# 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
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**