

FOSTERING TRANSFORMATIONAL PARTNERSHIPS TO MEET GLOBAL TARGETS FOR HEALTH



Mario Ottiglio

This September, all eyes will be on New York as the international community begins a new chapter in development cooperation. The UN's Millennium Development Goals (MDGs), which aim to eradicate extreme poverty and promote human rights in low-and middle-income countries, are drawing to a close, to be succeeded by a universal development strategy for the next 15 years: the Sustainable Development Goals (SDGs). As the overarching association of the research-based pharmaceutical industry, we are compelled to support the UN and its specialist body the World Health Organization (WHO) in the achievement of SDG 3: Ensure healthy lives and promote well-being at all ages.

Text Mario Ottiglio, Director, Public Affairs, Communications & Global Health Policy, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA)

FACING THE WORLD'S 'DOUBLE BURDEN' OF DISEASE

Tremendous progress has been made towards achieving the health focused MDGs: child mortality has dropped dramatically and targeted investments in fighting malaria, HIV/AIDS and tuberculosis have saved millions of lives. We as an industry have helped the global health community move the needle, but there remains much to be done.

The post-2015 global health agenda must address a double burden of disease. Infectious diseases like HIV/AIDS, tuberculosis, malaria and neglected tropical diseases pose a serious threat to human health and economic development, acutely illustrated by the Ebola Crisis. All the while, the looming rise of chronic diseases will present a serious health and economic burden for national governments to manage, rich and poor alike.

IT IS INDISPUTABLE THAT CROSS-SECTOR COLLABORATION AND PARTNERSHIP WILL PLAY AN ESSENTIAL ROLE IN THE ATTAINMENT OF THE SDGS AS A WHOLE

Targets for the post-2015 development agenda must be ambitious, and will rely heavily on the contribution of people across all sectors - national governments, the United Nations and its agencies and other international organisations, NGOs, the private sector and civil society. It is indisputable that cross-sector collaboration and partnership will play an essential role

in the attainment of the SDGs as a whole, and for targets that pursue worldwide health and well-being there is no exception. Partnerships are to be a key strategy moving forward, so much that the model itself has been highlighted as a proposed SDG, SDG 17: Strengthen the means of implementation and revitalise the global partnership for sustainable development

Partnerships in health are not a new phenomenon, and in many ways such programs pioneered the relationship between the public sector and private sector in the context of global development many years ago. The research-based pharmaceutical industry has a long track record in partnerships, there are currently over 250 active programs between IFPMA member companies and their public, private, academic and non-profit partners. We have seen first-hand how partnerships can play an instrumental role in

improving the health of entire communities and this is why we fully endorse the commitment of the SDGs to pool together resources and create new constellations of expertise.

INNOVATIVE AND SUSTAINABLE SECTOR-WIDE PARTNERSHIPS

As an association, we have instigated a number of programs to strengthen health

systems across low-and middle-income countries and improve the quality of care for patients. In the last two years alone, we have kick-started five partnerships with a regional or global reach, many with a focus on the prevention of chronic diseases, already responsible for 63% of deaths globally and increasing every day.

Last year we teamed up with the International Federation of Red Cross and Red Crescent Societies (IFRC) to develop, pilot and scale-up the implementation of '4HealthyHabits', a tool to help 3 million people in the IFRC's volunteer network reduce the prevalence of chronic diseases in their community. Behavioral change in four key areas - unhealthy diet, excess alcohol, tobacco use, physical inactivity - dramatically reduces an individual's risk of developing the four most prevalent chronic diseases: cancer, cardiovascular disease, chronic respiratory disease and diabetes.

Recognizing the huge potential mobile technology has to leap-frog and overcome barriers, in 2012 IFPMA joined forces with the International Telecommunications Union's (ITU) multi-stakeholder partnership 'Be He@lthy, Be Mobile', sharing with national governments best-practices for mobile health (mHealth) strategies and providing important information on disease prevention and management direct to mobile phone users.

CASE STUDIES OF HEALTH PARTNERSHIPS THAT IMPACT EVERY COUNTRY IN THE WORLD

IFPMA also hosts the Developing World Health Partnerships Directory (<http://partnerships.ifpma.org/pages/>), a continuously expanding online database that allows users to view in depth health partnerships from across the world that involve the research-based pharmaceutical industry. Users can also hear the stories of people working to implement partnerships on the ground and the testimony of people who have had their lives impacted by these initiatives.

The programs are wide-reaching, demonstrated by the GAVI Alliance, which has supported in the vaccination of nearly half a billion children worldwide since 2000. The programs are sustainable, demonstrated by the a number of innovative technology transfers that share intellectual property, manufacturing capacity and scientific expertise so that generics manufacturers in emerging markets can develop high-quality medicines for HIV/AIDS and multi-drug resistant tuberculosis. And the programs are creative, demonstrated

by the Transnet-Phelophepa Healthcare Trains, each year providing 375,000 people living in rural South Africa access to healthcare, with carriages for ophthalmology, obstetrics, psychological counselling, oncology, dentistry and more, crossing the country on wheels.

Our experience has taught us that partnerships can improve effectiveness by reducing both risks and duplication of investment activities. The 250 active partnerships on the IFPMA Directory go beyond corporate social responsibility or the model of a donor

and beneficiary; they seek transformational engagement, addressing systematic issues to have a lasting impact, a demonstration of the pharmaceutical industry's leadership in putting shared value into action. They are designed around the core competencies and assets of each partner, and leverage existing systems to foster local ownership. For our sector, partnerships are not a new concept. But as society embarks on the ambitious goals of the SDGs to address the world's most pressing challenges in healthcare and beyond, we will all have to kick things up a couple of gears. As an association, we walk the talk, as do our members. And so, at this critical juncture in the global development agenda we stand ready to cooperate with other sectors, as well as NGOs, universities, governments and international organizations, to grow as a community of partners and catalyze transformational change.

Mario Ottiglio leads on global health policy, coordinates IFPMA Members' policy positions and conveys them to government and UN Specialized Agencies officials. Mario also heads IFPMA's public affairs and communications efforts, developing partnerships and promoting active dialogue with key stakeholders from governments, multilateral organizations, and civil society.

THE UNION OF INTERNATIONAL ASSOCIATIONS (UIA)

The Union of International Associations is a non-profit, independent, apolitical, and non-governmental institution in the service of international associations. Since its foundation in 1907, the UIA is a leading provider of information about international non-profit organisations and a premium networking platform between international organisations and the meeting industry worldwide.

More info: www.uia.org

THE POWER OF SUSTAINABLE AND TRANSFORMATIONAL HEALTH PARTNERSHIPS

One way the research-based pharmaceutical industry works to improve global health is through multi-stakeholder dialogues and over 250 on-the-ground partnerships. Experience from these collaborations shows that transformative partnerships and accountability frameworks between civil society, the private sector, local authorities and national governments can improve global health and ultimately contribute to more equitable, inclusive and sustainable development.

Visit the IFPMA directory and find:

- +250 partnerships
- +20 pharmaceutical companies
- +1000 partners

CRITICAL SUCCESS FACTORS

- Adopt evidence-based approach to meet health needs.
- Engage in broad-based and multi-company partnerships.
- Ensure aligned partnerships to maximize shared resources and expertise.
- Use existing country systems and promote local ownership.
- Establish more comprehensive measures to track outcomes and impacts.

WHAT DO HEALTH PARTNERSHIPS DO?

- Build stronger health systems, improve healthcare access, health awareness, and training.**
- Promote innovative tools and approaches.**
- Improve scientific knowledge in low and middle income countries and discover new medicines and vaccines.**
- Help economies grow by improving health in developing countries.**



LATIN AMERICA AND THE CARIBBEAN	SUB-SAHARAN AFRICA	MIDDLE EAST AND NORTH AFRICA	CENTRAL ASIA	SOUTH ASIA	EAST ASIA AND THE PACIFIC
Brazil 55	Tanzania 305	Egypt 40	Kazakhstan 30	India 85	Indonesia 60
Haiti 55	Kenya 95	Morocco 35	Russia 25	Brunei 55	Vietnam 60
Bolivia 45	Uganda 85	Yemen 30	Tajikistan 25	Bangladesh 55	China 55
	Comoros 80				

PARTNERSHIPS WITH DONOR GOVERNMENTS

USA	18
EU	11
UK	11
France	5
Norway	4
Sweden	4
Switzerland	4
Canada	3
Denmark	3
Ireland	3
Australia	2
Germany	2
Japan	2

PROGRAM TYPES

- 185 PARTNERSHIPS** to address **health system infrastructure** in transit workforce, operating information systems, adaptable physical infrastructure.
- 165 PARTNERSHIPS** to increase **availability of treatments** (differential pricing, product donations, technology transfer).
- 150 PARTNERSHIPS** to **prevent** the spread of communicable diseases and non-communicable diseases (NCDs) (vaccines, awareness raising and behavioural change).
- 95 PARTNERSHIPS** to **develop new treatments** for diseases of the developing world (including improved research capacities, pediatric R&D).

TOP 4 DISEASE AREA FOCUS	TOP 4 DISEASES	TOP 4 TYPES OF PARTNER	TOP 5 RECEIPT COUNTRIES	MOST FREQUENT PARTNERS
Women and children health 75	Cholera 55	NGOs 58%	Tanzania 95	Novartis 40
Infectious diseases HIV/AIDS, Malaria, Tuberculosis 70	Malaria 40	Academia and research 27%	Kenya 95	United Nations 25
Non-communicable diseases 60	Tuberculosis 35	Government 19%	India 85	Bill and Melinda Gates Foundation 25
Emerging and re-emerging diseases 50	Cancer 30	Other stakeholders 18%	Uganda 85	Center for Disease Control and Prevention 15
			Comoros 80	



Check out www.partnerships.ifpma.org for insights into each partnership or use the database to select partnerships in areas or countries of interest.