Preventing 
CHRONIC DISEASES 
a vital investment
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

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

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

World Health Organization

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Causes of chronic diseases

UNDERLYING SOCIOECONOMIC, CULTURAL, POLITICAL AND ENVIRONMENTAL DETERMINANTS
- Globalization
- Urbanization
- Population ageing

COMMON MODIFIABLE RISK FACTORS
- Unhealthy diet
- Physical inactivity
- Tobacco use

NON-MODIFIABLE RISK FACTORS
- Age
- Heredity

INTERMEDIATE RISK FACTORS
- Raised blood pressure
- Raised blood glucose
- Abnormal blood lipids
- Overweight/obesity

MAIN CHRONIC DISEASES
- Heart disease
- Stroke
- Cancer
- Chronic respiratory diseases
- Diabetes
Risks are increasing

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

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

* Body mass index

World Health Organization

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The economic impact: billions

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

![Bar chart showing projected foregone national income in billions for various countries.](chart.png)
THE COST OF INACTION IS CLEAR AND UNACCEPTABLE

World Health Organization

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"Chronic diseases affect mostly high income countries"
"Low and middle income countries should control infectious diseases before chronic diseases"
Reality: The poor are much more likely than the wealthy to develop chronic diseases, and more likely to die as a result

"Chronic diseases affect mainly rich people"
BRAZIL

face to face
WITH CHRONIC DISEASES
STROKE

Name: Roberto Severino Campos
Age: 52
Country: Brazil
Diagnosis: Stroke

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

"Chronic diseases primarily affect old people"
"I know I can make it"
Reality: Chronic diseases, including heart disease, affect women and men almost equally

"Chronic diseases primarily affect men"
face to face WITH CHRONIC DISEASE: HEART DISEASE

Name: Shakeela Begum
Age: 65
Country: Pakistan
Diagnosis: Heart disease

World Health Organization

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Chronic diseases are the result of unhealthy "lifestyles"
<table>
<thead>
<tr>
<th>Name</th>
<th>Malri Twalib</th>
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<tbody>
<tr>
<td>Age</td>
<td>5</td>
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<tr>
<td>Country</td>
<td>United Republic of Tanzania</td>
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<tr>
<td>Diagnosis</td>
<td>Obesity</td>
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</tbody>
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Reality: 80% of premature heart disease, stroke and type 2 diabetes can be prevented

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

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Reality: these are the rare exceptions

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

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Name: K. Sridhar Reddy
Age: 52
Country: India
Diagnosis: Cancer
"Everyone has to die of something"

Reality: Death is inevitable, but it does not need to be slow, painful or premature.
face to face
with CHRONIC DISEASE:
Diabetes

Name: Jonas Justo Kassa
Age: 65
Country: United Republic of Tanzania
Diagnosis: Diabetes

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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

World Health Organization

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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.

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