

Preventive Health Partnership

Formed in 2004 to focus on 4 ways to help prevent cancer, diabetes, heart disease and stroke:

- Physical activity
- Healthy Eating
- Smoking cessation
- Regular checkups



Non-Communicable Diseases

Goals:

1. Raise the profile of NCDs;
2. Mobilize international community;
3. Secure commitments of Heads of State;
4. Send a clear message of the importance of NCDs.



Follow-Up

UN Secretary General:

1. Progress report in 2013 to review commitments & progress.
2. Comprehensive review and assessment (2014).
3. Consider NCDs for inclusion in the 2015 revisions to the Millennium Development Goals (MGDs).



Expand NCD Efforts

Lessons learned:

- More collaborative efforts
- Look for common goals
- Understanding of the political environment and processes



AHA Global Mission

Nancy Brown
Chief Executive Officer

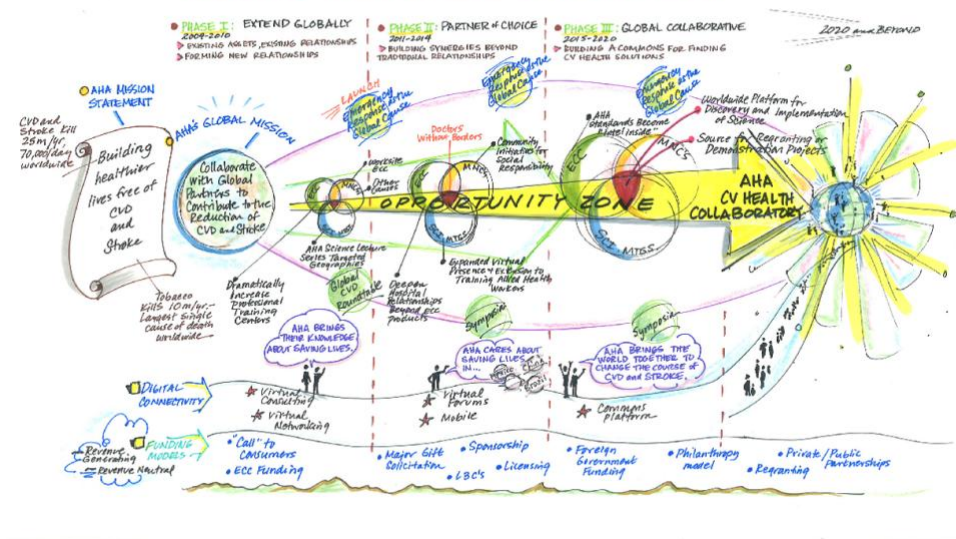


American
Heart
Association

American
Stroke
Association®



AHA's GLOBAL STRATEGY



AHA Global Mission



Contribute to the reduction of the global burden of cardiovascular disease and stroke through **collaboration** with global partners and through **knowledge transfer** of its proven programs and strategies.

AHA Global Footprint

- Emergency Cardiac Care Program & Training Centers
- AHA Scientific Meetings
- Scientific AHA Guidelines and Statements
- AHA Cause Campaigns
- AHA Professional Membership
- AHA International Offices



Global Advocacy



- U.S. Leadership Important to Global Health
- Prevention Focus
- Millennium Development Goals

Global Partners

LIVESTRONG



Laerdal
helping save lives



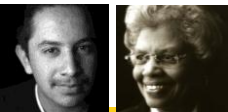
UNITED STATES



Questions



LIVESTRONG



LIVESTRONG & the United Nations

Our role at the high-level meeting
on NCDs and beyond

LIVESTRONG

LIVESTRONG[®] ORGANIZATIONAL CHART

**28 MILLION CANCER
SURVIVORS WE SERVE**



LIVESTRONG[®]

Founder/Chairman addressing the United Nations assembly

"I, along with millions of others around the world, am living proof of what's possible."

"Anyone, anywhere diagnosed with cancer should benefit from the affordable drugs available today. Their odds for survival don't have to be great but, like me, they can and should survive."

"We can beat the odds, but we must treat people and not individual diseases; strengthen health systems that serve all the medical needs of a community; and work in solidarity ..."



Proposing International Cooperation for Patients



Publicizing a global grassroots movement





Speaking at UN Foundation
media summit



Panel at Columbia University with
Dr. Sanjay Gupta and global
health leaders



Event with New York City
and Mayor Bloomberg

Promoting multi-sector awareness and action

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