

Innovations needed to more effectively address major risks for NCDs.

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北京大学医学部乔治健康研究所会议室, 北京海淀区知春路 6 号锦秋国际大厦 B1301 室 (学知桥西 200 米路南)

Derek Yach MBChB MPH

**SVP, The Vitality Group and Director,
Vitality Institute,
New York, USA**



About the speaker

Derek Yach has focused his career on advancing global health. He is Senior Vice President (SVP) of the Vitality Group, part of Discovery Holdings Ltd, where he leads the Vitality Institute for Health Promotion. He was SVP Global Health and Agriculture Policy at PepsiCo, headed global health at the Rockefeller Foundation, been a Professor of Global Health at Yale University, and is a former Executive Director for Noncommunicable Diseases and Mental Health of the World Health Organization (WHO). At WHO, he served as cabinet director under Director-General Gro Harlem Brundtland where he led the development of WHO's Framework Convention on Tobacco Control and the Global Strategy on Diet and Physical Activity. Dr. Yach established the Centre for Epidemiological Research at the South African Medical Research Council. He has authored or co-authored over 200 articles covering the breadth of global health. Dr. Yach serves on several advisory boards including those of the Clinton Global Initiative, the World Economic Forum and the NIH's Fogarty International Centre.

About the lecture

The latest Global Burden of Disease and Risk estimates released in December 2012 highlight the urgent need for more innovative approaches to reducing tobacco use, promoting health diets and activity, reducing mental ill health and boosting adherence to chronic disease therapies if the future burden of disease is to be prevented. The talk will highlight the speaker's experiences at WHO in tobacco control, at PepsiCo in understanding the possibilities and constraints in tackling dietary risks and now with Vitality where a combination of actuarial science and behavioral economics holds the promise of leading to more effective and sustainable interventions. The critical need for interventions to be based on solid evidence, be scale-able to large populations and be sustained over decades will be stressed. Explicit attention will be given to the importance of adapting best global practices for China and to learning from China in designing interventions elsewhere.

本系列讲座由以下机构联合举办 (The Lecture Series is co-hosted by the following organizations):



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