Preventing CHRONIC DISEASES
a vital investment

www.who.int/chp

World Health Organization
Did you know??

35 000 000 people died from chronic diseases in 2005

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

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

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World Health Organization
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

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* Body mass index
The economic impact: billions

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

World Health Organization

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THE COST OF INACTION IS CLEAR AND UNACCEPTABLE
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

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MISUNDERSTANDING: CHRONIC DISEASES MAINLY AFFECT HIGH INCOME COUNTRIES

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

- Low income countries 35%
- Lower middle income countries 37%
- Upper middle income countries 8%
- High income countries 20%

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Reality: double burden = double response

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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

- Communicable diseases, maternal and perinatal conditions, and nutritional deficiencies
- Chronic diseases*
- Injuries

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Reality: chronic diseases are concentrated among the poor
Facing illness and deepening poverty

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

World Health Organization

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Reality: almost half in people under age 70 years

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MISUNDERSTANDING
CHRONIC DISEASES MAINLY AFFECT OLD PEOPLE

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

- **World Health Organization**

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"I know I can make it"

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

World Health Organization

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Reality: chronic diseases affect men and women almost equally.
Facing a dire choice

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

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World Health Organization
Reality: poor and children have limited choice

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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

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Reality: 80% of premature heart disease, stroke and type 2 diabetes is preventable, 40% of cancer is preventable.
Reality: inexpensive and cost-effective interventions exist
Reality: these people are the rare exceptions

HALF-TRUTH

“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

World Health Organization

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

1. **HALF-TRUTH:** Everyone has to die of something.

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Dying slowly, painfully and prematurely

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

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World Health Organization
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

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Economic gain: billions

Labour supply gains from achieving global goal by 2015

- Brazil
- Canada
- China
- India
- Nigeria
- Pakistan
- Russian Federation
- United Kingdom
- United Republic of Tanzania

World Health Organization

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