World Health Professions Alliance WHPA

• Alliance of the international bodies representing the world’s dentists, nurses, pharmacists, physical therapists and physicians
• We speak for more than 26 million health professionals
• We have members in more than 130 countries
WHPA members

- International Council of Nurses  ICN
- International Pharmaceutical Federation  FIP
- World Confederation for Physical Therapy  WCPT
- FDI World Dental Federation  FDI
- World Medical Association  WMA
- Alliance exists since 1999
WHPA Mission

• Improve global health and the quality of patient care

• One strong global voice to develop and strengthen the contribution of the health professions to the health of the patients and communities they serve
WHPA NCD campaign

WHPA launched the NCD campaign in 2011:
• Main tool is the health improvement card focusing on risk factors
• It’s also an advocacy and awareness raising campaign
• We need to ensure that governments act on their commitments to reduce the burden of NCDs
• Campaign supported by IFPMA
WHPA Health Improvement Card is designed to

• Educate individuals on positive behaviour and lifestyle changes
• Empower individuals work with their HP to establish personal health goals and to track their progress
  o For health professionals
  o And patients
  o All health settings and beyond
Health Improvement Card components

- Health Improvement Card:
  - lifestyle + body measures = disease risk
  - Action plan and goals targeting risk factors

- Two Guides with background information for:
  - Patients and the public
  - Health professionals
Lifestyle / Behaviour

Four main risk factors:

Healthy diet    Physical activity
Tobacco use    Alcohol use
Biometrics

Four important body measures:
BMI Fasting blood sugar
Cholesterol Blood pressure
WHPA Health Improvement Card

- Easy to read and understand
- Traffic light system to alert
- Simple design so it’s easy to translate
- Adjusted to national and cultural norms
- Conversations starter between health professional and patients
Use of WHPA Health Improvement Card

• Start a dialog
• Discuss goals and action plan
• Work in partnership
• Raise awareness and educate
• Causes questions among people
• Advocacy tool
Advocacy: What can we do?

• Advocate for holistic approach and reform of health delivery systems worldwide.
• Focus on prevention, treatment, rehabilitation and research.
• Encourage access to health care as a human right and link with SDH
• Address the *human resources for health* crisis.
Implementation

- National Health Professional organisations
- Individual Health Professionals
- National campaigns
- Governments
- Other stakeholders for wider use
Campaign Phase 2, 2012

- **Delphi study**
  - Potential role of the HIC in NCD control, prevention and management

- **Pilot**
  - South Africa; demonstrate whether HIC was understandable by HPs and patients ie proof of concept
  - Europe; whether the HIC was able “to empower individuals to work with their health professional (HP) to establish personal health goals and to track their progress
Launch at WHPA luncheon, 22 May during World Health Assembly,

Website aligned with and supported by print component reaching health professional publications worldwide