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

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.

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@althy, 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