
On the occasion of the 67th World Health Assembly

WE CORDIALLY INVITE YOU TO PARTICIPATE IN OUR RECEPTION

MONDAY 19TH MAY 2014

18:30 - 20:30

INTERCONTINENTAL HOTEL

Chemin du Petit-Saconnex, 9, Geneva

4HealthyHABITS

The IFRC-IFPMA Partnership on Noncommunicable Disease Prevention.

How the prevention of noncommunicable diseases largely depends on encouraging people and communities to lead healthy lifestyles



Follow the event on twitter: [#4HealthyHabits](#) [#WHA67](#)

Please RSVP to info@ifpma.org



International Federation
of Red Cross and Red Crescent Societies

www.ifrc.org Saving lives, changing minds.



IFPMA

International Federation
of Pharmaceutical
Manufacturers & Associations

The International Federation of Red Cross and Red Crescent Societies and the International Federation of Pharmaceutical Manufacturers and Associations are launching a global initiative, called '4 Healthy Habits'. This innovative partnership will equip Red Cross and Red Crescent volunteers with information and tools to change behaviours and promote healthy lifestyles around the world to ultimately reduce the rise of noncommunicable diseases (NCDs).

The four main NCDs – cardiovascular diseases, cancer, chronic respiratory diseases and diabetes – kill three in five people worldwide, with 80 per cent of NCD-related deaths occurring in low- and middle-income countries. While 50 per cent of NCDs are avoidable, they share four main behavioural risk factors: tobacco use, harmful use of alcohol, insufficient physical activity, and unhealthy diet and obesity. Successful prevention of these deadly diseases largely depends on encouraging people to lead healthy lifestyles. Community volunteers equipped with the practical, easy-to-use tools have the potential to help reduce these risk factors. Volunteers play an essential role in bridging the last mile between access to healthcare and communities.

PROGRAM

Mr. Mario Ottiglio, Director, Public Affairs and Global Health Policy, IFPMA

Dr. Stefan Seebacher, MD, MPH, MNM, Head, Health Department IFRC

Mr. Sameer Pujari, World Health Organization, Be He@lthy, Be Mobile

Ms. Fathimath Himya, Senior Programme Officer - Health, Maldivian Red Crescent

Prof. Olivier Desrichard, Professor of Applied Psychology, Geneva University

Mr. Brad Hutchins, Director of Development and Corporate Foundation Relations, American Academy of Pediatrics

Moderated by **Richard Jones**, Devex