



NEWSLETTER AUTUMN 2011

CONTENTS

The UN High-level Meeting: looking to a brighter future	1
Designing a better life	2
C3 surprise for Thai nurses	2
C3 chairs PepsiCo health debate	2
C3 Annual Review	2
Answering the 'billion dollar question': how to change behaviour	3
What can business do to help?	3
Out of Africa	4
GCC success	4
The business of health	4
About C3	4

www.c3health.org

C3 is on  – follow us at twitter.com/C3health

C3 Collaborating for Health is a registered charity (no. 1135930) and a company limited by guarantee (no. 6941278), registered in England and Wales.



The UN High-level Meeting: looking to a brighter future



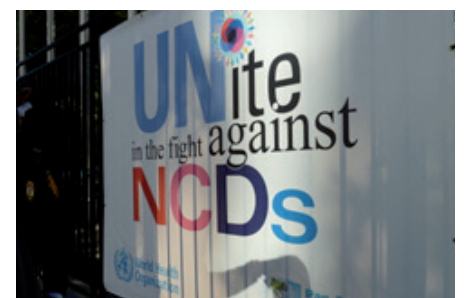
Ban Ki-moon addresses the HLM

So we reach, at long last, what C3 hopes will be a turning point in dealing with the epidemic of non-communicable diseases at a national and global level, guided by the official adoption of the UN's Political Declaration on the prevention and control of NCDs. The UN General Assembly's High-level Meeting, held in New York on 19–20 September, clearly recognised that NCDs are not diseases of affluence, nor are they diseases caused solely by individuals' failure to take responsibility for their own lifestyles: rather, they are diseases whose risk factors are often out of our control, diseases that affect everyone (particularly the poorest, who are least able to cope with the consequences), and diseases with the potential to devastate lives and slow or reverse economic development worldwide.

Research indicates that NCDs' financial burden could be an extraordinary \$30 trillion over the next 20 years – and speakers including the UN Secretary General, the Prime Minister of Brazil and the WHO's Director General hammered home the message that there is no time to waste in taking action.

C3 was in New York for the UN High-level Meeting, attending both a plenary session and a roundtable on international cooperation and coordination. But while it was fascinating to be part of these historic events, the real exchange of ideas took place in the side-events, bringing together experts in unprecedented numbers and drawing out many of the aspects of NCDs highlighted in the Political Declaration. These included: **gender-responsive approaches** to NCDs; the need to broaden the story of **climate change** from its impact on wildlife to the health of individuals, particularly NCDs; the key role of **physical activity** in protecting us from NCDs; the intersection of **agriculture, nutrition and health**; and the myriad lessons that can be learnt from, and synergies of working with, **HIV/AIDS**, the only other disease on which the UN has held an HLM.

We must make the most of the catalyst for action that is the HLM and the Political Declaration. It is the start of a journey for the world, with a review of progress due to be presented to the UN in 2014. C3 is committed to taking forward the Political Declaration, so if you would like to share ideas with C3 or consider joint working, please – as ever – let us know.





C3 presents on urban environments and health (Photo courtesy of International Academy of Design and Health)

Designing a better life

Can environmental design improve quality of life? C3 joined the debate with a presentation on preventing chronic disease at the International Academy of Design and Health's World Congress in Boston, USA.

Senior project manager, Katy Cooper, spoke in the session entitled 'Ecological urbanism: promoting health and quality of life'. Katy focused particularly on C3's work around urban environments and design, including Fit City, the competition in which participants suggested how city environments can best help to promote health. One of the organisers of the conference commented that C3's presentation was particularly well received by delegates, so it clearly hit the spot.

C3 surprise for Thai nurses

Thai nurses attending a leadership and management summer school got more than they bargained for when C3 consultant in nursing health and development, Pat Hughes, addressed them on global health challenges: to appreciate how lifestyle can impact on levels of NCDs, participants were encouraged to do a mini health risk assessment themselves. Initial results were good, with none of the participants using tobacco or alcohol and only low consumption of sugary drinks. But very few of the nurses ate five portions of fruit and vegetables a day or did the recommended amount of physical activity – and none had used the stairs to reach the lecture hall. Taking the results in good humour, the nurses then put things right with a short lively workout!

C3 chairs PepsiCo health debate

In July C3 chaired a key debate on how PepsiCo UK is progressing with its health strategy, announced in its 2010 Health Report, particularly focusing on the company's healthier products. Influential UK stakeholders attended a roundtable discussion, hosted by PepsiCo UK's president, Richard Evans, and chaired by C3 director Christine Hancock. The participants looked at what had been achieved from the 27 commitments made in the original report, and made suggestions on how best to move forward. The ultimate aim for PepsiCo is to build a business whose future profit and growth is driven by healthier products.

For more details on progress to date, see www.pepsico.co.uk/health-update-2011.



C3 Annual Review

C3 has published its 2010–11 Annual Review, outlining a busy and productive second year.

Read it online on our website, or contact us for a hard copy.



Answering the ‘billion dollar question’: how to change behaviour



Craig Nossel explains how incentives can impact on health

Everyone knows that behaviour change can have a major impact on health – but how to get people to change in the first place? That was the question posed by C3’s International Breakfast Seminar speaker in July, Dr Craig Nossel.

According to Dr Nossel, Head of Vitality Wellness at Discovery Health Insurance, incentives are the key. Discovery has been running a programme of incentives known as ‘Vitality’ for 12 years in South Africa and is now expanding into the UK, US and China. Vitality encourages people to make changes to their lifestyles in a fun and inspiring way, with incentives including discounted flights, cinema tickets and discounts on healthy food.

Vitality members take an initial health assessment, which calculates their ‘Vitality Age’ – showing potential years of life that could be lost through particular risk factors such as body mass index and

amount of physical activity. Everyone then receives a ‘personal pathway for health’, with appropriate rewards for achieving certain goals.

Vitality’s healthy food project operates through Pick n Pay, the largest retailer in South Africa, with members getting a 10% discount on 10,000 healthy food products via a special swipe card. This discount increases to 25% if members take the Vitality Age assessment – a big

incentive to find out more about your health.

Currently Vitality is researching the impact of its programme on 948,000 people who participated from 2003–7, analysing how much the Vitality programme can be associated with reducing healthcare costs, shortening spells in hospital and cutting expenditure on managing NCDs. Initial results show physical inactivity falling from 50% to 30% of all participants over five years, and health costs fell by 6% per member over five years amongst those shifting from inactive to active.

There is more information about the seminar on C3’s website, and the Vitality programme is highlighted as a case study in C3’s recent publication, *Taking up the Challenge of NCDs*, also available online.

What can business do to help?

An article co-written by Christine Hancock (with Lise Kingo of Novo Nordisk and Olivier Raynaud of the World Economic Forum) was published in open-access peer-reviewed journal *Globalization and Health*. It sets out some of the many positive impacts that the private sector can have on NCDs and international development – an important aspect to highlight as we find practical solutions that can be taken forward beyond the UN HLM.



WORKPLACE HEALTH

Out of Africa

C3's nursing consultant Pat Hughes has been busy in South Africa over the summer, particularly in encouraging interest in workplace health. Pat gave the keynote presentation to the African Regional Association of Occupational Health in Johannesburg, with an audience of around 120 occupational health professionals from 22 countries. The presentation – 'Workplace health in emerging economies' – with its wide-ranging analysis of the challenges and possible solutions, was given an enthusiastic response, and clearly chimed with experiences faced by those present.

Earlier in August Pat made a scoping visit to South Africa to assess interest in a workplace health initiative for emerging economies. Novo Nordisk is keen to use the expertise it has gained with its NovoHealth programme and wants to engage with local stakeholders in small- to medium-sized businesses in South Africa. C3 was particularly looking for existing programmes that could be built on and for potential partners and contacts to help run workshops later this year. The C3 report will help Novo Nordisk establish clear objectives and outcomes for the initial workshop and future stages, as well as helping set up a local Advisory Board.



Getting the C3 message out to OH professionals

GCC success

Almost all C3's staff walked over 10,000 steps a day in this year's Global Corporate Challenge – our two teams managed to average 13,929 steps and 11,052 steps. Egle Paskeviciute was the most successful walker over the four months of the GCC, with an impressive average of 18,670!



The business of health

C3 is continuing to work with Mars, Unilever and Novo Nordisk on the Health and Wellbeing Local Businesses Partnerships pilots. All three companies, with successful health and wellbeing programmes of their own, have been reaching out to small businesses in their area and sharing their knowledge and resources around workplace health.

C3 recently produced an interim report that revealed that small businesses need more than a gentle nudge to kickstart action on this agenda, but that support from big businesses can certainly help. The long-term impact of the pilots on the small businesses is yet to be determined, but Mars,

Novo Nordisk and Unilever are committed to continue their support for this initiative. So far, activities have included healthy cooking demonstrations and health risk assessments in participating businesses.

In September, the three companies took part in a Department of Health event, hosted by Dame Carol Black and with a keynote speech by Earl Howe. The meeting, which included a presentation on the HWLBP pilot, was designed to facilitate the sharing of ideas with the wider Health at Work Responsibility Deal network, and it was well attended with lively discussion.



Director: Christine Hancock
 First Floor, 28 Margaret Street
 London W1W 8RZ, United Kingdom
 Tel +44 (0) 20 7637 4330
 Fax +44 (0) 20 7637 4336

About C3

C3 Collaborating for Health is a registered charity, based in London and working globally: www.c3health.org. Its **vision** is for the eradication of preventable chronic diseases in the UK and worldwide, and its **mission** is to foster partnerships and build collaboration between the different organisations that, between them, can overcome the many barriers to a healthy diet, stopping smoking and being physically active.