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

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

- Urban planners
- Mayors and policy makers
- Health and sanitation
- Insurance
- Research and education
- Sport science and nutrition
- Digital information technology
- Citizens

Powered by digital health technologies
Multisector partnerships help address the underlying determinants of health

Damage
Heart | Brain | Kidney

Blood
Pressure | Glucose | Lipids

Healthy choices
Exercise | Food | Smoking | Alcohol | Air pollution

Innovating the way care is provided
Counseling
Partnerships with non-traditional health players

Increasing population impact

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):
- Midria – Vida hipertensa
- Maria Rita – 12x8: Parabéns
- Aflordescendente – Coração sob pressão
The CARDIO approach is successful in transforming urban population health

Learn more about the approach:

The CARDIO approach (PDF)