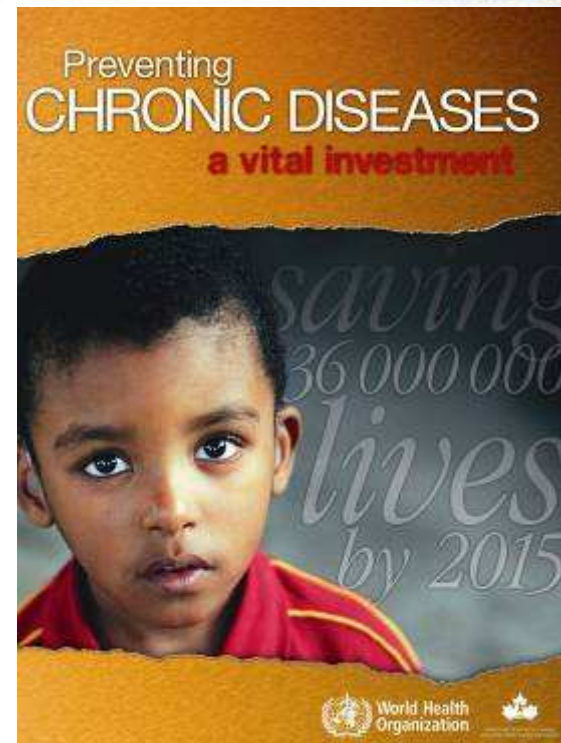


Preventing **CHRONIC DISEASES** **a vital investment**



www.who.int/chp



Did you know??

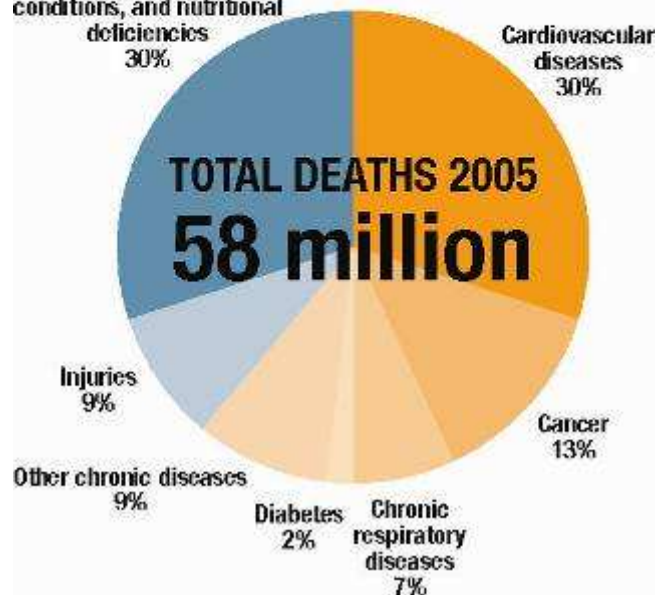
35 000 000
people died from
chronic diseases
in 2005

60% of all deaths are due
to chronic diseases

Chronic diseases

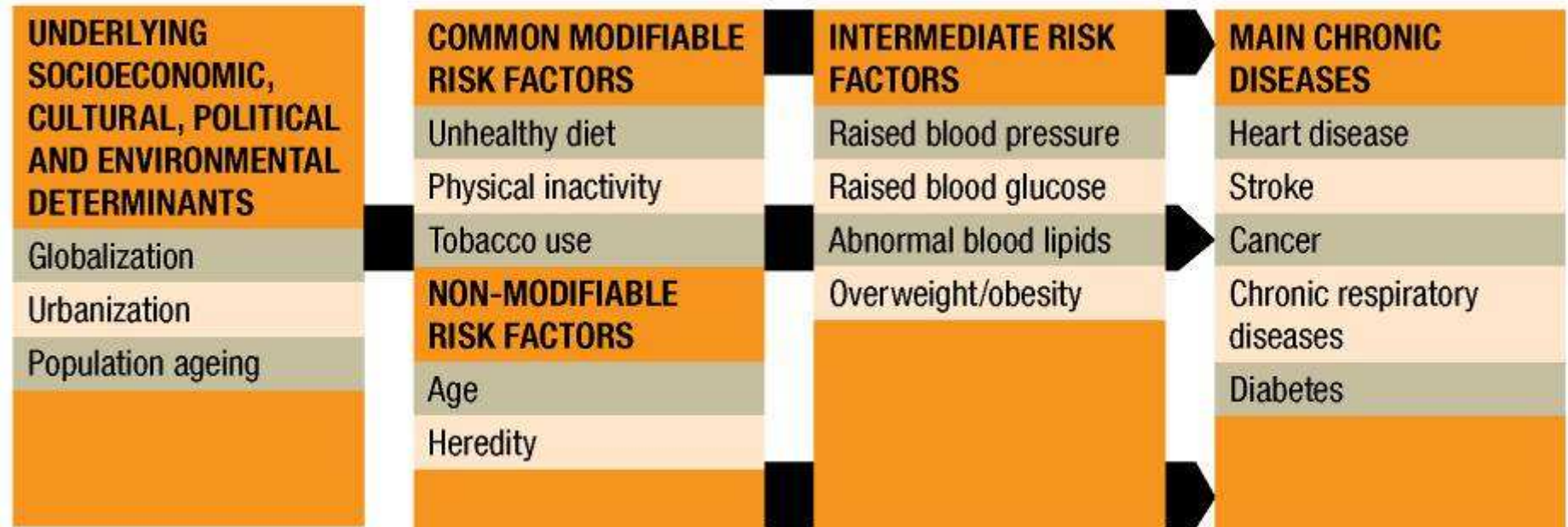
Projected main causes of death, worldwide, all ages, 2005

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



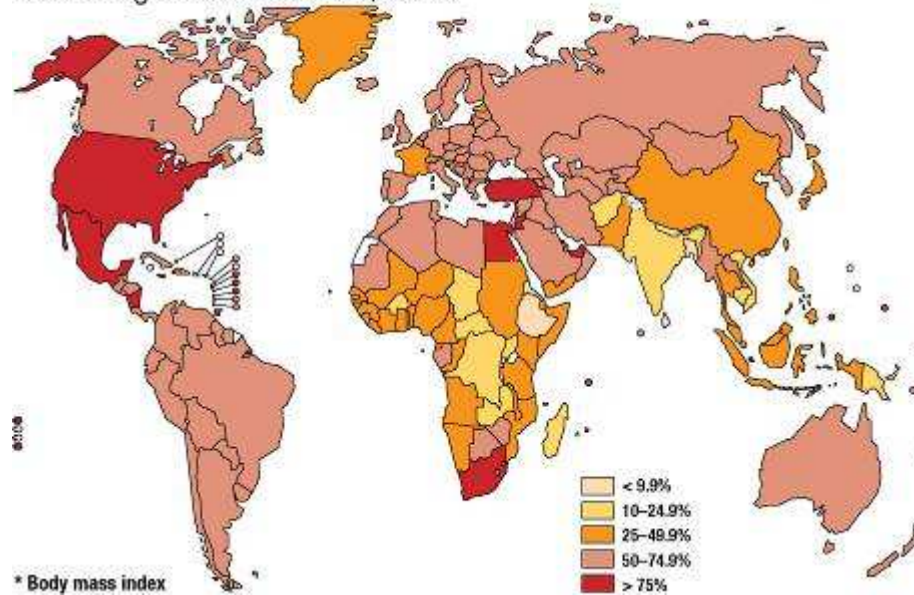
- Cardiovascular disease, mainly heart disease, stroke
- Cancer
- Chronic respiratory diseases
- Diabetes

Causes of chronic diseases

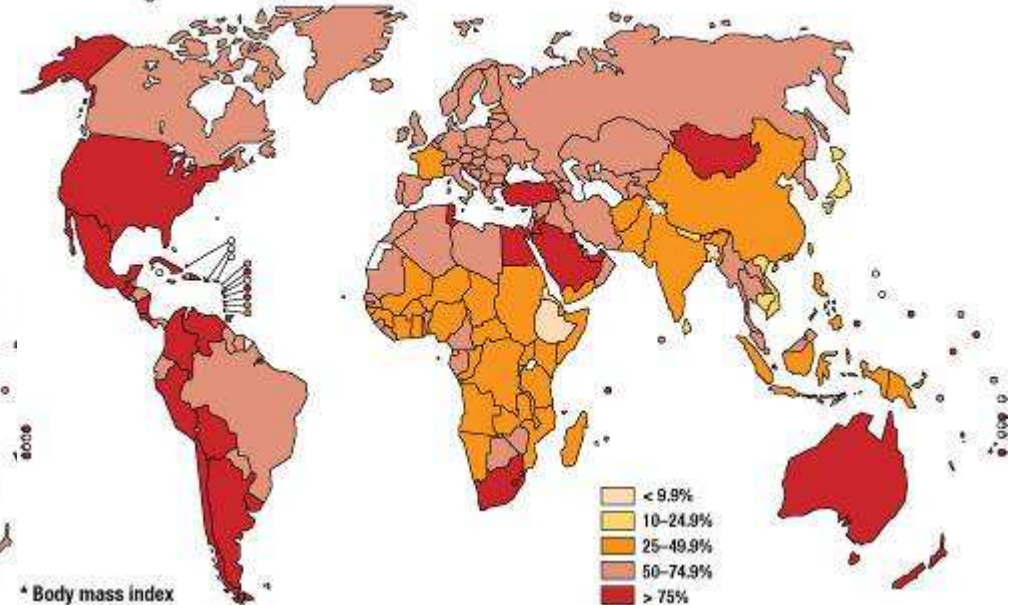


Risks are increasing

Projected prevalence of overweight (BMI* ≥ 25 kg/m²), women aged 30 and above, 2005



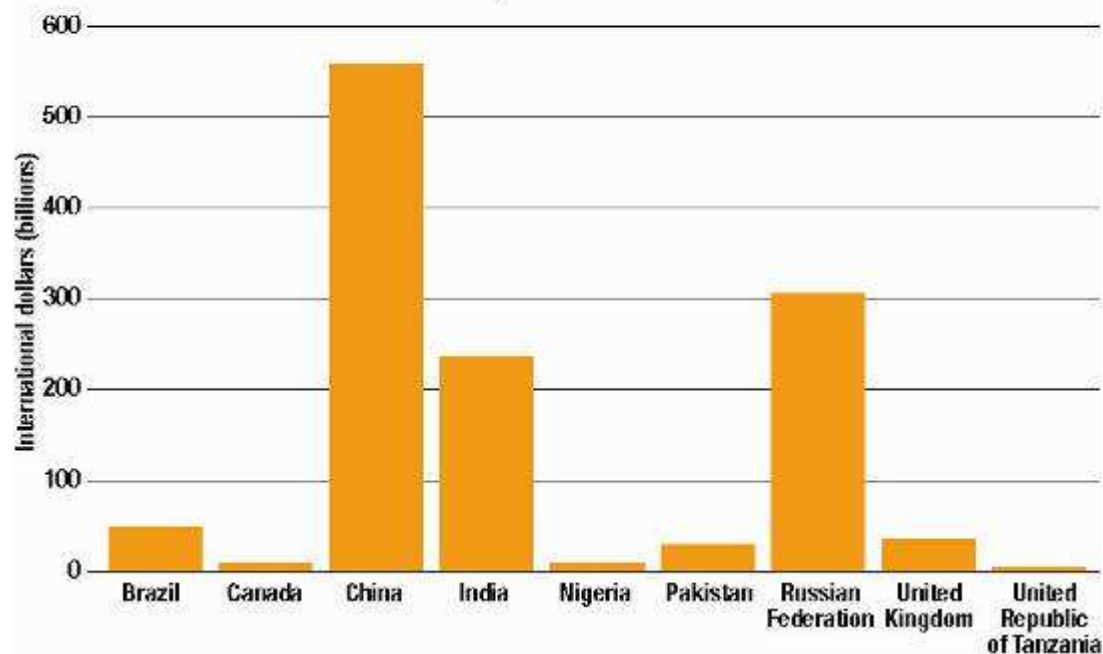
Projected prevalence of overweight (BMI* ≥ 25 kg/m²), women aged 30 and above, 2015



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



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10 widespread misunderstandings about chronic disease - and the reality

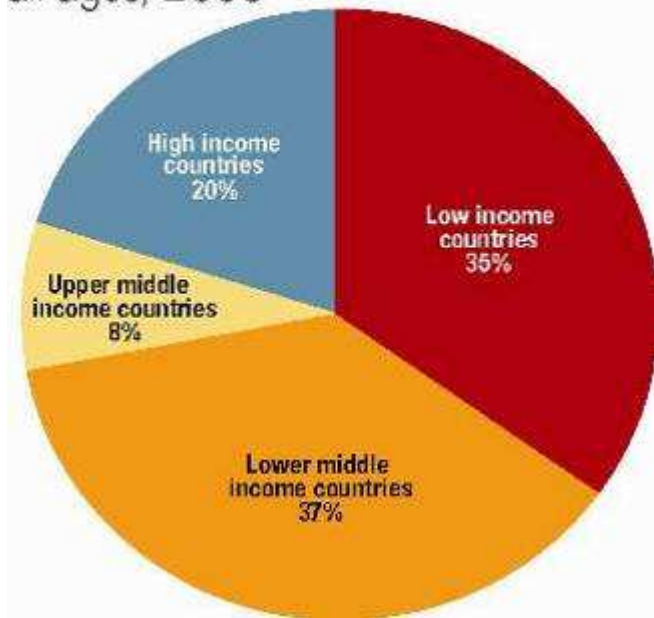
- Chronic disease epidemic is rapidly evolving
- Global recognition and response has not kept pace
- Misunderstandings can be dispelled by the strongest evidence

Reality: 80% of chronic disease deaths occur in low & middle income countries

10

MISUNDERSTANDING CHRONIC DISEASES MAINLY AFFECT HIGH INCOME COUNTRIES

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



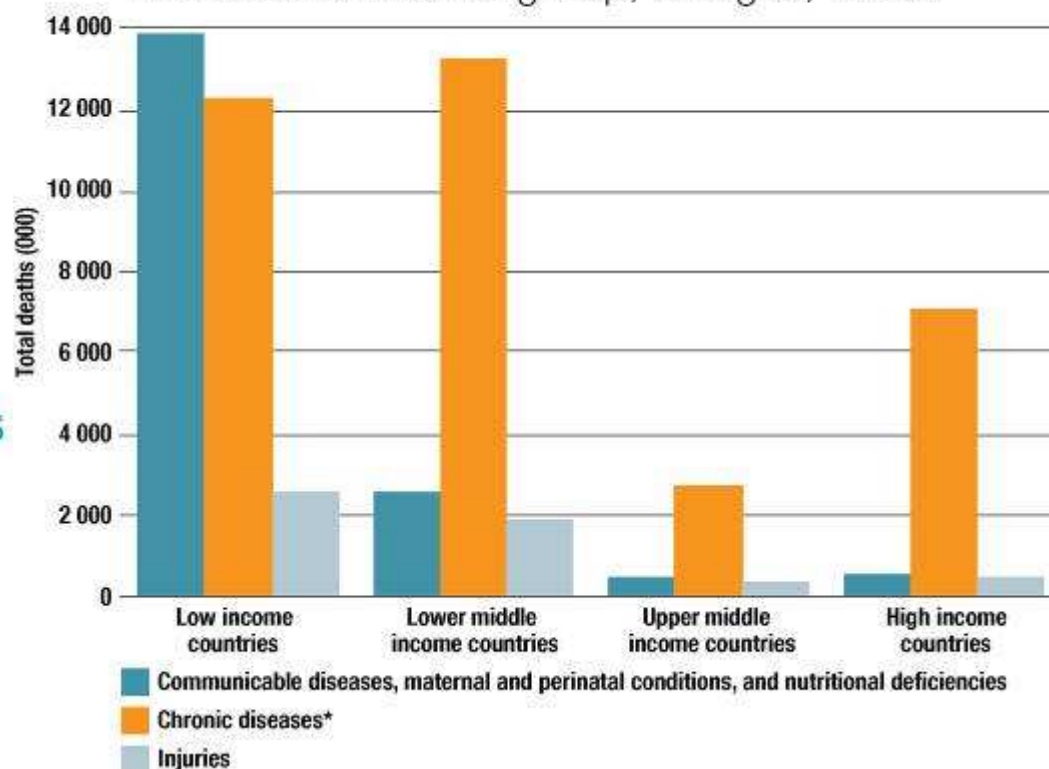
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Reality: double burden = double response

9

MISUNDERSTANDING 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



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Reality: chronic diseases are concentrated among the poor

MISUNDERSTANDING

**CHRONIC DISEASES
MAINLY AFFECT
RICH PEOPLE**

8

face to face

WITH **CHRONIC DISEASE: STROKE**



Facing illness and deepening poverty

| | |
|-----------|-------------------------|
| Name | Roberto Severino Campos |
| Age | 52 |
| Country | Brazil |
| Diagnosis | Stroke |

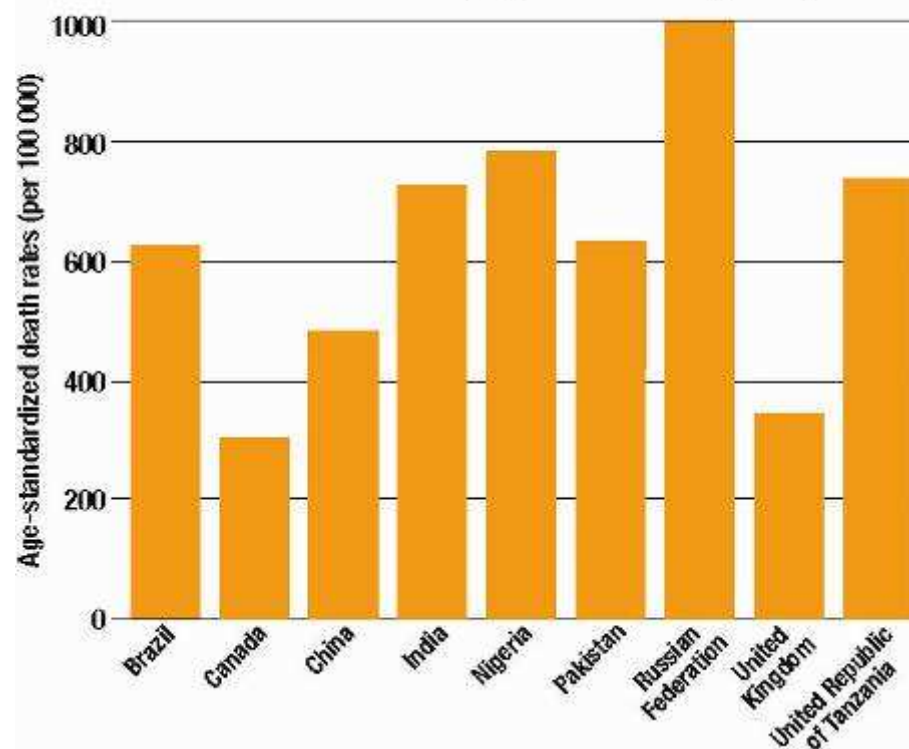
Reality: almost half in people under age 70 years

7

MISUNDERSTANDING

CHRONIC DISEASES MAINLY AFFECT OLD PEOPLE

Projected chronic disease death rates
for selected countries, aged 30–69 years, 2005



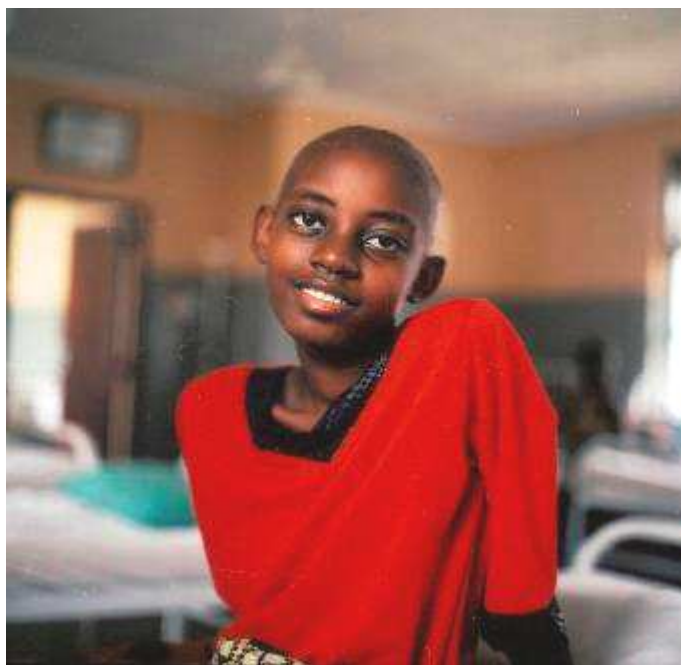
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World Health
Organization

face to face

WITH **CHRONIC DISEASE: CANCER**

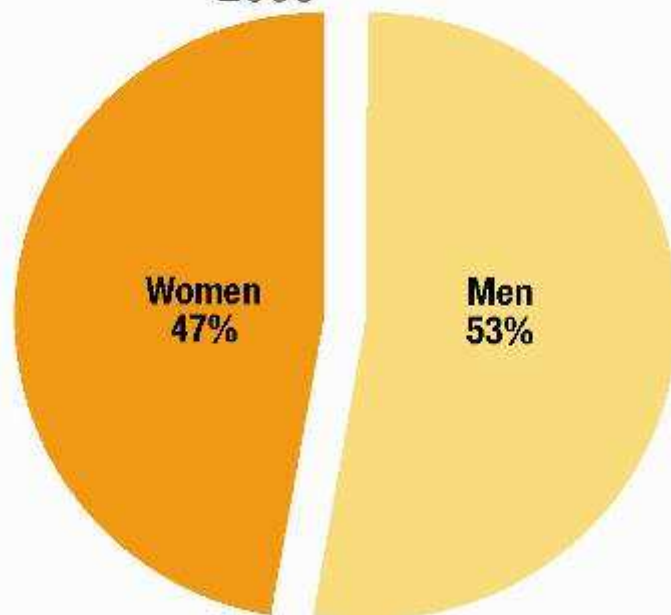


"I know I can
make it"

| | |
|-----------|--------------------------------|
| Name | Mariam John |
| Age | 13 |
| Country | United Republic of Tanzania |
| Diagnosis | Bone cancer |

Reality: chronic diseases affect men and women almost equally

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



World Health Organization

6

MISUNDERSTANDING

CHRONIC DISEASES AFFECT PRIMARILY MEN

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face to face

WITH **CHRONIC DISEASE: HEART DISEASE**



Facing a dire choice

| | |
|-----------|----------------|
| Name | Shakeela Begum |
| Age | 65 |
| Country | Pakistan |
| Diagnosis | Heart disease |



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**Reality:
poor and children have limited choice**

5

**MISUNDERSTANDING
CHRONIC DISEASES
ARE THE RESULT
OF UNHEALTHY
“LIFESTYLES”**

face to face

WITH **CHRONIC DISEASE: OBESITY**



The next generation

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

Reality: 80% of premature heart disease, stroke and type 2 diabetes is preventable, 40% of cancer is preventable

4

MISUNDERSTANDING

**CHRONIC DISEASES
CAN'T BE PREVENTED**

**Reality: inexpensive and
cost-effective interventions exist**

3

MISUNDERSTANDING

**CHRONIC DISEASE
PREVENTION AND CONTROL
IS TOO EXPENSIVE**

Reality: these people are the rare exceptions

HALF-TRUTH

2

“My grandfather smoked and was overweight –
and he lived to 96”

face to face

WITH **CHRONIC DISEASE: CANCER**



Rush hour

| | |
|-----------|------------------|
| 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

1 HALF-TRUTH
Everyone
has to die of
something

face to face

WITH **CHRONIC DISEASE: DIABETES**



**Dying slowly,
painfully and
prematurely**

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

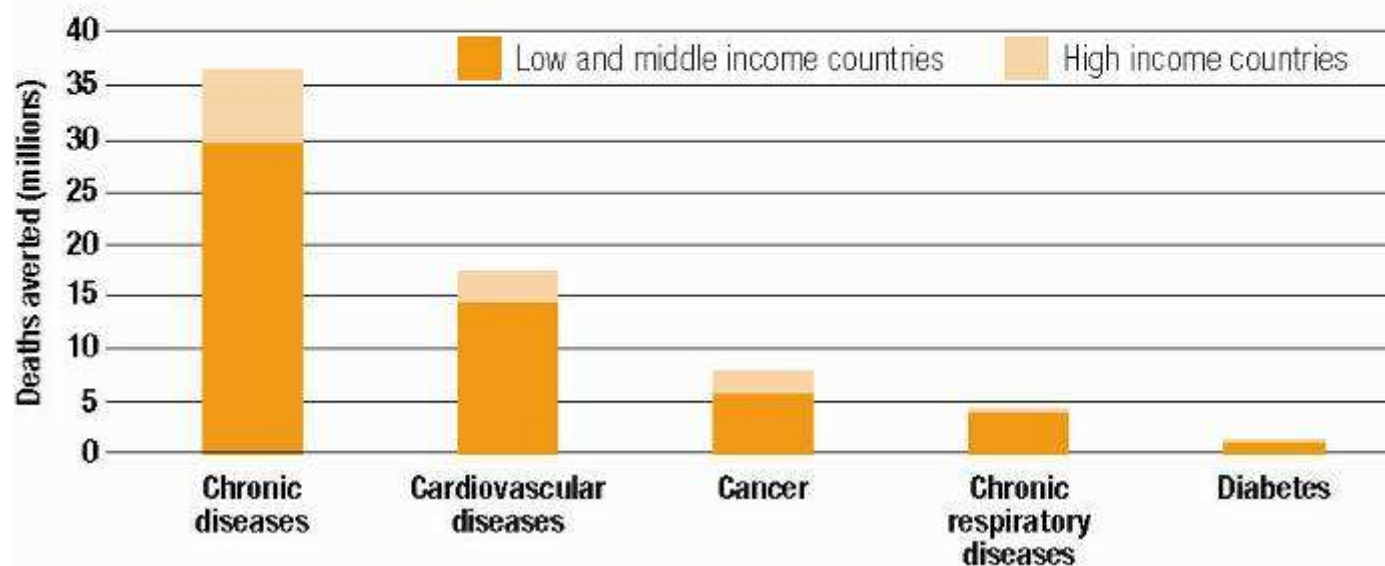
The global goal

- 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

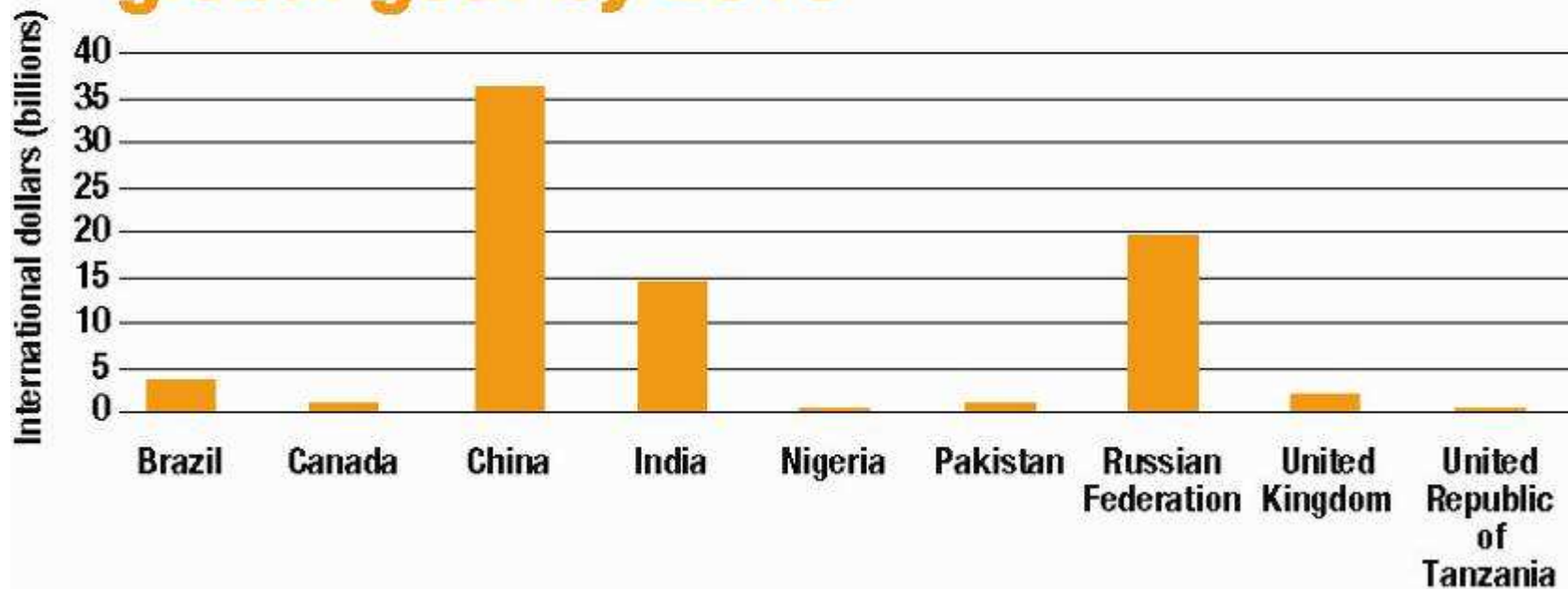
9 out of 10 lives saved: low and middle income countries

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