDs – C3 saw fresh opportunities for joint partnerships and integrated working, including in the international development agenda.

There are strong overlaps, for example, between poverty, smoking, TB, diabetes, obesity and alcohol abuse, and the role of social support is critical in both infectious and non-communicable diseases. However, there is also a huge divide between how much health spending is available for the two disease areas, with chronic diseases receiving only a fraction of the spending on conditions such as malaria and HIV. Strengthening health systems is vital – and the question was posed ‘Is it right to die of diabetes, cured from TB?’

Health in the workplace: reaching out to SMEs

C3 is working with three major companies in England with expertise in encouraging health initiatives with their staff to engage with small- and medium-sized enterprises in their locality. The three companies – Mars, Novo Nordisk and Unilever – are taking their own workplace health schemes as pilots to around ten SMEs each. C3’s director, Christine Hancock, is co-ordinating their efforts as part of the Health in the Workplace group established by the government as part of its Responsibility Deal.

Mars, for example, is working with the Slough Estate Group, linking up with the NHS for health promotion materials and access to local gyms. Novo Nordisk is meeting with the Crawley Chamber of Commerce, and already recruited are a local taxi firm and Crawley FC. Unilever has also linked up with its local chamber of commerce, and so far has an Italian restaurant and a security firm involved.

Leadership in diabetes – in Dubai



C3 attended a Diabetes Leadership Forum for experts from the Middle East and North Africa (MENA), held in Dubai. Many MENA countries have particularly high levels of the disease, and are facing a demographic time-bomb as the large numbers of young people in the region begin to reach middle age – and develop diabetes. Particularly fruitful discussions were on gestational diabetes (which can have long-term implications for mother and child) and on partnering with industry – and President Bill Clinton gave an inspiring keynote speech, drawing attention to the role of women in health, particularly because (as he put it) women have the ‘responsibility gene’. He also discussed the issues with Lars Rebien Sørensen, CEO of Novo Nordisk, which sponsored the Forum.

World Diabetes Day



UK Health Secretary Andrew Lansley

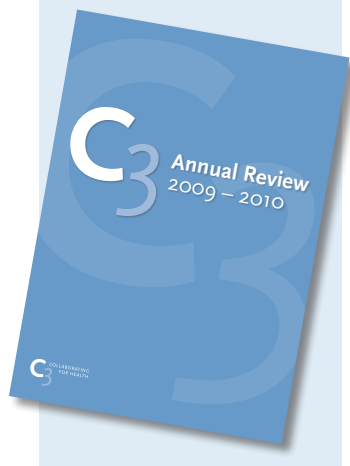
C3 director, Christine Hancock, attended a special reception sponsored by the International Diabetes Federation and Novo Nordisk to mark World Diabetes Day. The day, initiated by the IDF and the World Health Organisation, aims to raise global awareness of diabetes. In 2010 its theme was, once more, diabetes education and prevention – part of a five-year programme to encourage greater control of the disease. Christine took the opportunity at the reception to speak to UK Health Secretary Andrew Lansley on a range of chronic disease issues.

Washington meeting calls for improved health data

'Major improvements are needed in the quantity and quality of individual health data' was just one of the key messages from the Chronic Disease Initiative meeting held in Washington in October, organised by the NHLBI (the US National Heart Lung and Blood Institute) and UnitedHealth, and attended by C3, representatives from low- and middle-income countries (LMICs) and a number of NGOs. Conventional wisdom has said that observational and surveillance studies are not necessary in LMICs, but reports from the centres of excellence established by the Initiative reveal that such studies are vital for developing priorities and creating research infrastructure. 'Missionary' zeal for intervention was not enough, agreed the meeting.

Annual Review

C3's Annual Review published in mid-October. It is available on our website, or contact us for a hard copy.



About C3

C3 Collaborating for Health is a registered charity, based in London and working globally: www.c3health.org. Its **vision** is for the eradication of preventable chronic diseases in the UK and worldwide, and its **mission** is to foster partnerships and build collaboration between the different organisations that, between them, can overcome the many barriers to a healthy diet, stopping smoking and being physically active.