

CARDIO approach – Intersectoral

Highlights from recommended interventions

Intersectoral collaboration



Goal

Foster collaboration between public and private sector stakeholders from different disciplines to lower overall cardiovascular (CV) risk and prevent CV disease

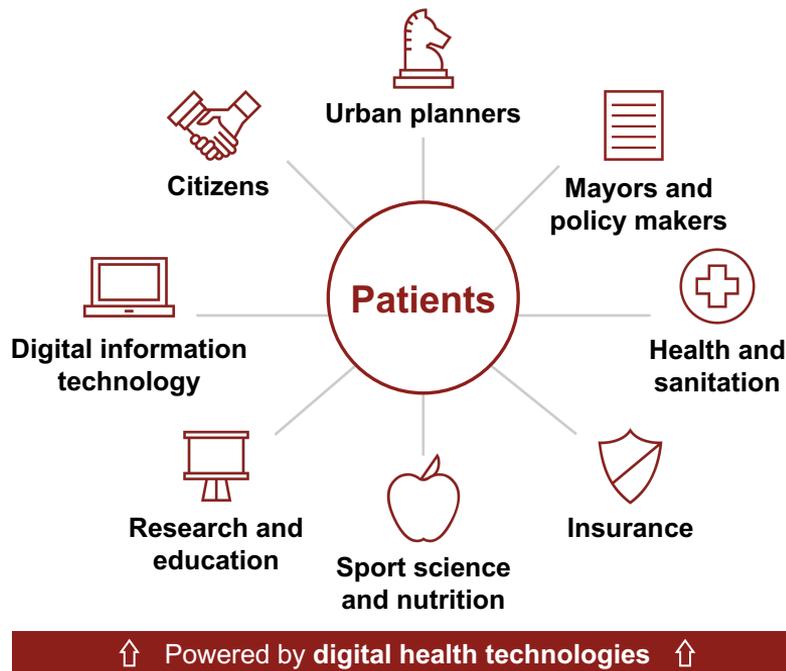


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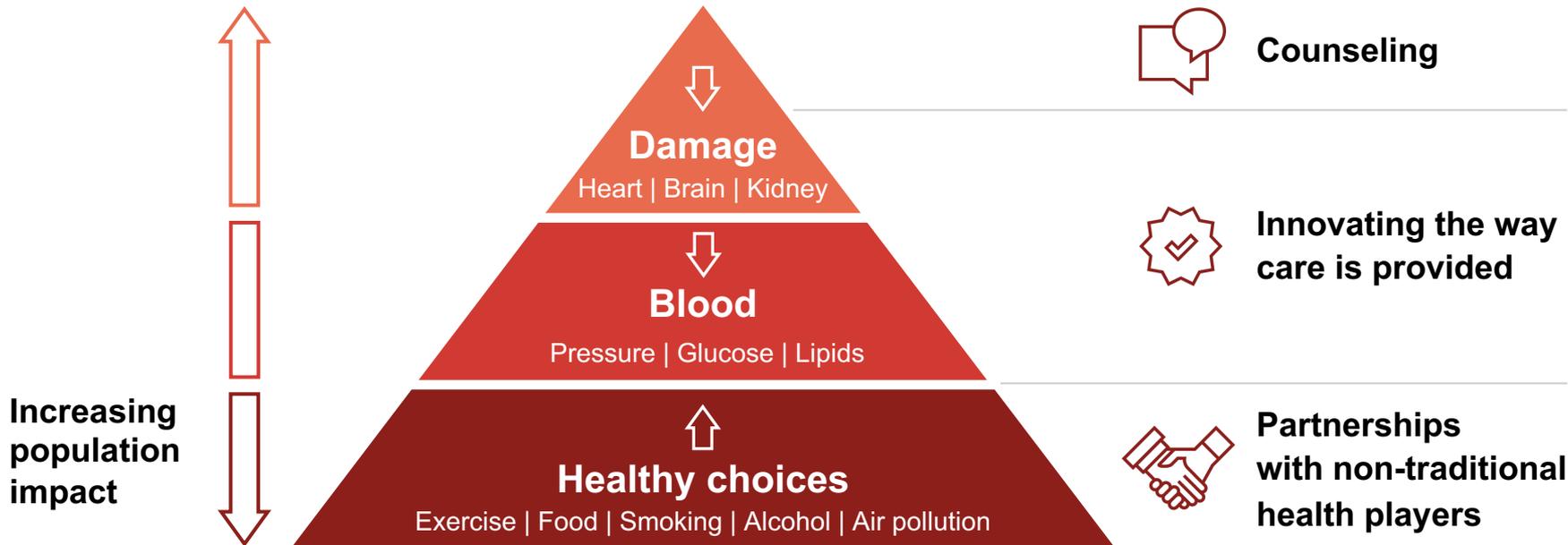
- Key stakeholders to engage (slide 3)
- Multisector partnerships can help address the underlying determinants of health (slide 4)
- Key interventions (slides 5-8)
- CARDIO approach (slide 9)

Key stakeholders to engage

Collective ownership and alignment of local stakeholders around the common goal of improving CV population health



Multisector partnerships help address the underlying determinants of health



Adapted from Frieden T., A Framework for Public Health Action: The Health Impact Pyramid. American Journal of Public Health. 2010; 100(4): 590-595

Involve the Ministry of Finance in CV population health roadmap design

As most interventions of the CARDIO roadmap toward CV population health are funded by local resources, **involvement of the Ministry of Finance at the start of the design phase is essential.**

In Ulaanbaatar, Mongolia, the primary healthcare budget was increased by about 300%, including revenues from tobacco taxes.



Engage education sector to expand healthy lifestyle literacy in schools

Kazibantu, Healthy Schools for Healthy Communities, is a **school-based intervention** aimed at improving **physical activity and nutritional education** and ensuring a **healthy active living for both schoolchildren and teachers**.



Toolkit for grades 1-7 based on South African school curriculum: **KaziKidz – KaziBantu**



www.kazibantu.org

Engage food and agriculture sector to expand healthy food options in cities

In Dakar, Senegal, public-private partners from the agriculture sector worked together to **increase availability of fresh food options** in the city.

Learn how healthy diets can optimize human health and improve environmental sustainability by reading the EAT-Lancet Commission Summary Report:

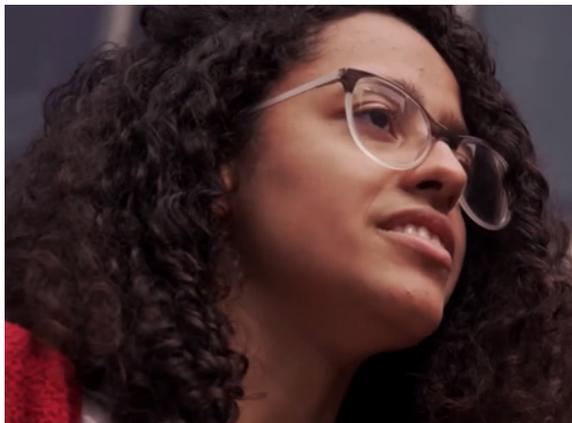


www.eatforum.org



Engage youth through poetry or other communication channels

Better Hearts Better Cities in São Paulo, Brazil, **set up activities to raise interest, engagement, awareness and action with younger populations.** This was done through a Poetry Slam competition, which then evolved into a school program. Similar activities have been conducted with Samba schools.



Watch Poetry Slam videos on YouTube (in Portuguese):

- [!\[\]\(48a7667d09d5a06397e047ee4537bb6f_img.jpg\) **Midria – Vida hipertensa**](#)
- [!\[\]\(3df135a685d1b545c4fa64a5f3516545_img.jpg\) **Maria Rita – 12x8: Parabéns**](#)
- [!\[\]\(de62294faded52808857591d246c2e7a_img.jpg\) **Aflordescendente – Coração sob pressão**](#)

The CARDIO approach is successful in transforming urban population health

Learn more about the approach:



[The CARDIO approach \(PDF\)](#)



The CARDIO approach
To transform urban cardiovascular population health

Cardiovascular disease is the world's leading cause of death, with most of the burden now falling on low- and middle-income countries (LMICs). At the same time, the trend of rapid, often unplanned urbanization is cutting across regions and cultures, and will only accelerate in coming years.

18 million PEOPLE die from cardiovascular diseases (CVD) each year	75% OF DEATHS from CVD occur in LMICs	68% OF PEOPLE will live in urban areas by 2050
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