

Buena Salud Américas

PREVENTION OF NON-COMMUNICABLE DISEASES (NCDS) THROUGH COMMUNITY-BASED INITIATIVES

Mexico City, Mexico – February 25-26, 2015 – Hotel Fiesta Americana Reforma,

MEETING AGENDA

Tuesday, Feb 24, 2015

6:00 pm – 9:00 pm Arrivals

Wednesday, Feb 25, 2015

9:00 am -- 9:30 am

Welcome Remarks and Introductions

- Dr. Hilda Davila – Director, International Relations, Ministry of Health
- Dr. Maureen Birmingham – PAHO/WHO Representative Mexico
- Dr. Lourdes Baezconde-Garbanati – Board Member, National Alliance for Hispanic Health

Overview and Contextualization

9:30 am – 9:50 am

Prevention and Control of Non-Communicable Diseases in the Americas: Plan of Action

Dr. Enrique Jacoby – Regional Advisor, Healthy Eating & Active Living, Non-Communicable Diseases & Mental Health Pan American Health Organization (PAHO)

9:50 am – 10:20 am

Presentation of the National Strategy for Prevention and Control of Overweight, Obesity and Diabetes – Ministry of Health

- Dr. Eduardo Jaramillo Navarrete – Director of Health Promotion

10:20 am – 10:30 am

Coffee Break

10:30 am – 11:30 pm

Soda Taxes: Experiences and Insights from Advocates in the Front Lines – Panel Discussion

Moderator: Senator Marcela Torres – Mexico

- Maura Kennelly, MPH – Director of Policy, New York City Department of Health & Mental Hygiene
- Fernando Quintero – Strategic Communications Specialist, Berkeley Media Studies Group

11:30 pm – 1:00 pm

Advocacy at the Community Level: Resources and Tools for Policy Making

Session organized by NAHH and ChangeLab Solutions – Genoveva Islas, MPH – Program Director, Cultiva La Salud, Public Health Institute

- Why Policy? Principles and complexities of the policy-making process
- Elements of a Strong Policy

1:00 pm – 2:30 pm

Networking Lunch

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2:30 pm – 3:30 pm

Advocacy at the Community Level 101: Building Grassroots Capacity

Session organized by the American Cancer Society

Trainers:

- Bertha Aguilar and Maria Elena Maza – ACS/ CIMAB Foundation
- Fabiola and Vicki Ross - Fundación Dra. Anna Gabriela Ross

3:30 pm – 3:45 pm

Coffee Break

3:45 pm – 6:00 pm

Advocacy at the Community Level 101– Continued

Thursday, Feb 26, 2015

9:00 am – 10:30 am

Food and Good Nutrition Policies for the Prevention and Control of Non-Communicable Diseases in the Americas

Moderator: Dr. Enrique Jacoby – Regional Advisor, PAHO

- **Ecuador** – Maria Jose Ramirez Luzuriaga, National Nutrition Office Manager, Ministry of Public Health, Ecuador
- **Chile** – Cristian Cofré Sasso, Technical Advisory Department of Food and Nutrition / Division of Public Policy and Health Promotion – Ministry of Health, Chile
- **Costa Rica** – Victoria G. Ross, President – Fundación Dra. Anna Gabriela Ross

10:30 am – 10:45 am

Coffee Break

10:45 am – 12:45 pm

Building Partnerships & Sustainability of Community Based Organizations and Civil Society

- Dr. Elsa Cornejo Vucovich, Researcher – Meta Salud Initiative, Colegio de Sonora and Arizona University / Border Health Initiative

12:45 pm – 2:00 pm

Networking Lunch

2:00 pm – 3:30 pm

Discussion – Plan of Action and Key Priorities for Community Participation in the Prevention and Control of Non-Communicable Diseases in the Americas

Moderators:

- Dr. Enrique Jacoby – Regional Advisor, PAHO
- Dr. Gudelia Rangel – Assistant Director for Migrant Health, Ministry of Health
- Dr. Lourdes Baezconde – Board Member, NAHH

3:30 pm – 3:45 pm

Coffee Break

3:45 pm – 4:45 pm

Discussion – Continued

5:00 pm

Meeting Adjourn