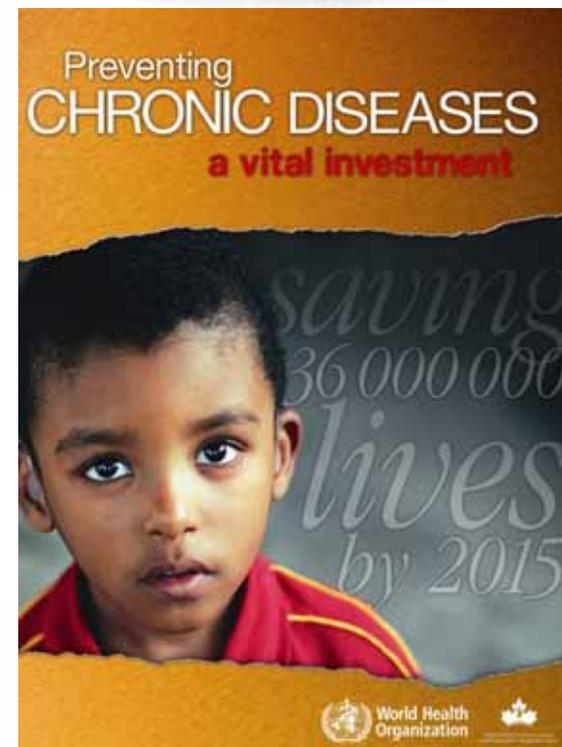


# Preventing **CHRONIC DISEASES** a vital investment



[www.who.int/chp](http://www.who.int/chp)



**Did you know??**

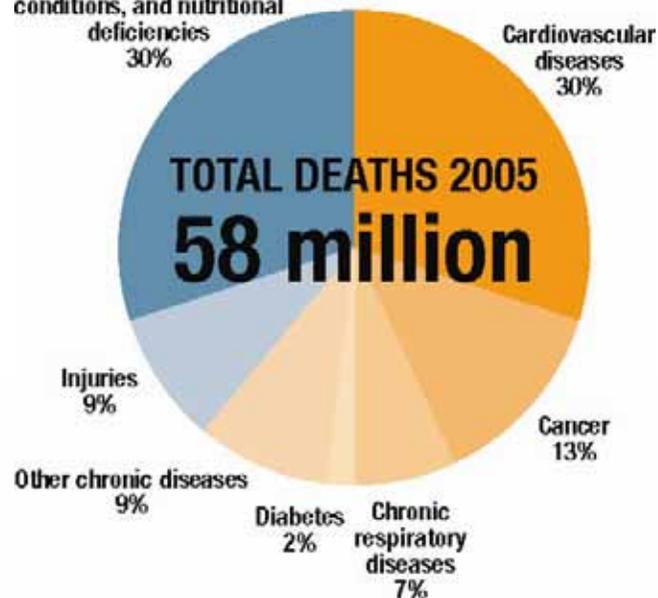
**35 000 000**  
**people will die from**  
**chronic diseases**  
**in 2005**

**60%** of all deaths are due  
to chronic diseases

# Chronic diseases

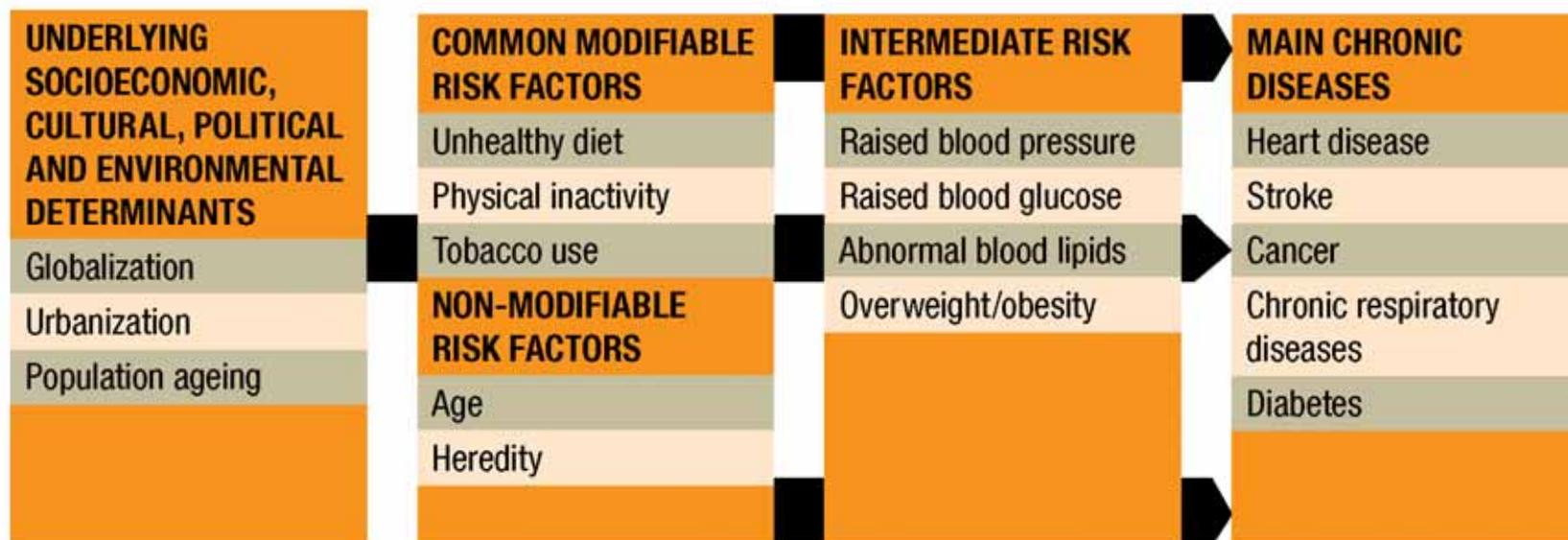
**Projected main causes  
of death, worldwide,  
all ages, 2005**

Communicable diseases,  
maternal and perinatal  
conditions, and nutritional  
deficiencies  
30%



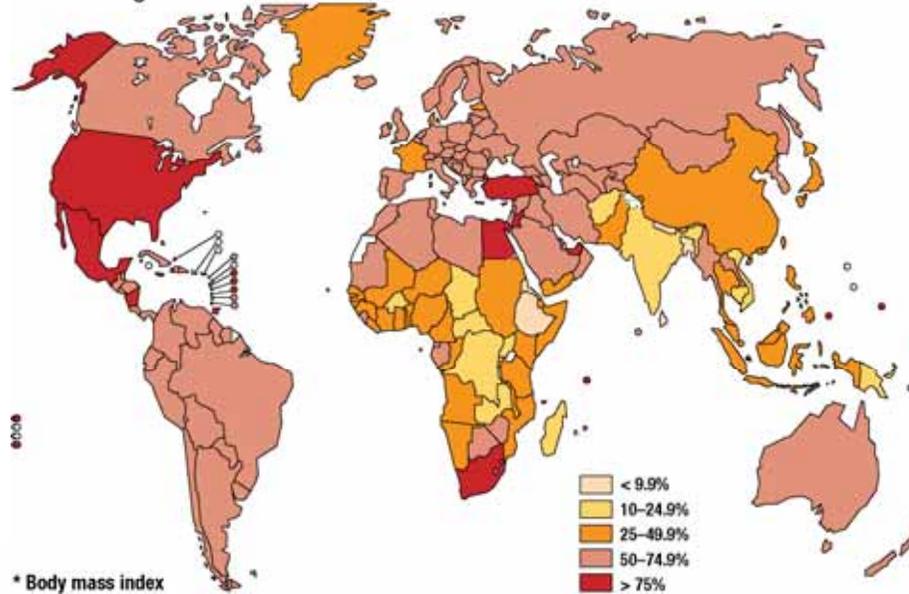
- ✓ Cardiovascular disease, mainly heart disease and stroke
- ✓ Cancer
- ✓ Chronic respiratory diseases
- ✓ Diabetes

## Causes of chronic diseases

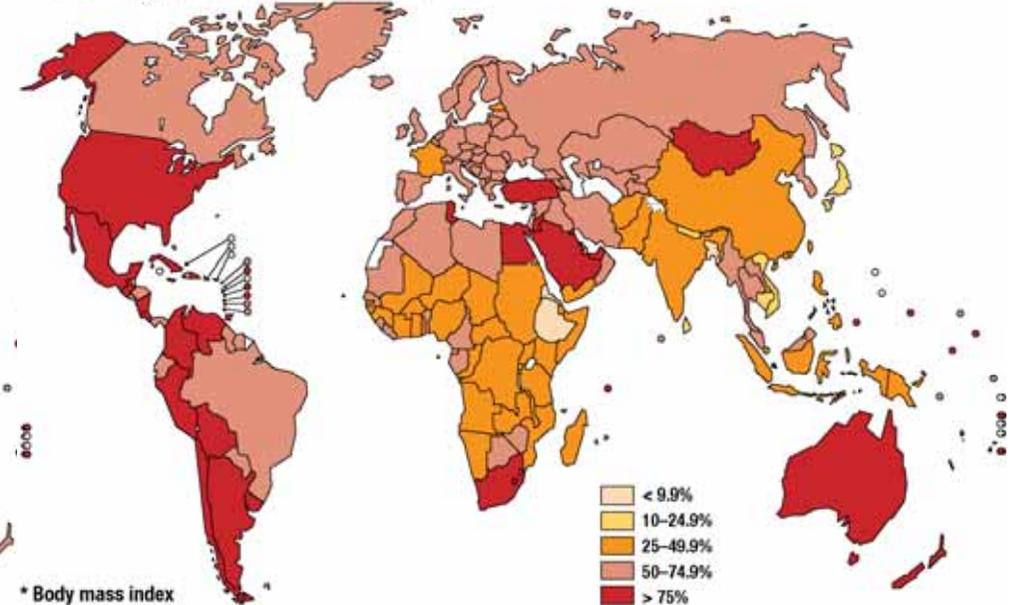


# Risks are increasing

Projected prevalence of overweight (BMI\*  $\geq 25$  kg/m<sup>2</sup>), women aged 30 and above, 2005

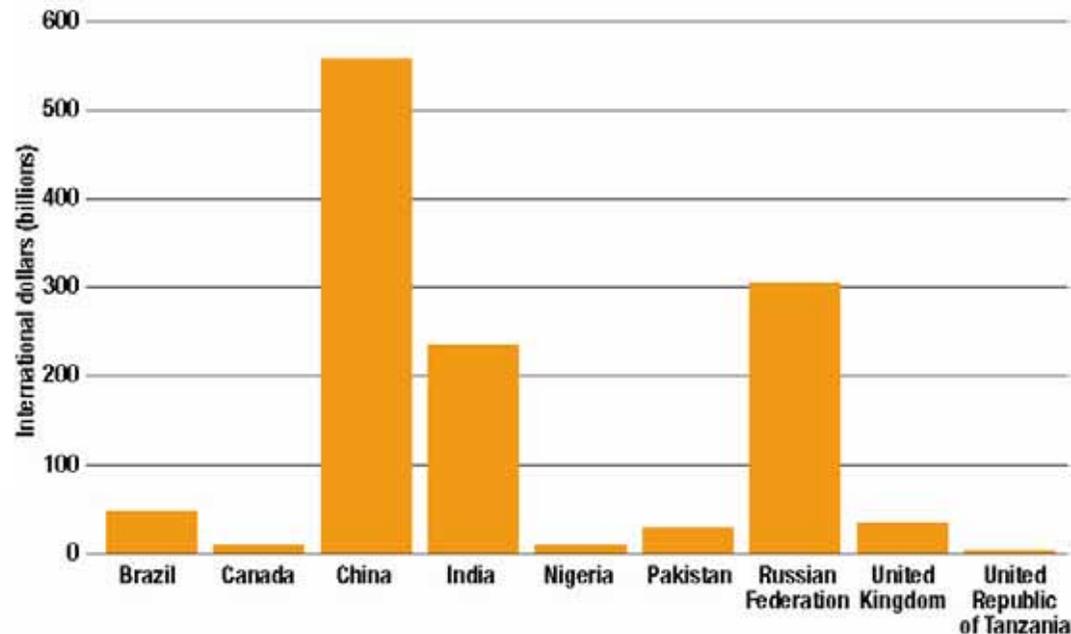


Projected prevalence of overweight (BMI\*  $\geq 25$  kg/m<sup>2</sup>), women aged 30 and above, 2015



# The economic impact: billions

**Projected foregone national income**  
due to heart disease, stroke and diabetes  
in selected countries, 2005–2015





# THE COST OF INACTION IS CLEAR AND UNACCEPTABLE



Preventing  
**CHRONIC DISEASES**  
a vital investment

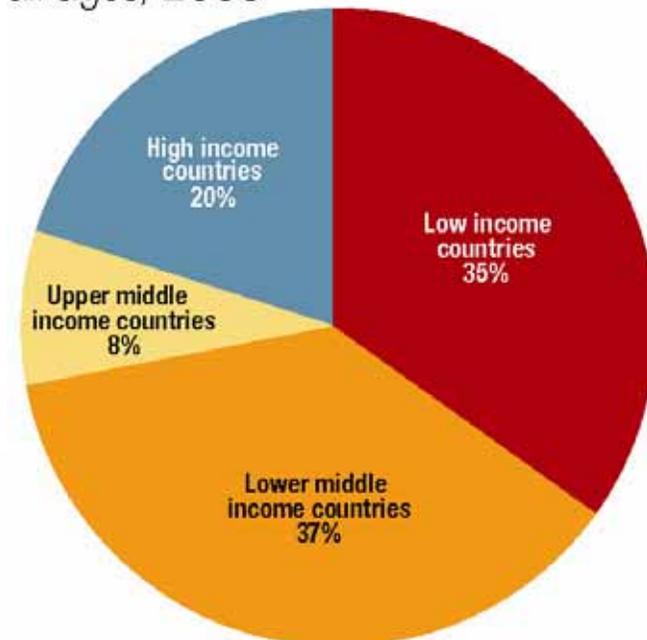
# 10 widespread misunderstandings – and the reality

# 10

*"Chronic diseases  
affect mostly high  
income countries"*



**Projected global distribution  
of chronic disease deaths**  
by World Bank income group,  
all ages, 2005



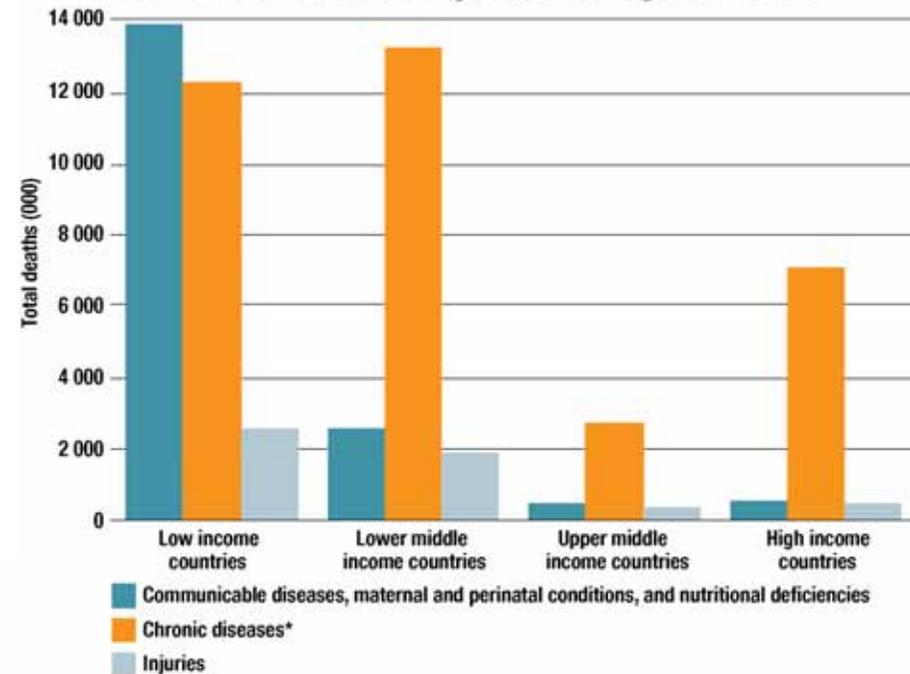
**Preventing  
CHRONIC DISEASES  
a vital investment**

# 9

*"Low and middle income countries should control infectious diseases before chronic diseases"*



**Projected deaths by major cause** and World Bank income group, all ages, 2005



\* Chronic diseases include cardiovascular diseases, cancers, chronic respiratory disorders, diabetes, neuropsychiatric and sense organ disorders, musculoskeletal and oral disorders, digestive diseases, genito-urinary diseases, congenital abnormalities and skin diseases.

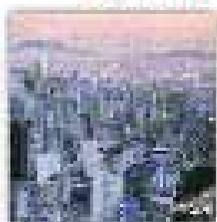
**Preventing**  
**CHRONIC DISEASES**  
**a vital investment**

**Reality: The poor are much more likely than the wealthy to develop chronic diseases, and more likely to die as a result**

8

*"Chronic diseases affect mainly rich people"*

BRAZIL



*face to face*  
WITH CHRONIC DISEASE:  
**STROKE**

Name	Roberto Severino Campos
Age	52
Country	Brazil
Diagnosis	Stroke



World Health  
Organization

Preventing  
**CHRONIC DISEASES**  
a vital investment

**Reality: Almost half of chronic diseases occur prematurely, in people under 70 years of age**

7

*"Chronic diseases primarily affect old people"*

# *face to face* WITH CHRONIC DISEASE: CANCER



"I know I can  
make it"

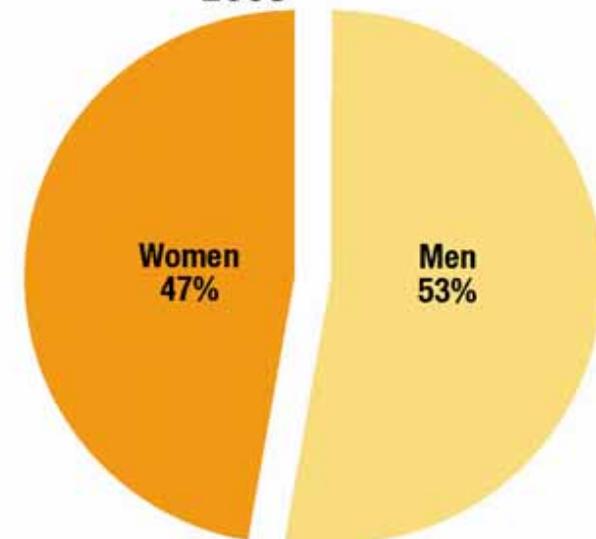
<b>Name</b>	Mariam John
<b>Age</b>	13
<b>Country</b>	United Republic of Tanzania
<b>Diagnosis</b>	Bone cancer

**Reality: Chronic diseases, including heart disease, affect women and men almost equally**

6

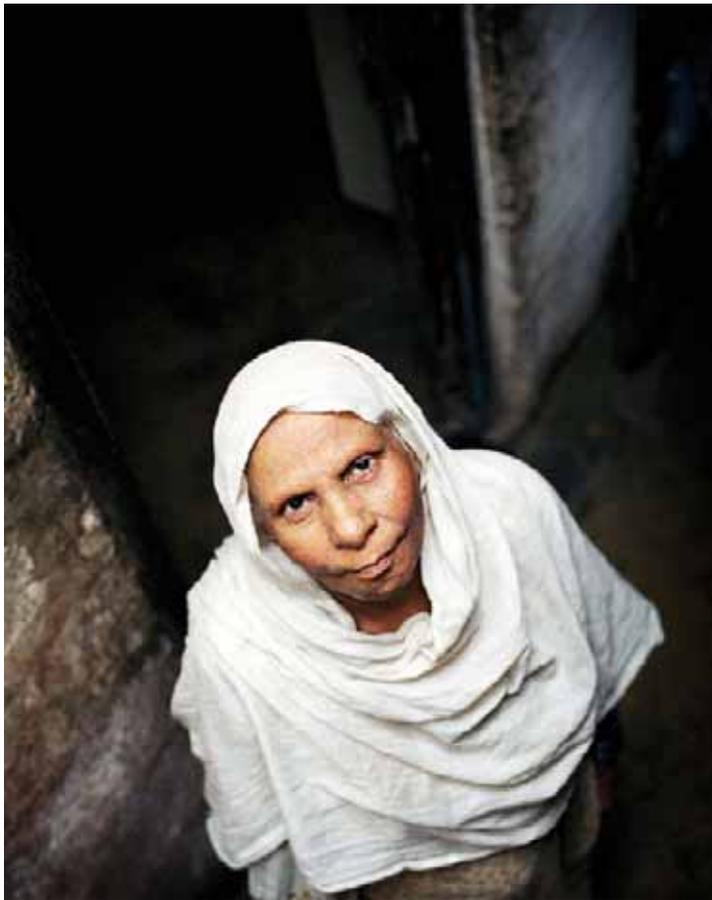
*"Chronic diseases primarily affect men"*

**Projected global coronary heart disease deaths by sex, all ages, 2005**



Preventing  
**CHRONIC DISEASES**  
a vital investment

# *face to face* WITH **CHRONIC DISEASE: HEART DISEASE**



Name	Shakeela Begum
Age	65
Country	Pakistan
Diagnosis	Heart disease



Preventing  
**CHRONIC DISEASES**  
a vital investment

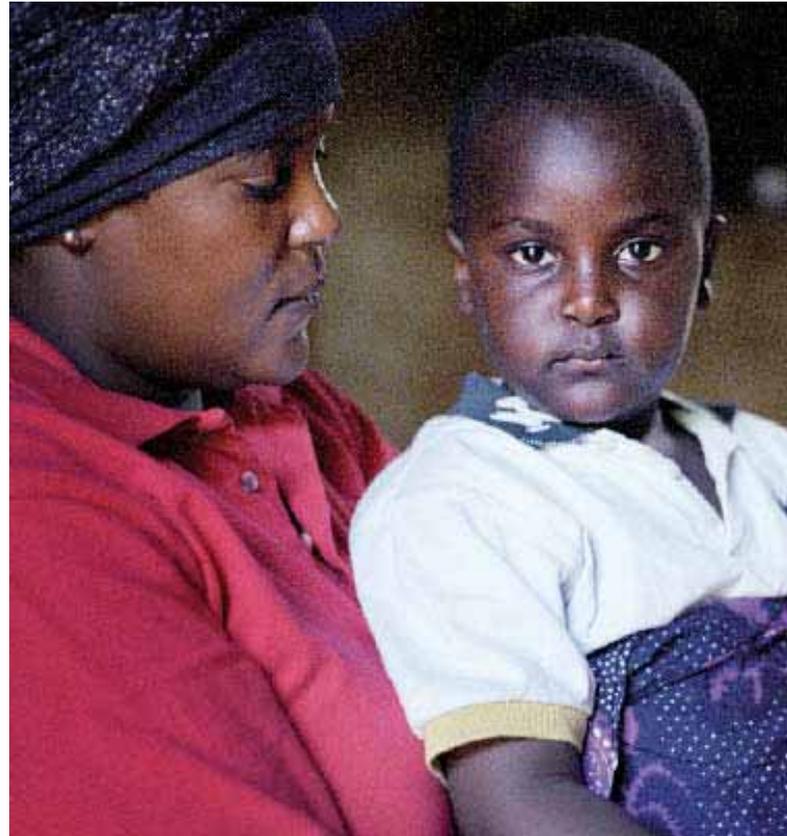
**Reality: Individual responsibility can have its full effect only where individuals have equitable access to healthy choices**

5

*Chronic diseases are the result of unhealthy "lifestyles"*



Name	Malri Twalib
Age	5
Country	United Republic of Tanzania
Diagnosis	Obesity



Preventing  
**CHRONIC DISEASES**  
a vital investment

**Reality: 80% of premature heart disease, stroke and type 2 diabetes can be prevented**

4

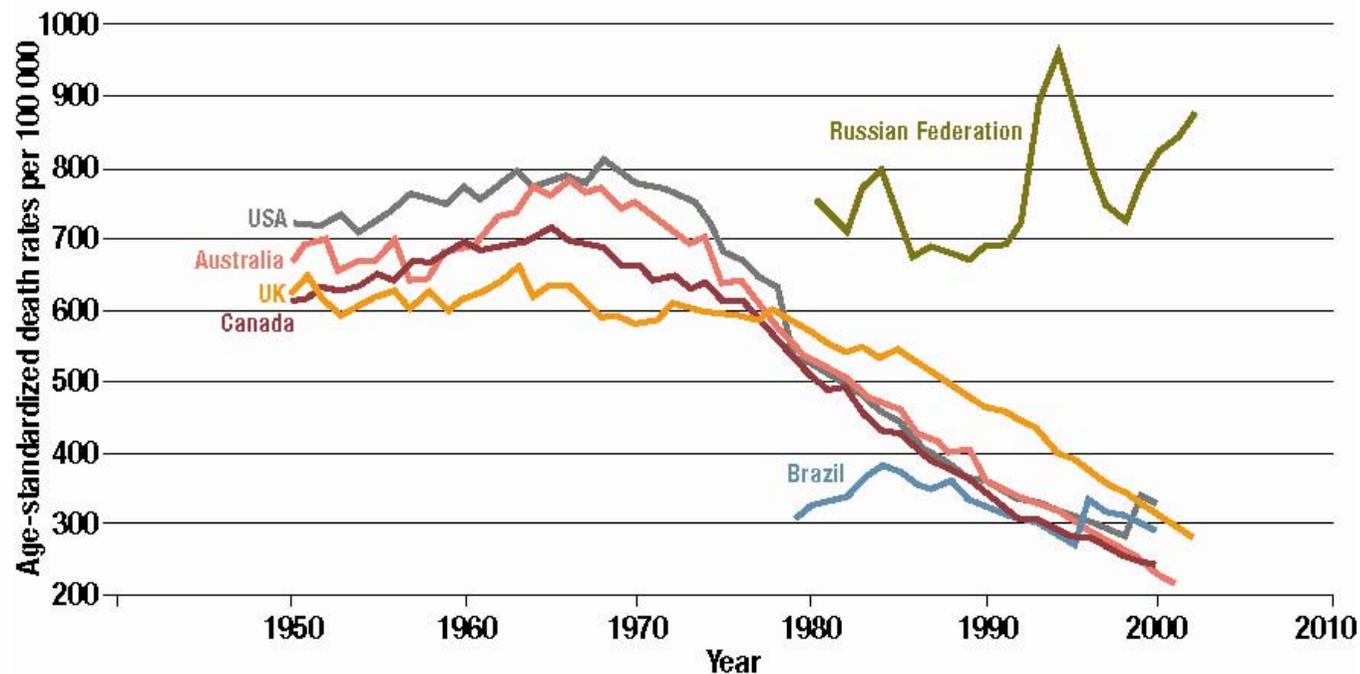
*"Chronic diseases  
can't be prevented"*

**Reality: a full range of chronic disease interventions are very cost-effective for all regions of the world, including sub-Saharan Africa**

3

*"Chronic disease prevention and control is too expensive"*

## Heart disease death rates among men aged 30 years and over, 1950–2002



**Reality: these are the rare exceptions**

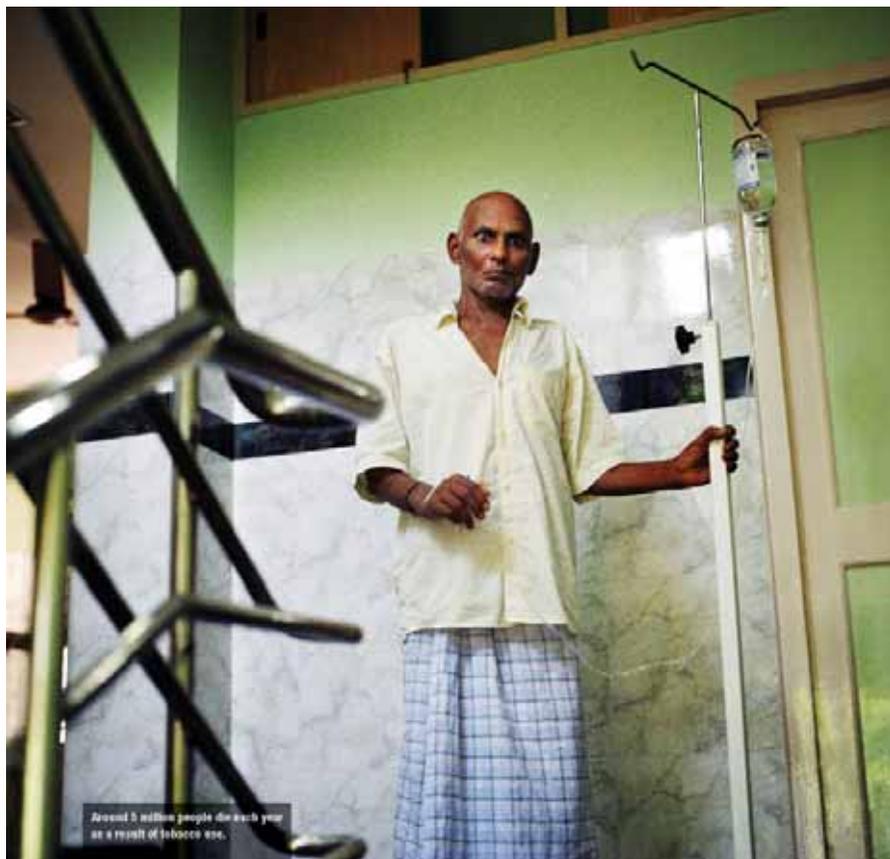
2

Half-truths:

misunderstandings that  
arise from kernels of  
truth

*"My grandfather smoked  
and was overweight –  
and he lived to 96"*

# *face to face* WITH **CHRONIC DISEASE: CANCER**



Name	K. Sridhar Reddy
Age	52
Country	India
Diagnosis	Cancer

**Reality: Death is inevitable, but it does not need to be slow, painful or premature**



*"Everyone has to die of something"*

# *face to face*

WITH **CHRONIC DISEASE:**  
**DIABETES**



<b>Name</b>	Jonas Justo Kassa
<b>Age</b>	65
<b>Country</b>	United Republic of Tanzania
<b>Diagnosis</b>	Diabetes



Preventing  
**CHRONIC DISEASES**  
a vital investment

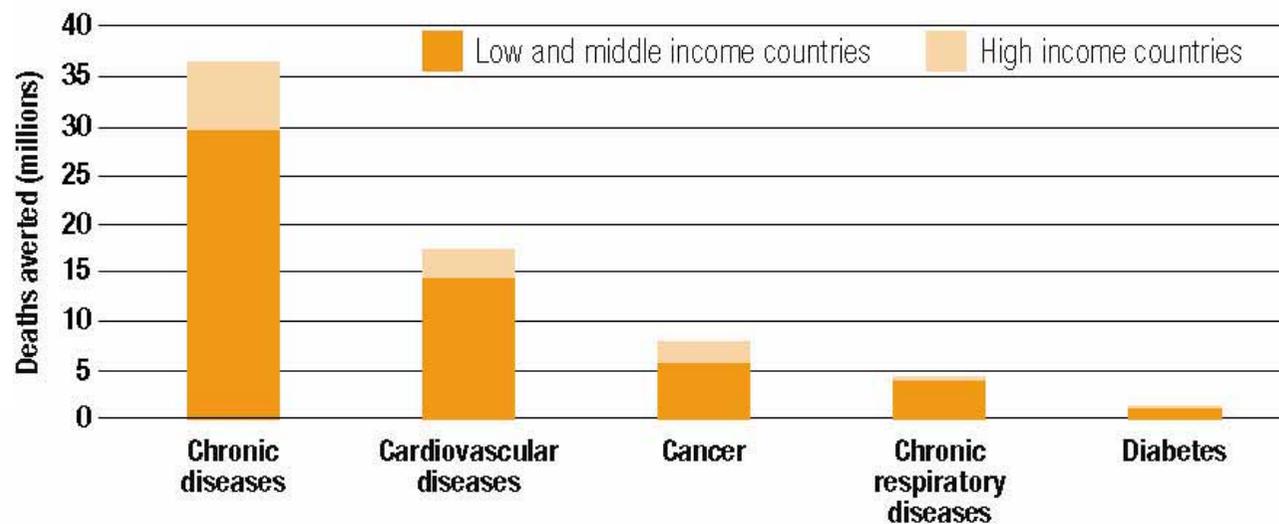
# The global goal

- A 2% annual reduction in chronic disease death rates worldwide, per year, over the next 10 years.
- The scientific knowledge to achieve this goal already exists.

**36 000 000 lives can be saved**

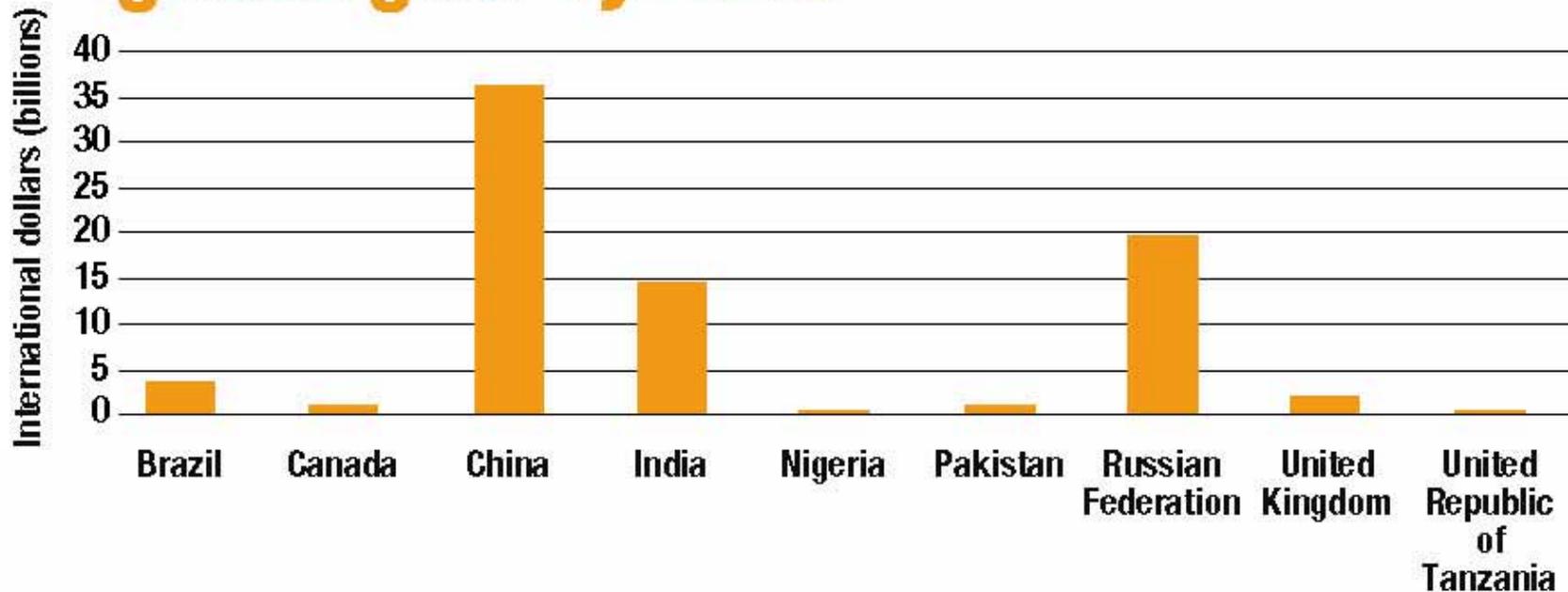
# 9 out of 10 lives saved: low and middle income countries

**Projected cumulative deaths averted by achieving the global goal,** by World Bank income group, 2006–2015



# Economic gain: billions

## Labour supply gains from achieving global goal by 2015



# What works?

**Comprehensive and integrated action** is the means to prevent and control chronic diseases



STATUS QUO



**INVEST NOW**

THE CAUSES ARE KNOWN.  
**THE WAY FORWARD IS CLEAR.**  
IT'S YOUR TURN TO TAKE ACTION.



Preventing  
**CHRONIC DISEASES**  
a vital investment