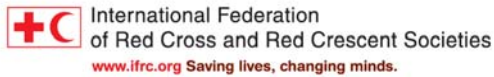



SAVE THE DATE



The International Federation of the Red Cross and Red Crescent Societies (IFRC) and the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA) cordially invite you to a high-level panel discussion on:

Community-based prevention of Non-Communicable Diseases: Successes and Challenges

A background image showing a person in a white shirt and dark shorts jumping to head a soccer ball. The scene is set outdoors with a blurred background of trees and a bright sky, suggesting a sunset or sunrise.

The panel will include representatives from the Australian Red Cross, Qatari Red Crescent, Sri Lankan Red Cross, IFPMA and WHO. The discussion will focus on:

- **Addressing NCDs at the national level:** how best to prioritize community-based action at the local and national level;
- **Lessons learnt from a community-based approach:** the future of Red Cross Red Crescent community-based NCDs prevention efforts;
- **The importance of multi-stakeholder partnerships:** IFPMA experiences in contributing to the prevention of NCDs and the way forward.

Date: **Monday 19th September 2011, 1.15pm – 2.45pm**

Location: **Conference Room 5, North Lawn Building, UN**

For further information please contact: The Delegation of the IFRC to the UN

Tel: +1 210-338-0161

Email: delegation.newyork@ifrc.org

Invitations to follow