

## Partnership to Fight Chronic Disease (PFCD)

### Background

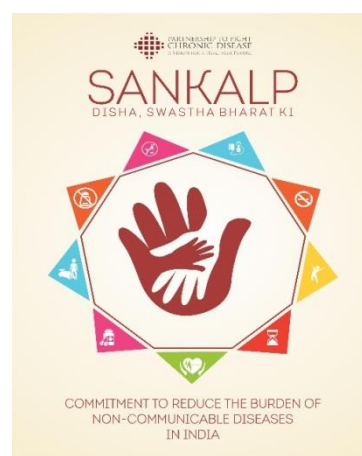
Good health is a prerequisite for a progressive nation, and governments have a crucial role to play in ensuring effective, quality health care. As the Indian government takes formative steps towards shaping a healthy India, addressing non-communicable diseases (NCDs) takes precedence. India is witnessing a rapid health transition due to changing disease patterns. Historically, communicable diseases stemming from unhygienic practices and contaminated water attributed to high mortality and morbidity rates. The policy environment in India was, thus, focused on achieving better health outcomes related to infectious and communicable diseases.

In 2014, the Partnership to Fight Chronic Disease (PFCD), a global not-for-profit, partnered with SPAG and commenced its journey in India through a “listening tour” to gauge the sentiment of various relevant stakeholders at the government institutions, political arena, public health sector, health care providers and medical practitioners. A strategic advocacy campaign using one of SPAG’s proprietary tools called I.D.E.A – Influencer Driven Engagement Approach, identified stakeholders who matter and build them as pressure groups, forcing the authorities to take NCDs out of dusty policy documents and introduce them in business and policy making debates - enabling an ecosystem of public, private and civic society collaboration. This successfully evolved into a much larger cause of articulating evidence-based solutions, thus reaching a significant milestone of bringing in a shift in conversations from “**issue stating**” to “**problem solving**”.

Over the last two years, PFCD has conducted several stakeholder roundtables, high-level meetings at various Ministries and secondary & primary research. Strategic and timely advocacy led the Ministry of Health & Family Welfare (MoH&FW) to include NCDs as an independent focus area in the National Health Policy 2016 that is being revised after 13 long years. The final draft of the policy also incorporated two out of four policy recommendations submitted by PFCD. Today, MoH&FW and several state health departments recognize PFCD as the “**knowledge custodian of NCDs**”.

In early 2015, experts observed that India has been one of the early adopters of the NCD Goals defined by the World Health Organisation (WHO); however, a policy framework towards addressing NCDs and an integrated patient-centric approach with a universal chronic disease management framework was completely **MISSING!** THE BIG IDEA – **SANKALP**

Identifying the biggest gap as the lack of a National Blueprint to address NCDs, SPAG recommended PFCD to leverage its reputation as a knowledge expert and take a lead in developing an evidence-based pathway to prevent, control and manage NCDs. A robust content management coupled with establishing a multidisciplinary panel of experts formed the base of the campaign.



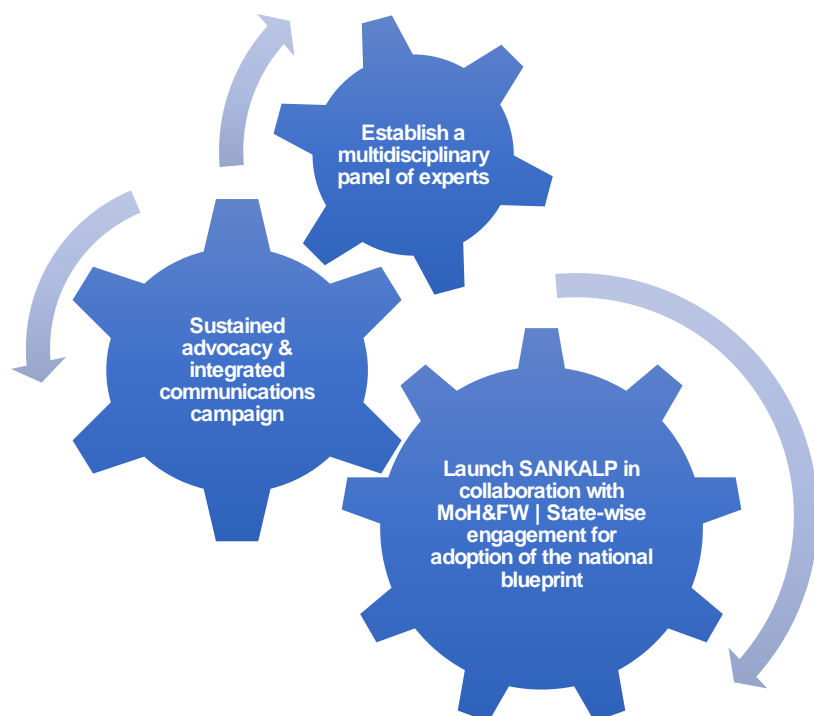
### CHALLENGES

- **ACCEPTANCE** and **VALIDATION** by the central government, primarily the MoHFW
- **ADOPTION** by State Health Departments
- **CONSENSUS** on the recommendations under each thematic track by the multi-disciplinary expert panel

## STRATEGY – COLLABORATION | CONTENT | ADVOCACY

**COLLABORATION** – with the government authorities, public and private sector catalysts to establish a multidisciplinary panel of experts. In order to reach at a consensus on the policy recommendations, a systematic approach was adopted that included - Periodic working group meetings across Delhi and Mumbai and a feedback loop mechanism for content management & review. Based on their insights and deliberations;

**CRAFT SANKALP** – an evidence-based action plan with three thematic tracks that provides a framework of recommendations supported by best practices from across different states in the country. Alignment with the central government (MoHFW) being of prime importance, PFCD India secretariat established within SPAG worked closely with the MoHFW including the Cabinet Minister – Health, Secretary - Health and Additional Secretary – NCDs, NPCDCS and Director General of Health Services, Department of Health & Family Welfare Dr Jagdish Prasad's office and secured a buy-in on the recommendations.



In order to amplify the impact and provide an impetus to political prioritization, an integrated communications campaign coupled with an **ADVOCACY** campaign adopted –Leading to SANKALP being recognized as the NCD guidelines by the MoHFW who have in turn sought PFCD to engage with state departments to provide impetus to result-oriented implementations of impactful programmes to fight this snowballing epidemic.

In November 2015, PFCD secured a buy-in from the Ministry of Health & Family Welfare (MoHFW) to develop a four page action plan based on the recommendations made in SANKALP, which is testimony to the success of this **first-of-its-kind blueprint**.

### OBJECTIVES

- Create an evidence based policy framework on NCDs and draw the attention of policy makers at the center and state health departments for effective adoption to address and manage the burden of NCDs.
- Manage Reputation of PFCD as a global knowledge expert committed towards finding sustainable solutions to tackle NCDs.

### TARGET AUDIENCE

Policy makers within the Government of India, especially Ministry of Health & Family Welfare (MoHFW) and State Health Departments were the primary target audience for this campaign.

## EXECUTION AND TACTICS

### 50 High-Level One-on-One's | Launch of SANKALP | 4 State Engagement Programmes

Periodic one-on-one meetings with key decision makers in MoH&FW including Minister of Health, Health Secretary, Principal Health Secretary State – Maharashtra, Tamil Nadu, Kerala and Director NCD Cell (NPCDCS) through 2015 - 16.

Launch of SANKALP in October 2015 – Launched by Dr. Soumya Swaminathan, Director General – Indian Council of Medical Research, the national blueprint on NCDs presents a result-oriented action plan to effectively facilitate central and state governments, private entities, and healthcare implementers with best practices and preventive measures to adopt innovative programmes for prevention and control of the growing burden of NCDs in India.

A strategic integrated communications outreach aimed at amplifying the message. Key activities undertaken were: press release, editorial meetings, one-on-one interviews and thought leadership article placement across tier 1 mainline and language dailies and online portals read by bureaucrats, policy makers, government bodies and healthcare providers.

The editorial articles attributed to Dr. Kenneth Thorpe, Chairman, PFCD have successfully established him as a thought leader in the space of combating NCDs. As a result, policy makers holding key posts within the Ministry of Health and Family Welfare have approached and sought his guidance by engaging with PFCD as a knowledge partner for effective policy intervention and implementation in the country.

A focused social media and digital campaign saw development of an independent PFCD India website and a targeted Twitter campaign.

SANKALP was launched with a well-coordinated traditional and social media campaign aimed at delivering focused messages across different media outlets. A strategic Twitter campaign (@PFCD\_India) was launched with variety of content including text, video, infographics and use of conversational tactics like live tweets and engagements with key online stakeholders. The social launch saw global organisations like C3health, CDC and WHO retweeting and following the campaign. Top bureaucrats, public health experts and celebrities congratulated PFCD on the launch of this much-needed document.

## EVALUTION OF SUCCESS/ MEASUREMENT

Today, the campaign has successfully achieved the following:

- Launch of SANKALP – A **first-of-its-kind National Blueprint** to prevent, manage and treat NCDs tailor-made for India, which has not only been accepted by the central government (MoH&FW); but who in turn have sought PFCD to engage with the state health departments for orientation on the recommendations and an in-depth analysis of the programme implementations.
- State government engagement: Governments of Maharashtra, Uttar Pradesh and Punjab invited PFCD India to undertake the following:
  - Organise an orientation session for the NCD teams (including District Nodal Officers) at the state Public Health departments on the recommendations and best practices outlined in SANKALP.
- Invitation by Joint Secretary to work with MoHFW and develop a four-page note on an action-oriented blueprint to combat NCDs in the country under the guidance of the NCD Commissioner.
- PFCD seen as a key knowledge expert – Submission of policy recommendations on NCDs by PFCD accepted by the Ministry of Health and Family Welfare (MoHFW) – National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases & Stroke (NPCDCS) and submitted to the Convener as

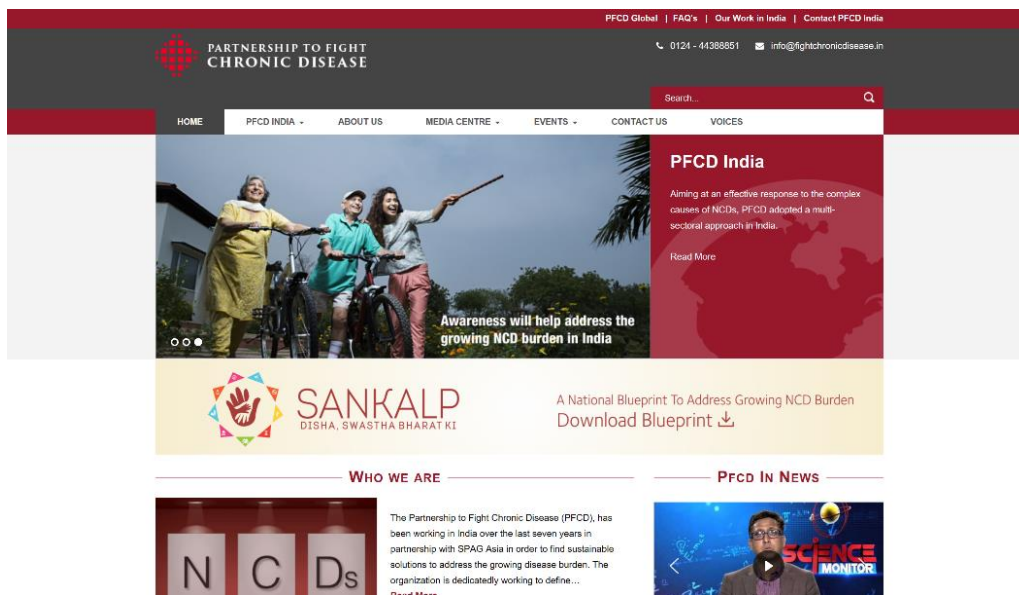
their own!

- Built a strong ecosystem of over 150 allies for PFCD constituting of policy makers (both at the center and state), health experts, patient groups, medical practitioners, pharmaceutical, healthcare providers and industry associations.

### Digital/ Social Amplification

The overall PFCD campaign was further supplemented by integrated digital/social media campaign, including:

#### India specific website



#### India Specific social media channels: Twitter

