

Preventing Chronic Diseases – opportunities for patients and citizens

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21 April 2016, Brussels

EC Conference “Towards better prevention and management of chronic diseases”

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ECDA – A KEY STAKEHOLDER THAT BRINGS VALUE

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What ECDA does

ECDA plays a leading role in the prevention and reduction of chronic diseases by:

- Providing policy recommendations based on contemporary evidence
- Raising awareness and advocating by engaging with EU policy-makers
- Promoting the development and implementation of a comprehensive EU Framework on Chronic Diseases by 2017
- Developing and publishing position statements and policy papers

ECDA Policy Priorities

- Primary and secondary prevention related to chronic diseases
- Common risk factors: tobacco use, poor nutrition, physical inactivity, alcohol consumption and environmental factors.

- Coalition of **11 European health organisations**

- Representing **millions of patients and 200,000+ health professionals**

- **Mission:** To reverse the alarming rise in chronic diseases by providing leadership and policy recommendations

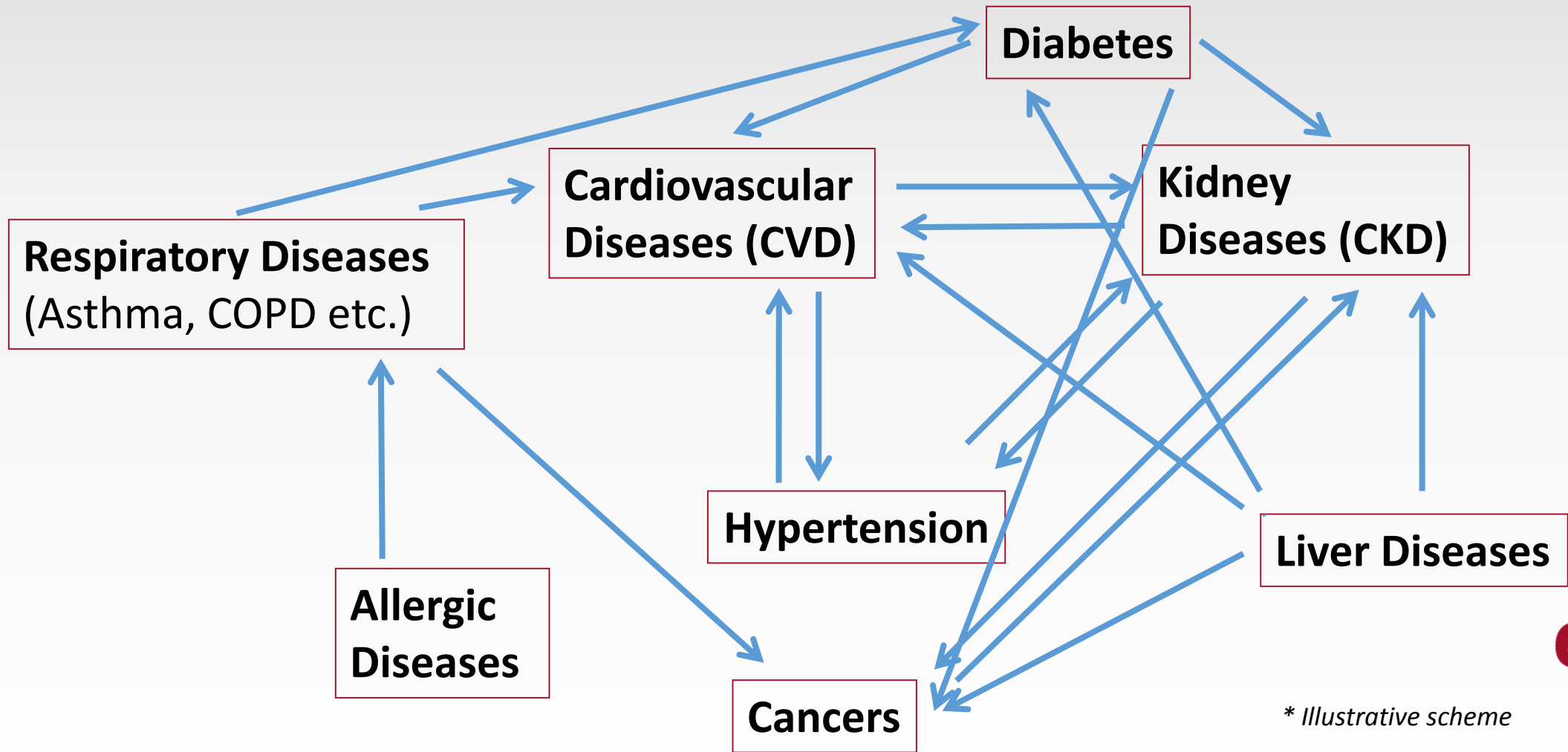
Expertise, network and resources to support the European Commission in developing concrete actions on chronic diseases!

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COMMON SENSE ON CHRONIC DISEASES

CDs are inter-related w/ common co-morbidities



** Illustrative scheme*

Many prevalent CDs share Common Risk Factors

	CVD	Hypertension	Diabetes	Cancers	CKD	Liver Diseases	Respiratory Diseases	Allergic Diseases
Poor nutrition habits	X	X	X	X	X	X	X	X
Tobacco use	X	X		X	X		X	X
Obesity	X	X	X	X	X	X	X	X
Physical inactivity	X	X	X	X	X	X	X	X
Alcohol consumption	X	X		X		X		X
Environmental factors	X		X	X			X	X

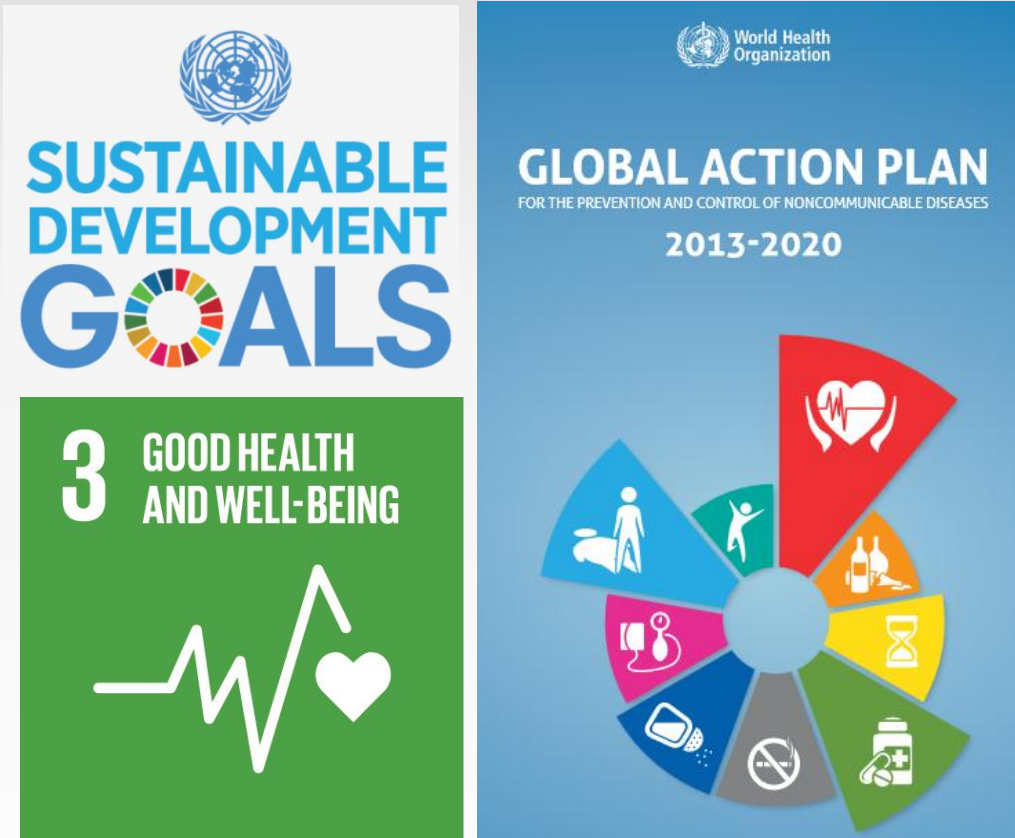
** Illustrative scheme*

PREVENTING CHRONIC DISEASES – *WHAT OPPORTUNITIES?*

2010-16: 6 Years of EU Policy Opportunities

- **Dec 2010:** Council Conclusions – innovative approaches for chronic diseases in public health and healthcare systems (adopted June 2011)
- **March 2012:** Launch of Reflection Process on chronic diseases
- **Oct 2013:** Final report on the Reflection Process
- **April 2014:** EU Summit on Chronic Diseases
- **Oct 2015:** EC conference: Which priorities for a EU policy on multi-morbidity?
- **April 2016:** EC conference: Towards better prevention and management of chronic diseases

..and Global Commitments on Chronic Diseases



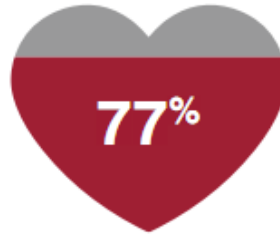
- 2011 UN Political Declaration on NCD Prevention and Control
- WHO Global NCD Action Plan 2013-2020 & Agenda 2030
- Sustainable Development Goals 2025 – global NCD targets
- WHO Global Non-Communicable Disease Monitoring Framework – targets on NCDs
- 2016-2025 WHO European Action Plan for the prevention and control of NCDs (to be launched)

6 Years of High Stakes

Chronic non-communicable diseases are the number



killer in Europe



77%
of the total disease burden is accounted for by chronic diseases



97% of health expenses are spent on treatment

3% of total health expenditure goes towards population-wide public prevention

- **CVD:** 1.9 million deaths/year the EU @ econ. costs/year = **€196 billion** EUR*
- **Cancer:** 1.263 million deaths in 2012 (EU 27). Cancer costs the EU **€126 billion** in 2009**

Productivity losses!
Decreased workforce!
Lost working days!

Juncker Commission focuses on **Growth**
but
what's the benefit of a 'sick' growth?

* *European CVD Statistics 2012*

** *European Commission Report on EPAAC & Cancer Screening 2014*

TARGETED ACTION ON CHRONIC DISEASES

A Comprehensive European Framework on CDs

1. Include UN & WHO targets
2. Implement key primary prevention measures
3. Incorporate interventions on other health determinants
4. Focus on early diagnosis and prompt treatment
5. Improve and strengthen cooperation among relevant stakeholders
6. Encourage and enable citizens to make healthy choices
7. Set up EU registries for incidence, prevalence, outcomes
8. Address health inequalities
9. Identify gaps in research

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Logos of partner organizations: ECCO (European Cancer Organisation), ESMO (European Society for Medical Oncology), EHN (European Heart Network), ERS (European Respiratory Society), EASL (European Association for the Study of the Liver), EAACI (European Academy of Allergy and Clinical Immunology), EKD (European Kidney Disease Coalition), EACC (European Association of Cardiovascular Clinicians), EASD (European Association of Diabetes Specialists), EASD (European Association of Diabetes Specialists), EASD (European Association of Diabetes Specialists).

Chronic non-communicable diseases (NCDs) account for 86% of deaths in the WHO European Region. They are the number one killer in Europe, as 9 out of 10 people die of a chronic disease. Major chronic diseases include cardiovascular diseases, cancer, respiratory diseases, diabetes, allergies, hypertension, kidney and liver diseases.

In Europe, 77% of the total disease burden (measured in DALYs) is accounted for by chronic diseases and 60% of the disease burden is due to common risk factors, including tobacco, poor diet, alcohol, environmental factors and lack of physical activity.

In OECD countries, on average only 3% of total health expenditure goes towards population-wide public prevention and 97% of health expenses are spent on treatment. It is estimated that chronic diseases cost the EU economy € 700 billion annually. By investing additional funds in prevention the EU can promote good health for its citizens and reduce the socio-economic burden of chronic diseases.

ECDA MANIFESTO

COMMON SENSE ON CHRONIC DISEASES

PATIENTS AND HEALTHCARE PROFESSIONALS
UNITE TO CALL FOR A COMPREHENSIVE EUROPEAN FRAMEWORK ON CHRONIC DISEASES BY THE END OF 2017

ECDA CALLS ON THE EUROPEAN UNION TO DEVELOP BY THE END OF 2017 A COMPREHENSIVE EUROPEAN FRAMEWORK ON CHRONIC DISEASES.

A comprehensive European Framework for Chronic Diseases will contribute to achieving the best outcomes for the health and wealth of the EU and its citizens. It

Key ECDA recommendations on Nutrition

SALT

- Voluntary measures are not enough
- Rigorous and concerted Action Plan is needed

WHAT THE EC CAN DO?

Employ regulatory tools and work with stakeholders to formulate effective salt reduction programmes

TFAs

- High intake of TFAs has a detrimental impact on health
- Industrially produced TFAs can be easily replaced with healthier substitutes

WHAT THE EC CAN DO?

Propose an EU-wide regulation to virtually eliminate industrially produced trans-fats in food products marketed in the EU

Key ECDA recommendations on Alcohol

- Existing 'soft' policy initiatives **2006-2012 EU Alcohol Strategy & European Alcohol and Health Forum**
- Focus on self-regulation by economic operators had not been successful in reducing alcohol-related harm

WHAT THE EC CAN DO?

- **Adopt a new, comprehensive EU alcohol strategy (from 2016)**
- **Enact legislation requiring health information labelling on alcohol products**
 - **Revise Dir 92/83/EEC and 92/84/EEC to increase EU alcohol excise rates**
 - **End all EU-funded marketing subsidies for alcohol products**
- **Revise the Audiovisual Media Services Directive (AVMS) directive to further restrict alcohol advertising**

Key ECDA recommendations on Air Pollution

While the trilogue to adopt the Air Quality Directive is ongoing, ECDA recommend that:

- The EU should adopt the **WHO Air Quality Guideline values** as Limit Values: for particulate matter smaller than 2.5 micrometer (PM2.5), the Limit Value should be reduced from 25 to 10 $\mu\text{g}/\text{m}^3$;
- **Clean air needs to be promoted and incentivised across all policy areas**, in particular within the framework of a comprehensive EU strategy for the prevention and control of chronic disease;
- The EU must bring forward robust **legislation tackling both emissions sources and ambient air concentrations** to protect health, cut healthcare costs and save lives.

CONCLUSION

Take Home Messages

- **Health** needs to be a **priority** on the EU agenda – *Health is Wealth!*
- The EU will never achieve its **economic goals** without a **framework to address chronic diseases**
- The EU needs to contribute to achieving the **global targets for chronic diseases**
- Keep the **patients** at the centre and **healthcare professionals** involved in all policy initiatives
- Act **NOW** – *How much longer can we tolerate the social & economic burden?*



Letter to Mr. Tonio Borg
Health Commissioner
Rue de la Loi 200
1049 Brussels
Brussels, 24 April 2014

Dear Commissioner Borg,

On behalf of the European Chronic Disease Alliance (ECDA), we would like to express our sincere gratitude to you for organising the EU Summit on Chronic Diseases.

We are extremely pleased to acknowledge your enduring commitment to the promotion of health in Europe and were honoured to be invited to contribute to the Summit, by presenting ECDA's views on the added-value of stakeholders' involvement and by sharing further the key messages ECDA had prepared in anticipation of the EU Summit with the hope to further guide its Conclusions.

The Conclusions of the summit are far-reaching: stronger political leadership, a focus on societal challenges, enhanced prevention policies as well as more citizens' involvement can go a long way to hinder the chronic diseases epidemic.

Yet, key suggestions, made during the Summit by various stakeholders, including Ms Christel Schaldemose MEP, in favour of setting specific targets for tackling non-communicable diseases (NCDs) encompassing both horizontal approaches and disease-specific actions, were regrettably not included in the Summit Conclusions.

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fighting heart disease
and stroke
european heart network



every breath counts



THANK YOU

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