Overview

Individuals are at the centre of the health ecosystem and there is a need to influence individual behaviour for the prevention of non-communicable diseases (NCDs). NCDs are recognized as “a bigger killer than all other (health) causes combined”, with mortality rates projected to increase from 38 million to 62 million by 2040. Accepting that 16 million deaths occur prematurely (before the age of 70) and the cost of healthcare is expected to increase by 9.1% in 2016 (an increase from 8% in 2015), the sustainability of current health delivery systems is a huge concern.

Key modifiable risk factors for NCDs include: unhealthy diets, physical inactivity, tobacco consumption and alcohol abuse. Although global levels of smoking are slowly declining, the other risk factors continue to prevail and affect individuals and their families, leading to further complications. For example, the rates of obesity are predicted to continue to rise (with the rates higher in more disadvantaged groups). Catalysing and enabling long-term individual behavioural change is a focal point in ensuring sustained reductions in NCD prevalence and long-term economic success.

Many physical, socio and economic factors impact the behaviour of individuals, policy-makers and business leaders. Taking these considerations into account is necessary to establish a global framework that catalyses long-term change with the expected positive health outcomes.

Insight

Human-centric Health is a project aimed at understanding how a human-centred approach to a healthy lifestyle can transform the health ecosystem, particularly in the prevention of NCDs (such as cardiovascular disease, diabetes, cancer and chronic respiratory diseases). The project is part of the System on Shaping the Future of Health and Healthcare.

The Human-centric Health project engages leaders from business, government, international organizations, civil society, academic experts and thought leaders in two main areas of work to:

1. Develop and disseminate critical knowledge and tools that focus on triggers for behaviour change in individuals, policy-makers and business leaders, leading to long-term, healthier lifestyles
2. Catalyse concrete public-private cooperation opportunities across non-traditional health and healthcare stakeholders, leveraging the Forum as a platform to maximize impact in the NCDs agenda

Community

By building on the cross-sector platform for interaction, Human-centric Health offers exceptional opportunities to:

1. Generate knowledge and insights on individual behaviour by developing and sharing insights on the triggers for long-term change in business and society
2. Network and collaborate with relevant public, private, civil society and academic partners for a comprehensive understanding of the primary NCDs and the influencing risk factors
3. Shape the global agenda on triggers for the prevention of NCDs through public and private cooperation
4. Partner across sectors to catalyse change and establish a framework to deliver long-term, preventive measures to tackle the global NCDs epidemic

Stakeholders can engage in the initiative by participating in its key events and joining the Steering Committee.

The public sector, the private sector and civil society have critical roles and responsibilities to play in creating the environments where being healthy is easy, accessible and affordable to all individuals and families.

Margaret Chan, Director-General, World Health Organization (WHO), Geneva
Engagement

The Steering Committee enables cross-sector input on various strategic areas of the initiative and offers a platform to circulate key insights and information. The committee comprises senior executives, world-class experts, key decision-makers and civil society leaders. Members of the Steering Committee participate in two (60-minute) phone conferences and one face-to-face meeting.

Steering Committee Members


Interaction

Multistakeholder meetings hosted by the Forum in 2016-2017:

1. World Economic Forum on Latin America, Medellín, Colombia, 16-17 June
2. Annual Meeting of the New Champions, Tianjin, China, 26-28 June
3. Strategy Officers Meeting, New York City, USA, 27 September
4. Steering Committee Meeting, New York City, USA, 27 October
5. Global Health and Healthcare Community Meeting for the Middle East, Dubai, United Arab Emirates, 15 November

This project will provide a high-impact contribution to the global agenda on healthy living and the prevention of NCDs by identifying opportunities to accelerate the deployment of triggers for long-term behaviour change. Individuals, regardless of their locality, can benefit from a human-centric health ecosystem to lead healthier and longer lives.

Key deliverables for 2016:

1. **Video interviews focusing on three core themes:**
   - Behaviour change as a pivotal feature of human-centric health
   - Community to national-level engagement
   - Digital media and its role in stakeholder engagement
2. **Non-communicable Diseases Heat Map** depicting the global burden of disease and contributing risk factor prevalence per country
3. **Report** including macro data, case studies, a framework on affecting behavioural change, measurement tools and enablers to accelerate best practices for the prevention of NCDs

Related Reports

Economics of Non-Communicable Diseases in India
http://www.weforum.org/reports/economics-non-communicable-diseases-india

Maximizing Healthy Life Years
https://www.weforum.org/reports/maximizing-healthy-life-years-investments-pay

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