

Strategies to tackle complex chronic conditions

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Symposium 5, HA Convention

May 16, 2013



**SCHOOL OF PUBLIC HEALTH
THE UNIVERSITY OF HONG KONG**

香港大學公共衛生學院



Four Key Health Challenges

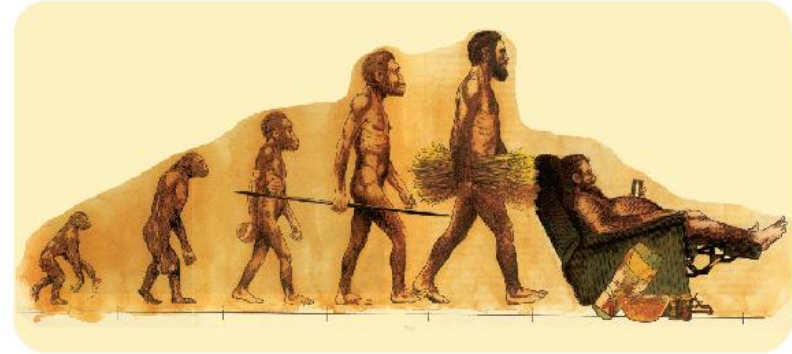
Unfinished

epidemic of infectious diseases



Emerging

epidemic of chronic conditions



Unnecessary

epidemic of environmental insults



Unethical

epidemic of inequalities



THE LANCET

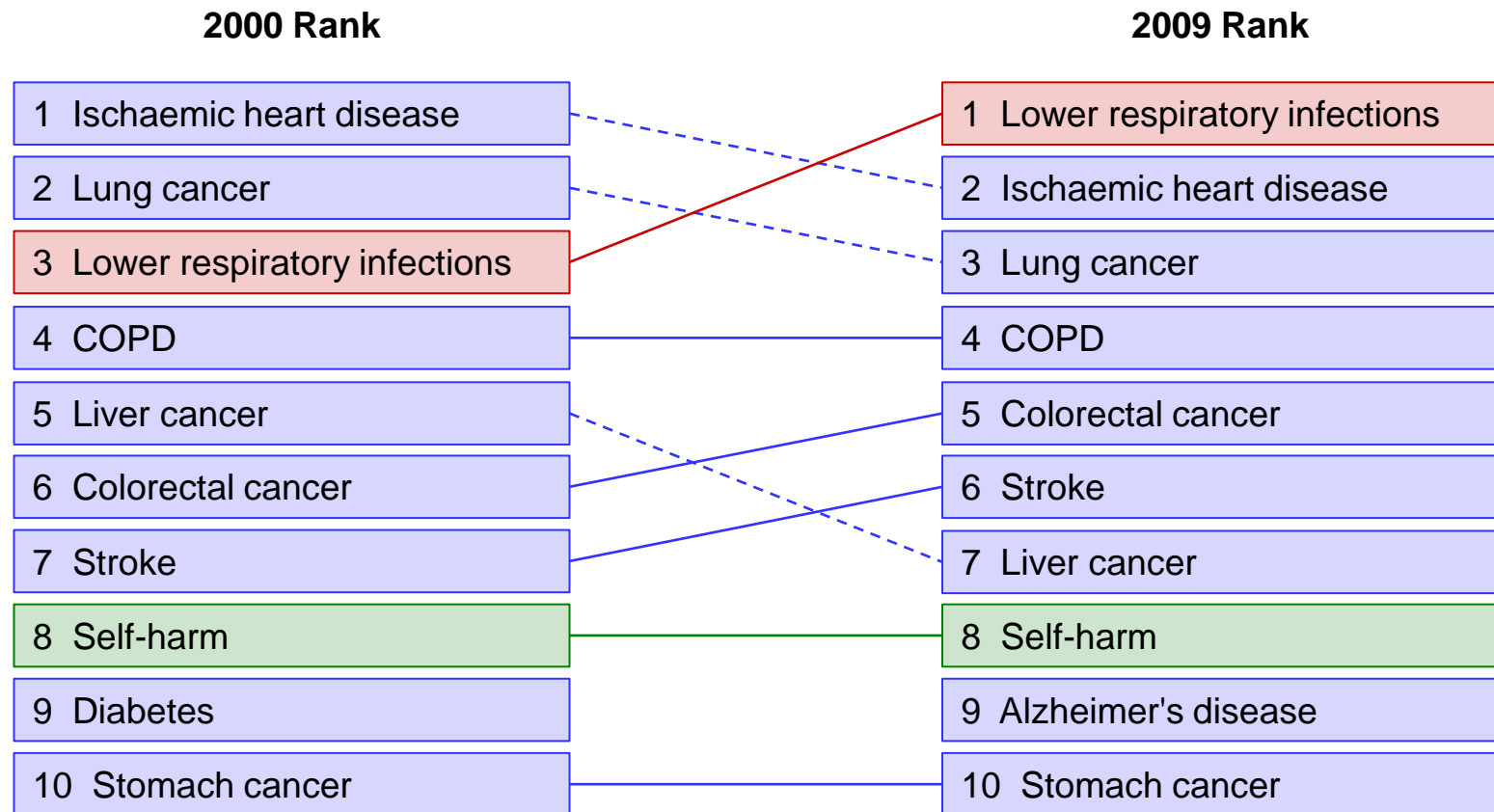
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www.thelancet.com

The Global Burden of Disease Study 2010



Leading causes of deaths (GBD) between 2000 and 2009 in HK



Communicable, maternal, neonatal and nutritional disorders



Non-communicable diseases



Injury



醫院管理局
HOSPITAL
AUTHORITY

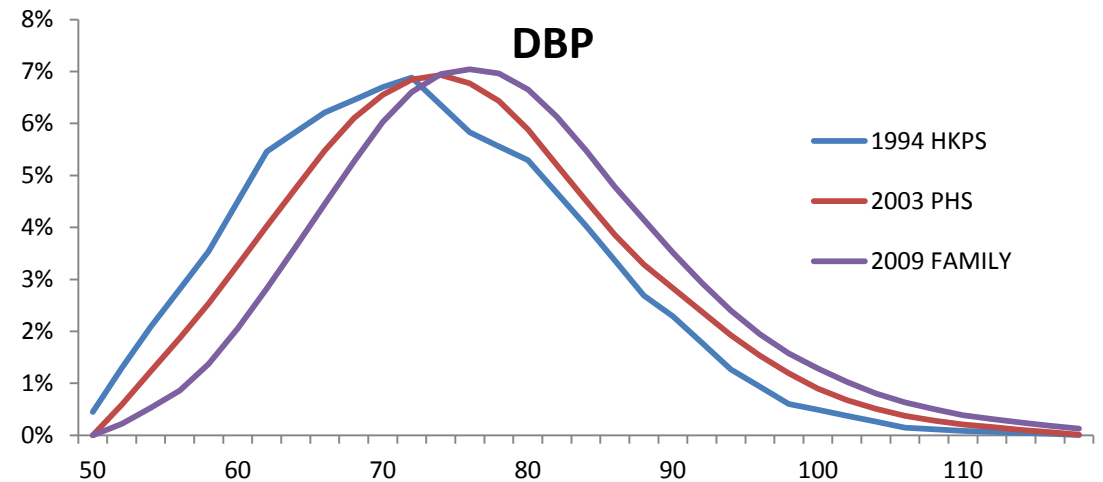
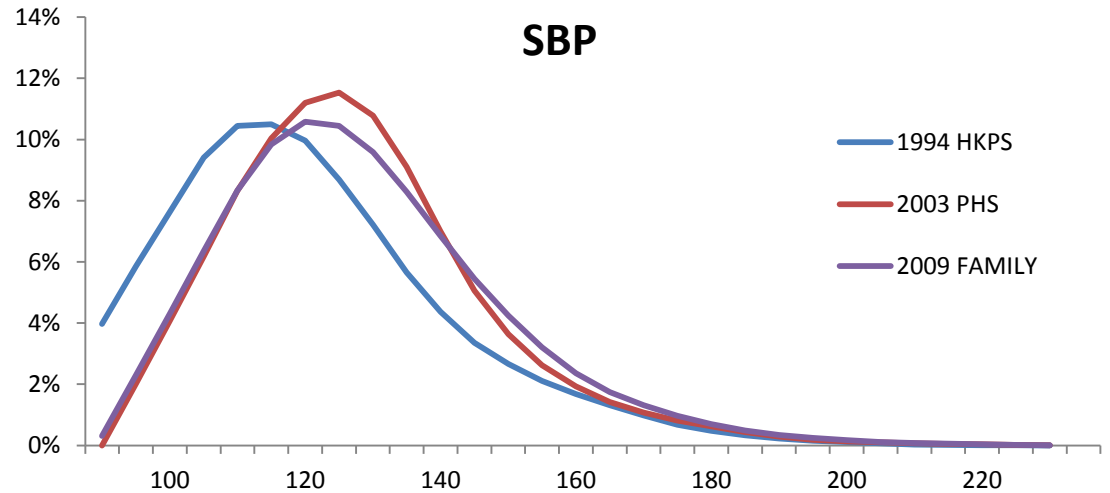
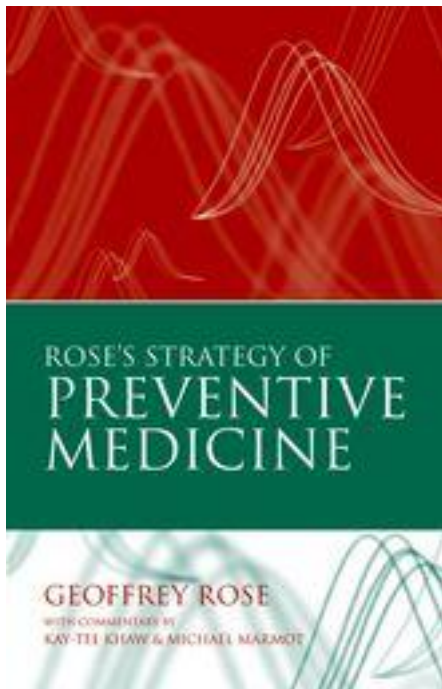


Principle #1

治未病



Principle #2



Principle #3

Commission on Social Determinants of Health FINAL REPORT

World Health Organization Commission on Social Determinants of Health

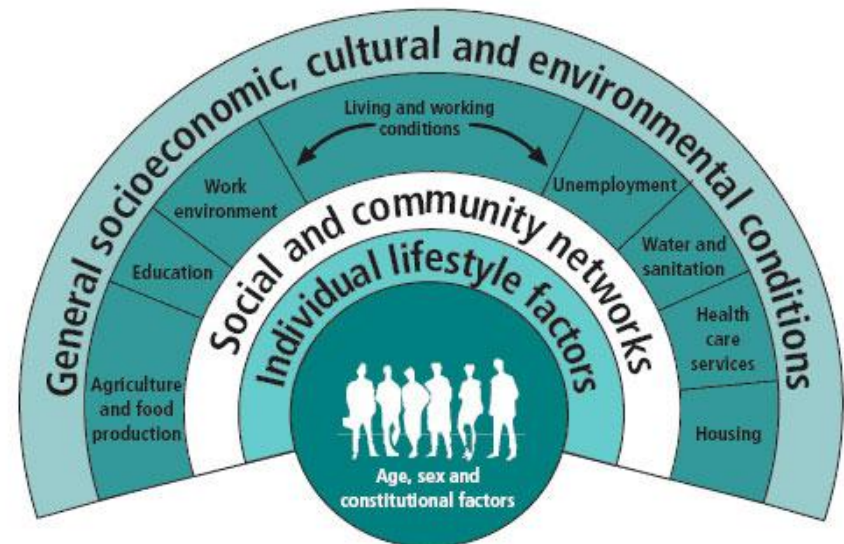
Closing the gap in a generation

Health equity through action on the social determinants of health



Why treat people...

...without changing what makes them sick?





FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

mpower




- Monitor** tobacco use and prevention policies
- Protect** people from tobacco smoke
- Offer** help to quit tobacco use
- Warn** about the dangers of tobacco
- Enforce** bans on tobacco advertising, promotion, and sponsorship
- Raise** taxes on tobacco



How has HK achieved hardwon success, so far ?

Declining Daily Smoking Rates

Among males and females in selected areas, 2010



Hong Kong	11.1%
Canada	13.0%
Iceland	14.3%
Sweden	14.3%
Australia	15.1%
USA	15.1%

- Low female prevalence
- Early start 1970s e.g. 1987 ban smokeless
- Government + academia + NGOs
- Political will
- No tobacco grown
- No war or military spending
- **BUT strong tobacco industry reaction for 7 million population**

Source: Personal communication with Professor Judith Mackay



- Near universal toxicity
- Overwhelming effect sizes
- Sufficient cause of adverse outcomes



- Many ubiquitous contributory factors, causality of some yet to be ascertained
- Modest, non-linear effect sizes
- Insufficient causes of adverse outcomes
- Pleiotrophy and J- or U-shaped associations

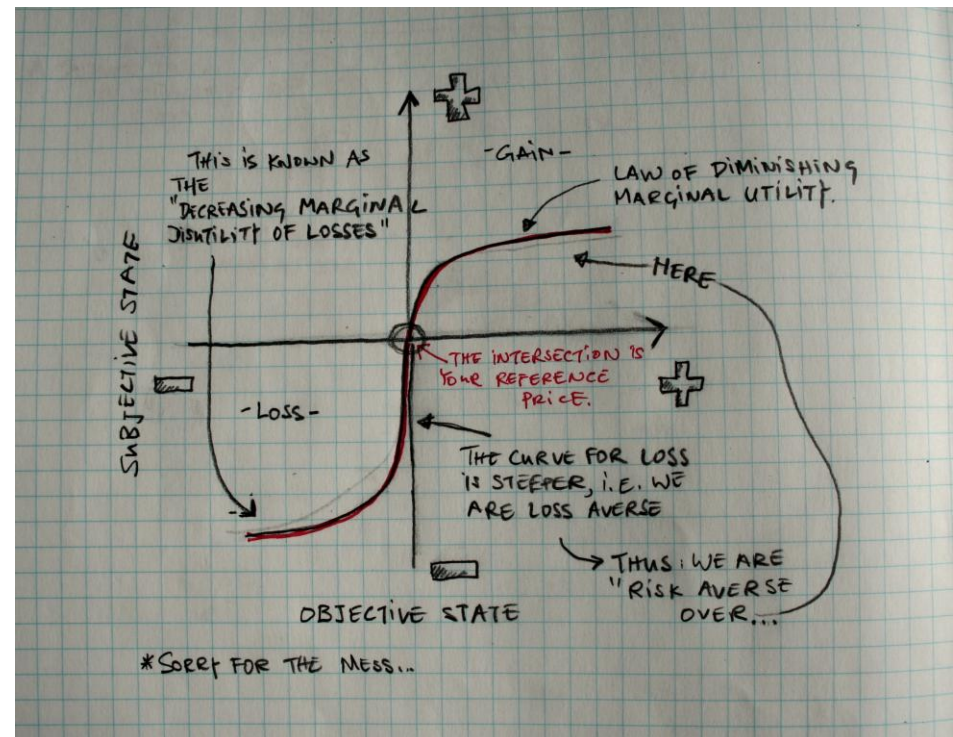


Nudge

Richard H. Thaler
Cass R. Sunstein

Improving Decisions
About Health, Wealth,
and Happiness

Under the theoretical rubric of libertarian paternalism, “nudge” choice architecture takes into account cognitive heuristics and biases to inform policy design.



The Nanny

You only thought you lived in the land of the free.



Bye Bye Venti

Nanny Bloomberg has taken his strange obsession with what you eat one step further. He now wants to make it illegal to serve "sugary drinks" bigger than 16 oz. What's next? Limits on the width of a pizza slice, size of a hamburger or amount of cream cheese on your bagel?



New Yorkers need a Mayor, not a Nanny.

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NEW YORK POST

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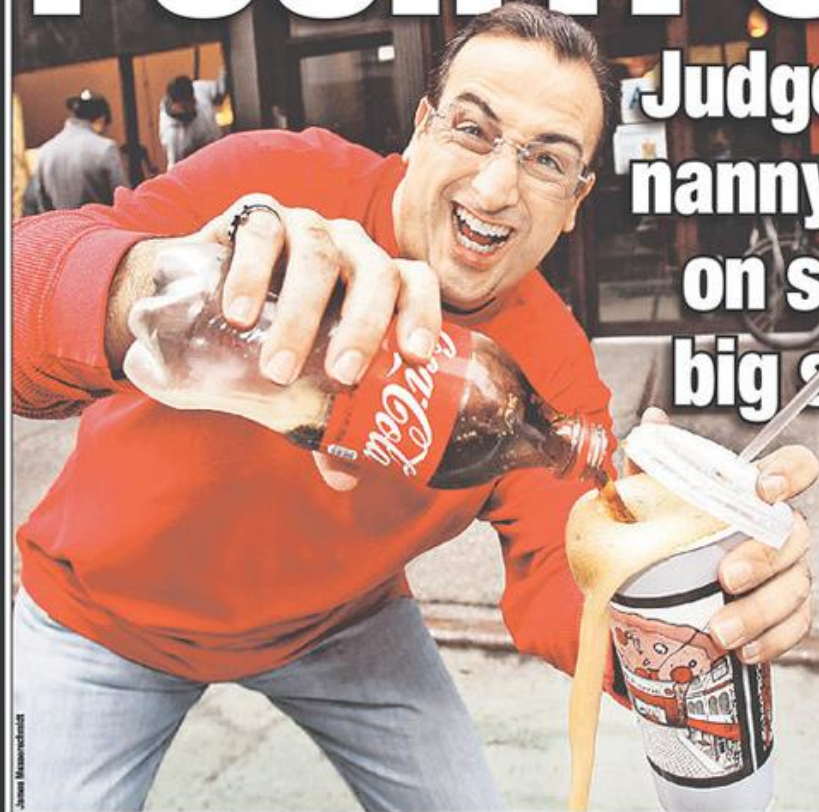
TUESDAY, MARCH 12, 2013 / Rain, 55 / Weather: P.30 **

LATE CITY FINAL

www.nypost.com

\$1.00

POUR IT ON!

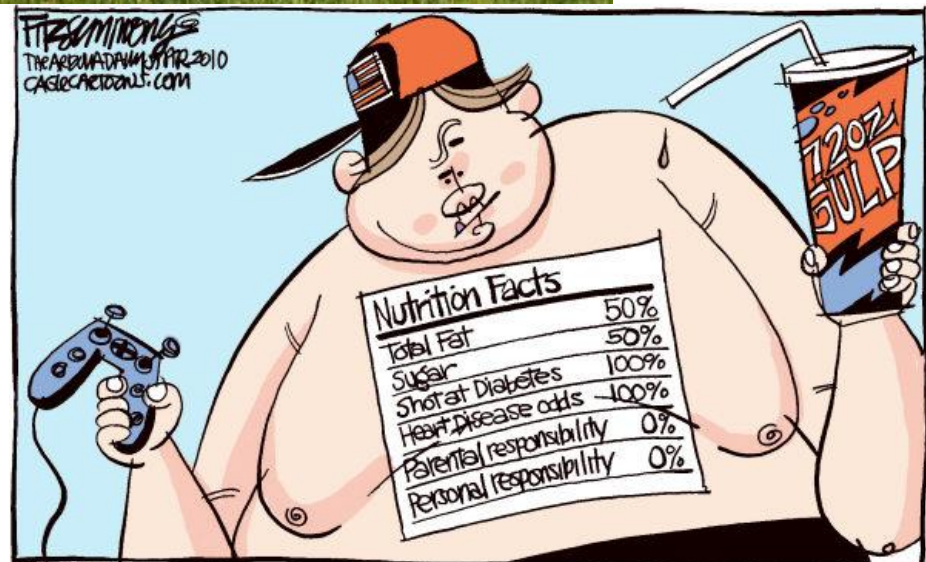


Judge cans nanny's ban on sweet big sodas

His 16-ounce cup runneth over! Merchants like Prince Street pizzeria owner Frank Morana (left) were bubbling over with joy yesterday after a Manhattan judge shot down Nanny Bloomberg's ban on large sugary beverages, which was to take effect today.

PAGES 4-5

James Mansbach/Rediff

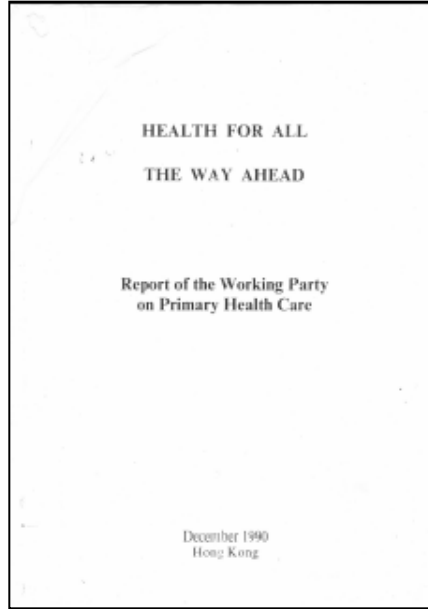


MICHELLE OBAMA ANNOUNCES STRATEGY TO COMBAT CHILDHOOD OBESITY IN AMERICA: INGREDIENTS LABELS WILL NOW BE PRINTED ON OUR CHILDREN.

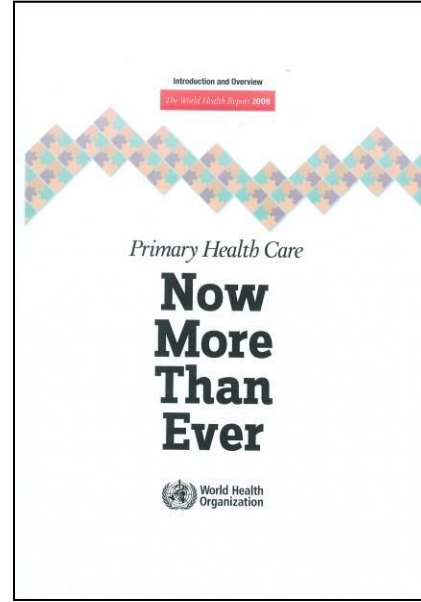
Principle #4



1978



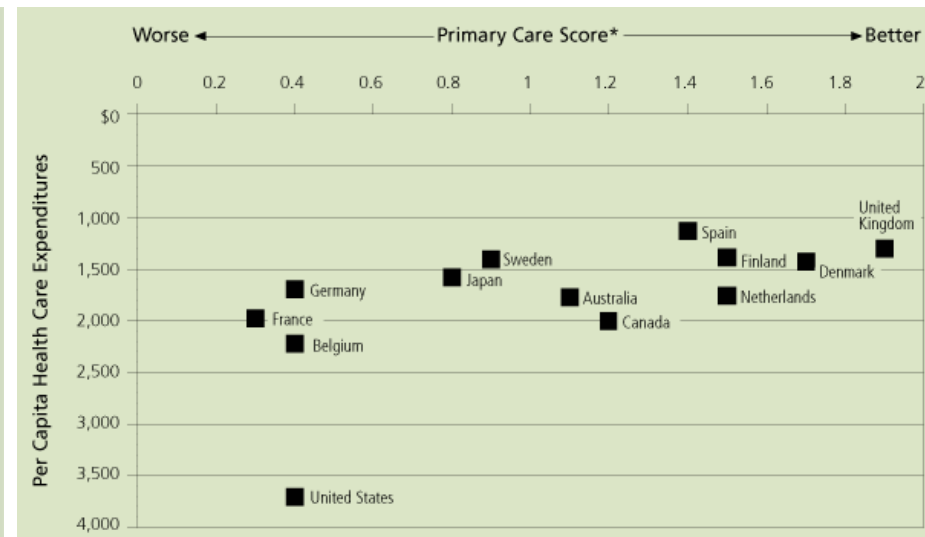
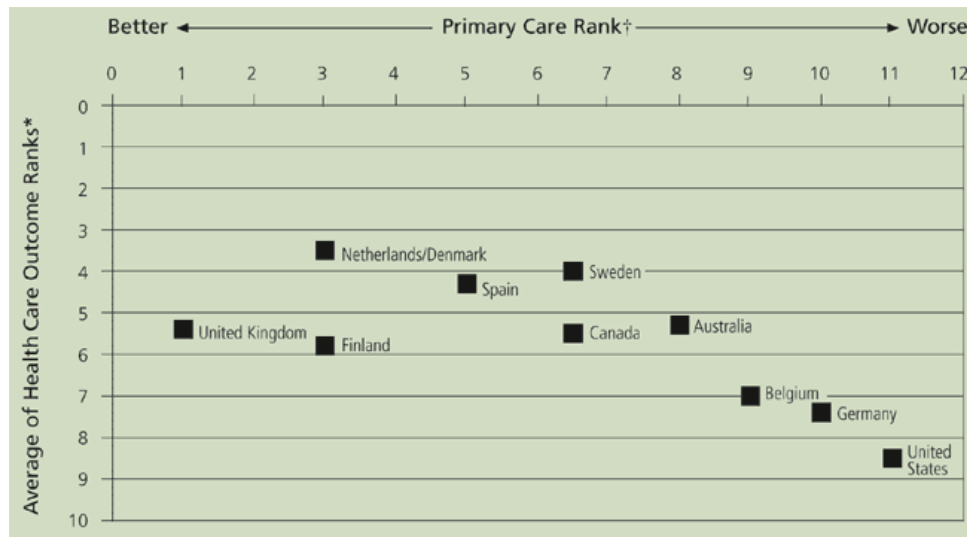
1990




2008



2010



Principle #5

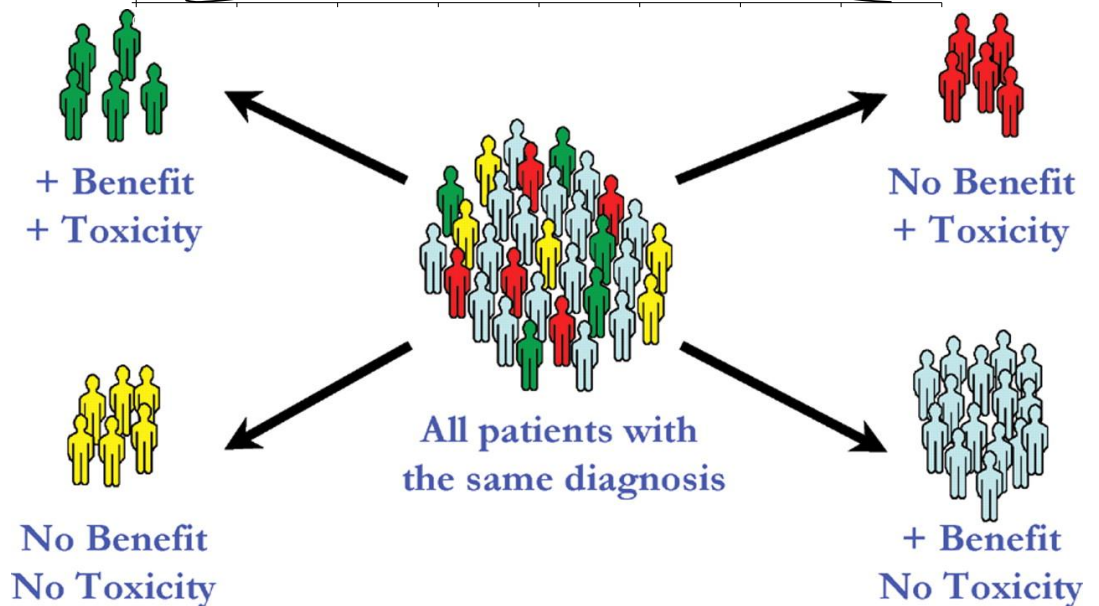
 Government of Canada
Gouvernement du Canada

A NEW PERSPECTIVE ON THE HEALTH OF CANADIANS

a working document

Marc Lalonde

Minister of National Health and Welfare





under PRESSURE?

Cut your risk of heart attack and stroke - control your blood pressure

WORLD HEALTH DAY 2013

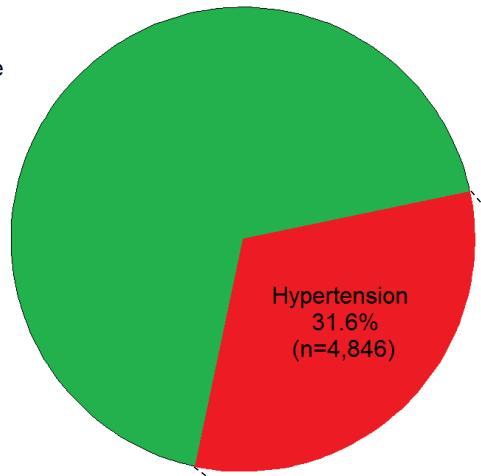
www.who.int/control-blood-pressure



World Health
Organization

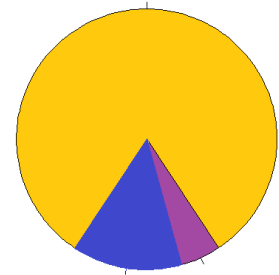
Normal blood pressure
68.4%
(n=10,511)

Blood pressure



Blood pressure level among those with doctor-diagnosed hypertension

All hypertensives, blood pressure not under control
81.4%
(n=3,943)

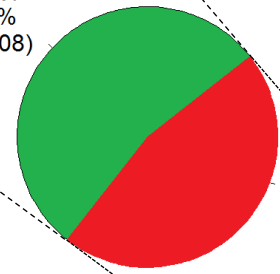


All hypertensives, with medication, blood pressure under control
13.6%
(n=661)

All hypertensives, without medication, blood pressure under control
5.0%
(n=242)

Level 1: Awareness of hypertension

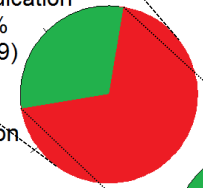
Undiagnosed hypertension
53.8%
(n=2,608)



Doctor-diagnosed hypertension
46.2%
(n=2,238)

Level 2: Management of hypertension

Without medication
30.3%
(n=679)



With medication
69.7%
(n=1,559)

Level 3: Control of hypertension

Not under control
57.6%
(n=898)



Under control (<140/90)
42.4%
(n=661)

The size of the pie charts is proportional to the sample size

Principle #1

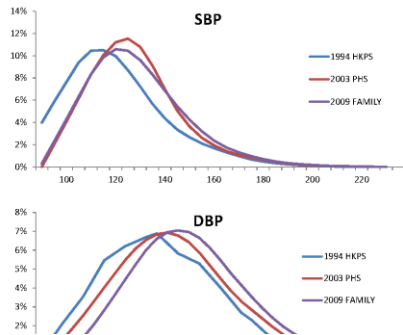


Principle #4

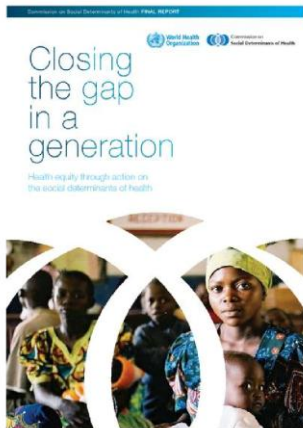


1978 1990 2008 2010

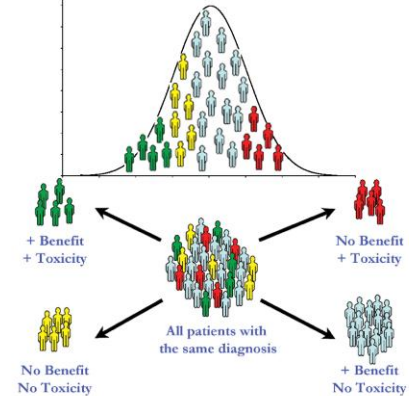
Principle #2



Principle #3



Principle #5



Marsh and McLeod. *Hum Mol Genet.* 2006