

Organization of Population Based Cancer Control Programs – Integration of NCD and Cancer Control: Philippine Experience

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Chronic Diseases (NCDs)

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

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

Cardiovascular diseases
30%

TOTAL DEATHS 2005
58 million

Injuries
9%

Cancer
13%

Other chronic diseases
9%

Diabetes
2%

Chronic respiratory diseases
7%

35 M died from chronic diseases in 2005

60% of all deaths due to chronic diseases

Main NCDs and their Causes

BEHAVIORAL

- **Tobacco**
- **Diet**
- **Physical Activity**
- **Alcohol**

ENVIRONMENTAL

- **Socio-cultural**
- **Policy**
- **Economic**
- **Physical**

NON-MODIFIABLE

- **Age, Sex, Genes**

INTERMEDIATE RISK FACTORS

- **Hypertension**
- **Blood lipids**
- **Diabetes**
- **Obesity**

END-POINTS

- **Ischemic Heart Dis.**
- **Stroke**
- **Peripheral Vasc. Dis.**
- **Cancer**
- **Chronic Lung Dis.**

Top Behavioural Risk Factors in Most Regions



<< Inactivity

Unhealthy Diet >>



<< Tobacco

Alcohol >>

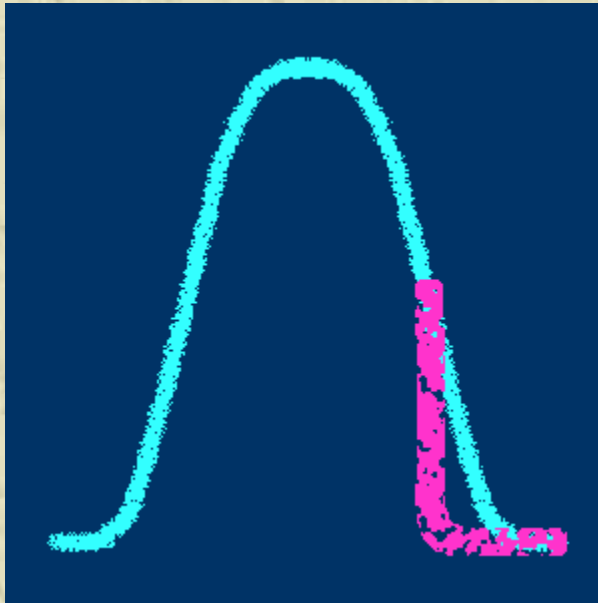


NCDs can be prevented

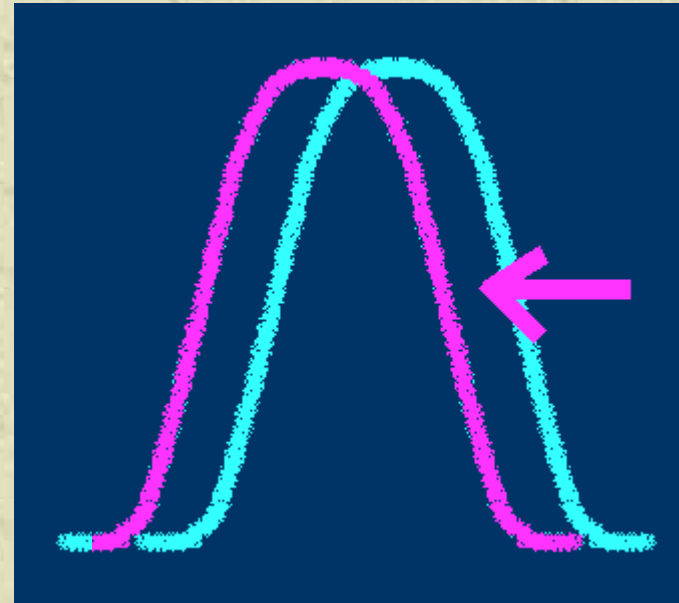
Eating healthily, maintaining normal weight, not smoking, and being physically active throughout the life span can prevent:

- **Up to 80 % of cases of coronary heart disease**
- **Up to 90 % of type 2 diabetes**
- **About one third of cancers**

High Risk & Population Approaches



Truncate high risk end of exposure distribution (e.g. organise an obesity clinic).
Clinical approach to disease prevention.



Reduce a little risk in most people (e.g. reduce fat a little in fast-food outlets). **Lifestyle change combined with an environmental approach.**

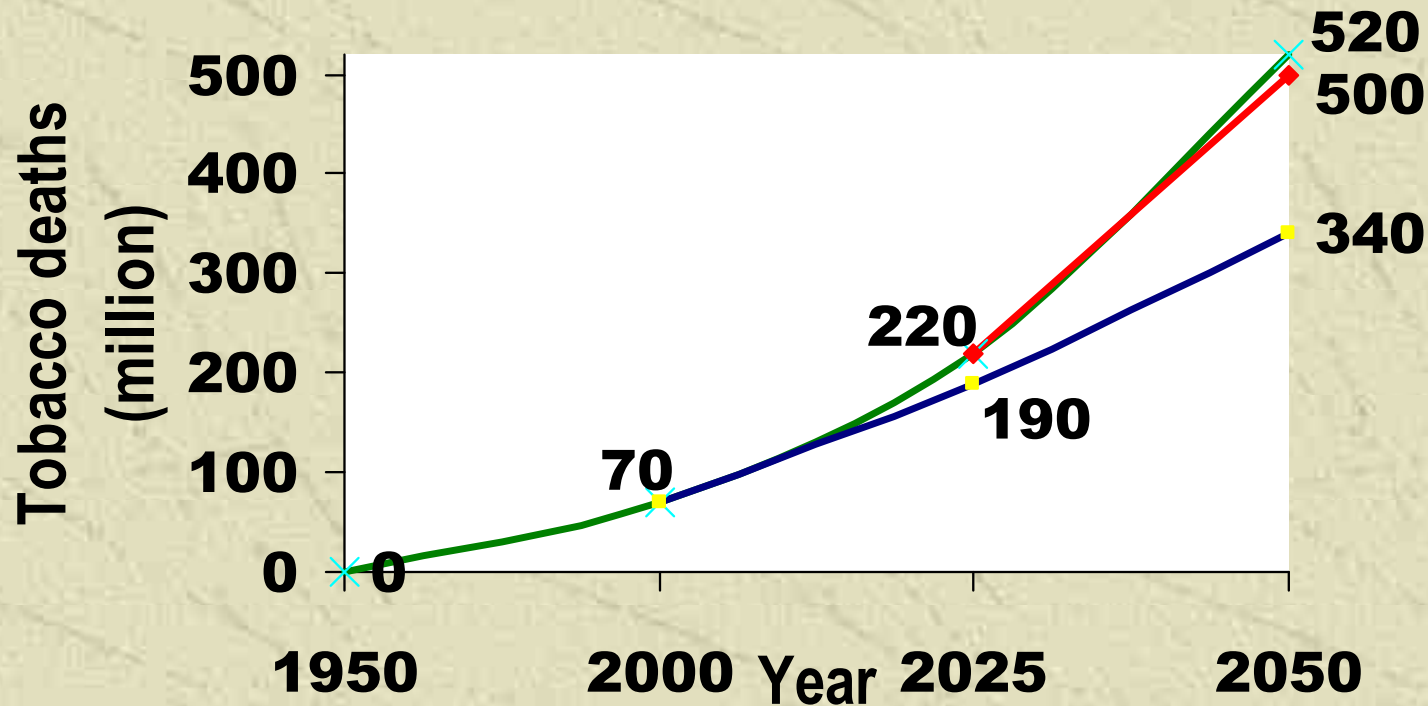
NCD prevention

-Population Based Approach-

- **Population-based prevention is the most cost-effective and the only affordable option for major public health improvement in NCD rates**
 - ❖ **North Karelia project reduced annual CHD mortality by 73% over 25 yrs through community based activity encouraging a healthier diet**
 - ❖ **Japan – reduction of salt intake resulted in lower BP & great reduction in stroke mortality**
 - ❖ **Mauritius – changing cooking oil from palm to soy resulted in 15% decrease in serum cholesterol in the population**
 - ❖ **Poland – change in dietary fats resulted in 20% decline in heart disease mortality**

Unless current smokers quit, smoking deaths will rise dramatically over the next 50 years

- ×— Baseline
- ♦— If proportion of young adults taking up smoking halves by 2020
- If adult consumption halves by 2020



Source: Peto and Lopez, 2001



Encarta Interactive World Atlas, Corbis/Paul A. Souders



Encarta Interactive World Atlas, Woodfin Camp and Associates, Inc./George Hall

MABUHAY!

NCD's Dominate the Leading Causes of Death in Philippines (2002)

Cause	% of Total Deaths
1. Diseases of the heart	17.7
2. Diseases of the vascular system	12.5
3. Malignant Neoplasm	9.8
4. Pneumonia	8.6
5. Accidents	8.5
6. Tuberculosis, all forms	7.2
7. COPD & allied conditions	4.9
8. Conditions originating in the perinatal period	3.6
9. Diabetes Mellitus	3.5
10. Nephritis, nephritic syndrome & nephrosis	2.3

Risk Factors

- **90% of Filipinos has one or more of these risk factors (NNHeS, FNRI 2003)**
 - ◆ **Physical inactivity.....60.5%**
 - ◆ **Smoking.....34.8%**
 - ◆ **Hypertension....22.5% (SBP>140 or DBP>90)**
 - ◆ **Hypercholesterolemia8.5% (TC≥240)**
 - ◆ **Obesity.....4.9% (BMI≥30)**
 - ◆ **Diabetes.....4.6%**

EFFORTS FOR NCD PREVENTION AND CONTROL

- **1986 - Non-Communicable Disease Prevention and Control Service**
- **Developed among others in early 1990s**
 - ◆ **National Cardiovascular Disease Prevention and Control Program**
 - ◆ **National Cancer Control Program**
 - ◆ **Philippine Diabetes Control Program**

IEC campaigns



- **YOSI KADIRI –anti smoking**
- **EDI EXERCISE/HATAW/
THE GREAT FILIPINO
WORKOUT – regular
physical activity**
- **TIYA KULIT/IWAS SAKIT DIET
low salt, low fat,
high fiber diet**



EFFORTS FOR NCD PREVENTION AND CONTROL

- **In 2000 established an *integrated community based model* in the prevention and control of NCDs**
- **Major intervention: *promotion of healthy lifestyle***
- **Focus: three major *risk factors* of unhealthy diet, smoking, physical inactivity and lately included harmful use of alcohol**
- **Currently being adapted nationwide**

STRENGTH OF NCD PREVENTION AND CONTROL IN THE PHILIPPINES

- **Its wide network of stakeholders**
 - **medical societies, professional organizations, academia, non-government organizations, government agencies**
 - **collaborative work since the early 1980s**
 - **guidelines development**
 - **advocacy activities**
 - **technical expertise**
 - ***however***
 - **ad hoc in nature**
 - **advocacy efforts are duplicated**
 - **lacks congruence and continuity**
 - **no common agenda**

Formalizing the loose coalition

- **Came about as a result of a consultancy done by Dr. Robert Burton in the Philippines in 2003 to evaluate the National Cancer Control Program.**
- **Turned out to be an evaluation of whether the Philippines is ready for an NCD epidemic**

PHILIPPINE FOUNDATIONS FOR NCD PREVENTION AND CONTROL

- **National policy to promote healthy lifestyle**
- **Demonstration project which produced an integrated model for NCD prevention that can be replicated nationwide**
- **Systematic healthy lifestyle promotion training program**
- **Quality assurance certification program for local health centers**
- **Excellent baseline population risk factor data**
- **Outpatient benefit package for preventive services on NCDs**
- **A loose group of committed partners**

FELT NEED TO FORMALIZE ALLIANCES

- **WORKING TOWARDS THE SAME GOAL**
- **COMMON MESSAGES**
- **COHERENT, SYNCHRONIZED, WELL COORDINATED ACTION**
- **FOCUSED USED OF RESOURCES FOR A RESOURCE SCARCE COUNTRY**
- **SENSE OF CONTINUITY**
- **BEING PART OF A BIGGER REASON FOR BEING**

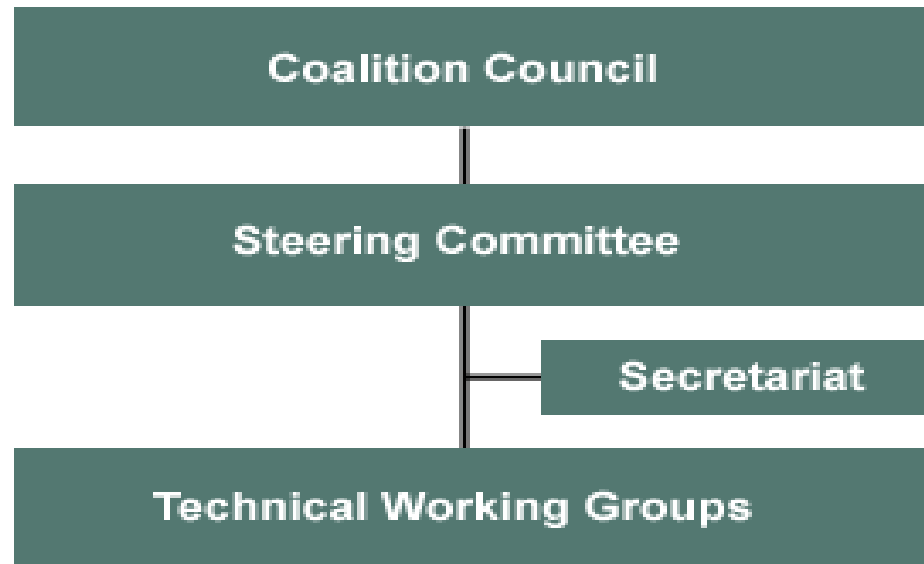
Formalizing alliances with a Memorandum of Agreement on April 14, 2004



**PHILIPPINE COALITION
FOR THE PREVENTION AND CONTROL OF
NON-COMMUNICABLE DISEASES**



PCPCNCD ORGANIZATIONAL STRUCTURE



Steering Committee

Chair: Department of Health

Co-Chair: Philippine Association of Diabetes Educators

Members:

Framework Convention on Tobacco Control Alliance, Philippines

League of Municipalities

National Nutrition Council

Philippine Cancer Society

Philippines Diabetes Association

Philippine Heart Association

Philippine Heart Center

UP College of Human Kinetics

Integrated NCD Prevention and Control Program

Vision: Improved quality of life for all Filipinos

Mission: To ensure that quality prevention and control NCD services are accessible to all, especially to the vulnerable and at-risk population.

Goal: To reduce mortality and morbidity due to NCDs

Integrated NCD Prevention and Control Program

Objectives:

- To reduce the exposure of population to risks related to NCDs primarily smoking, unhealthy diet, physical inactivity, harmful use of alcohol
- To increase the proportion of NCD cases (CVD, Cancers, COPD, DM) given appropriate treatment and care

Australian Chronic Disease Prevention Alliance



**Welcome to Paradise
Boracay White Beaches**

Thank You

