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# Colombia – how to create healthy cities to tackle the NCD burden

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# South America



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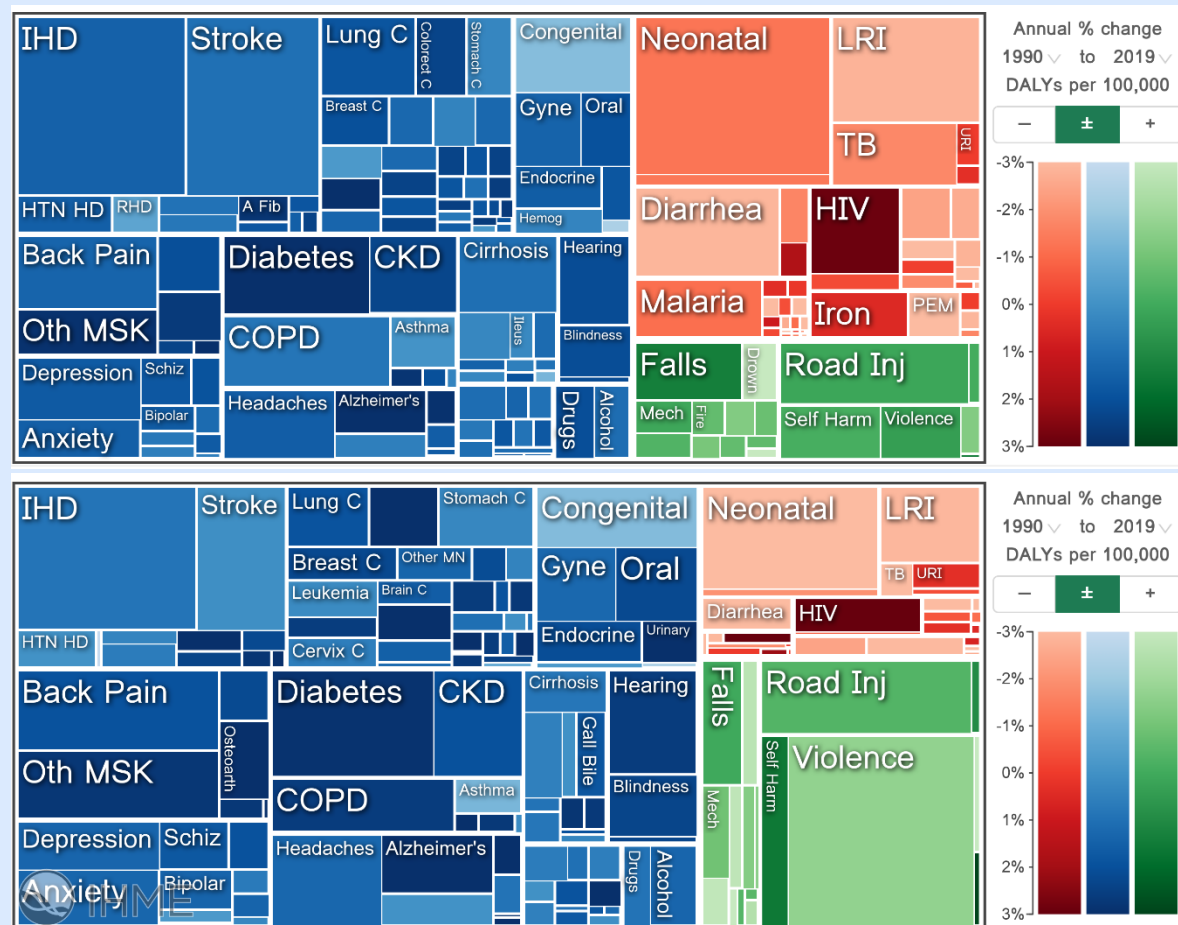
#TajikistanHCF2024

# Burden of Disease: NCDs (DALYs)

1. Higher than global in NCDs (blue)

2. Higher in Violence (green - injuries)

- Armed conflict





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# Burden of Disease: NCDs (Deaths)



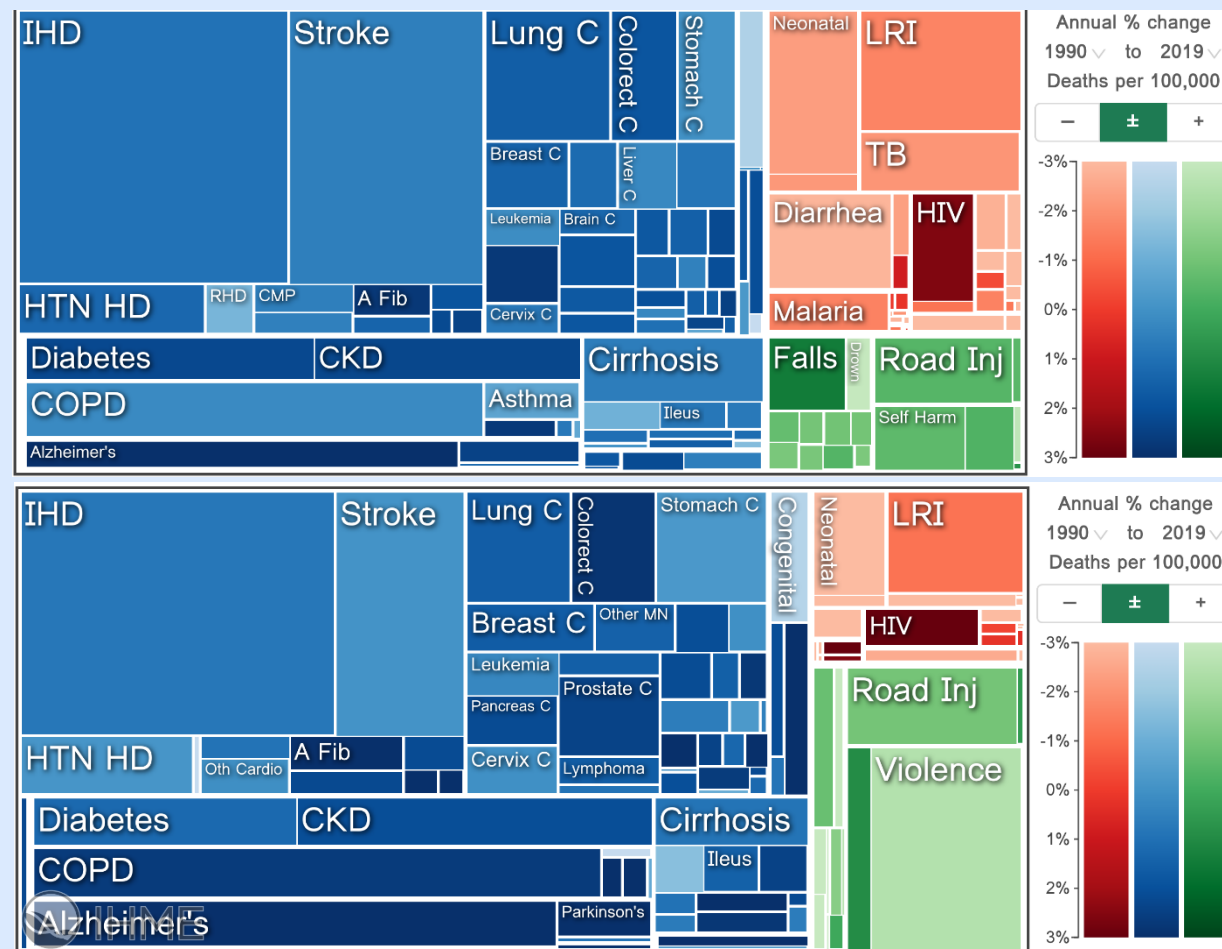
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NCDs mean:

- Preventable premature deaths
- Disabilities

Loss of investment in human capital

- Lives
- Years of education
- Lost productivity



Global  
Colombia

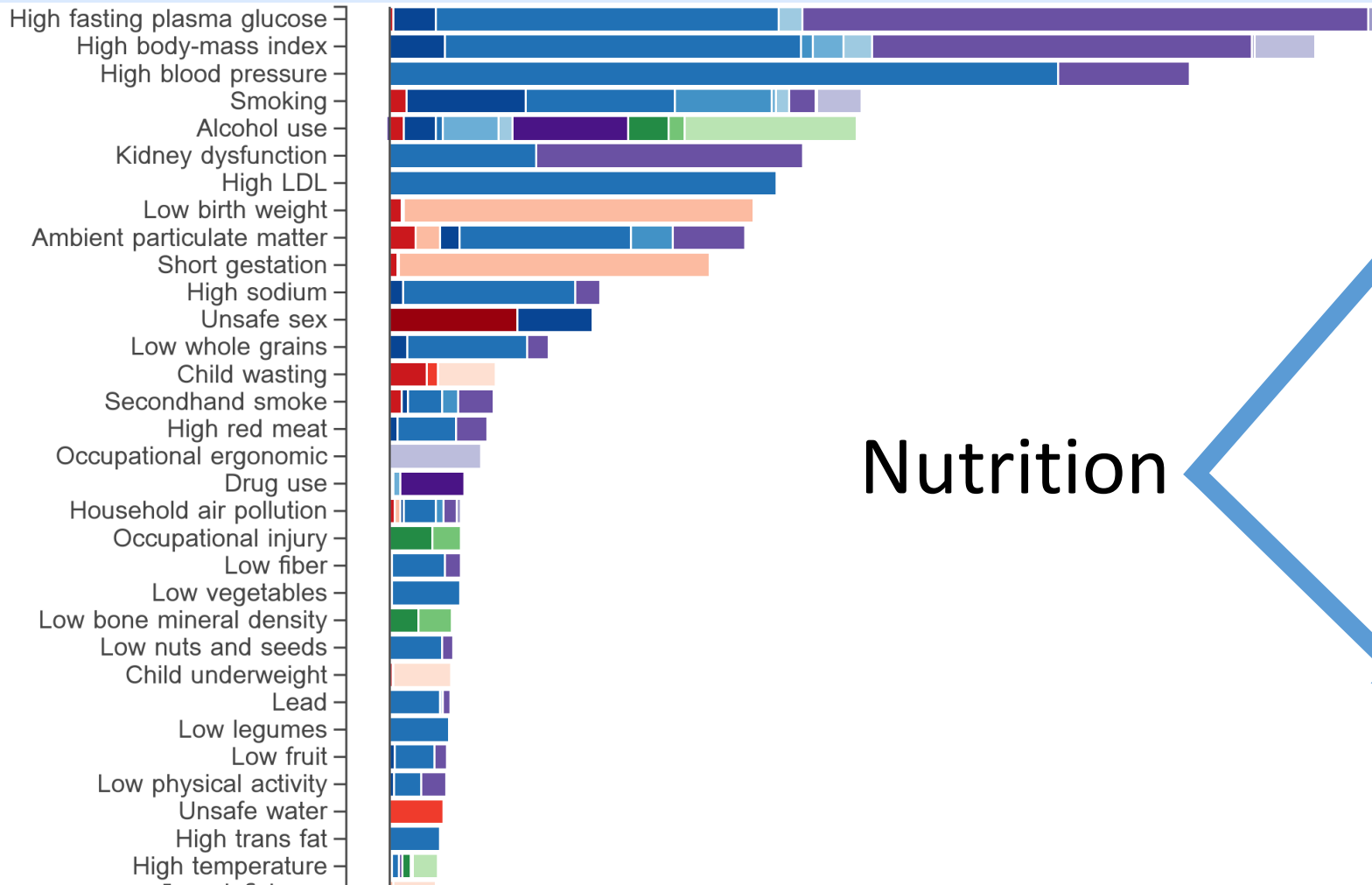


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# Why? (risk factors)



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Nutrition

## 1. Unhealthy diets

- High fasting plasma glucose
- High Body-Mass Index
- High Blood Pressure

## 2. Smoking, Alcohol

## 3. High LDL, Low birth Weight



# Cities



## 1. Context:

- a. Population: 52.6 million people
- b. Upper middle-income \$6,642 GDP percapita (current US\$)
- c. Oceans: Pacific, Atlantic
- d. Second most biodiverse country in the world.

## 2. Population: 52.6 million

- a. Bogotá: 8 million
- b. Cali (2.2), Barranquilla (1.3), Medellín (2.6)

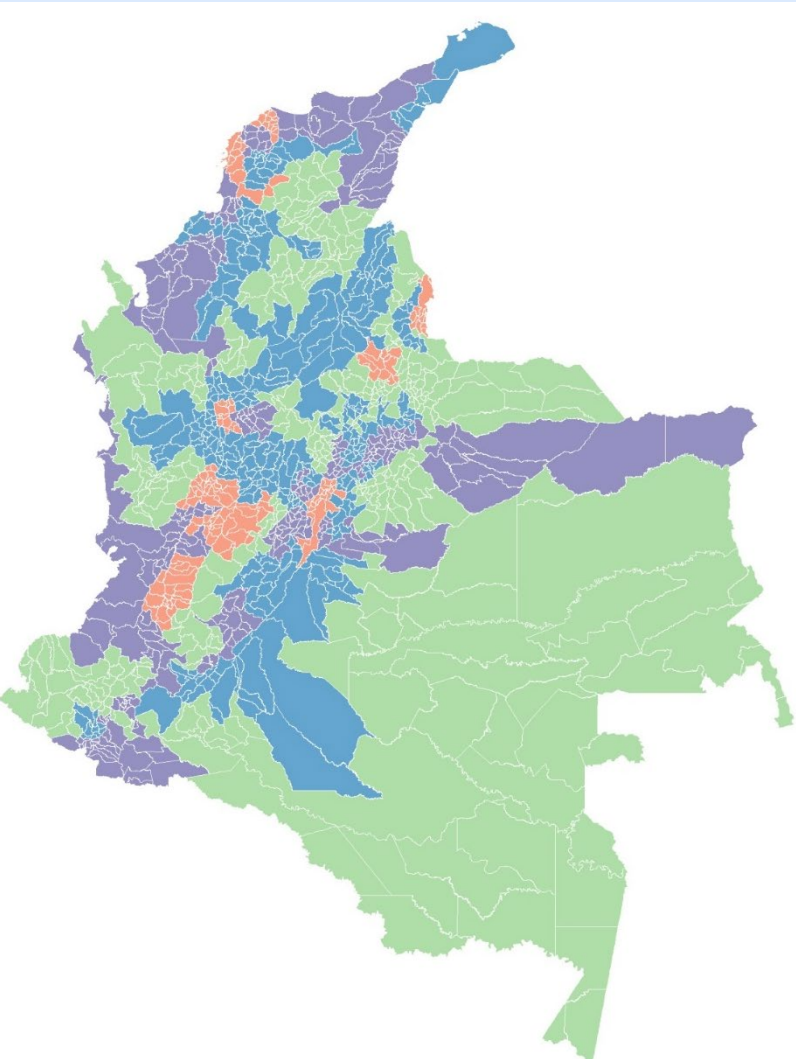


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# Urban? Rural?







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1. Predominantly urban (20 million people):
  - Bogota (10.2), Medellin (4.2), Cali (3.1), Barranquilla (2.3)
2. Intermediate (22 million)
3. Rural (9.6 million)

## OECD regional typology

-  Predominantly urban
-  Intermediate
-  Predominantly rural close to a city
-  Predominantly rural remote



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# How to?



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How to create healthy cities to promote human capital?

#1: Cities significantly benefit from **national investment decisions** on prevention and treatment of NCDs



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# National investment



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## 1. Healthcare for NCDs

- a. Universal Health Coverage (services, financial protection)
- b. Model for effective provision of healthcare (urban)

## 2. Planning and high-level **policy**

- a. National Plan of **public health** (10 years)
- b. National **development** plans prioritizing NCDs
- c. National **cancer** control plan

## 3. Risk Factors:

- a. Framework convention on **tobacco** control
- b. National strategy on **alcohol** control
- c. National policy on **physical activity**
- d. National policy of food security and **nutrition**
- e. National plan on **breastfeeding**



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# National investment



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- ✓ A **national policy** triggers actions and investment decisions at the subnational level (cities)
- ✓ Subnational **support and engagement** in decisions at the national level is a key strategy
- ✓ **Intersectoral** activities have huge **returns on investment**:
  - e.g excise taxes on Sugar-Sweetened Beverages (also excise taxes on tobacco, alcohol)



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# How to?



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How to create healthy cities to promote human capital?

#2: Cities make **local investment decisions** on **nutrition**



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# Local investment



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## 1. **Measure** nutrition status of population

Lags in national surveys

- ✓ Medellín produces its own nutritional profile
- ✓ Bogota: Uses administrative records on anthropometric measures (health system) for screening and intervention

## 2. Food sovereignty

- Monitor** your food system (outcome-centered)
- Bring **actors** in the food system to work together around the final outcome: nutrition and food security
  - ✓ Cali. Plasa Colombia: [plasacolombia.com](http://plasacolombia.com)



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# Local investment



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## 3. Local implementation of effective **interventions** in **early life**

### a. Maternal mortality and **low birth weight**

- ✓ Cali. Prenatal care. Hospital Padrino. Fundacion Valle del Lili as mentor of low-complexity hospitals in the region, it dropped maternal mortality and low birth weight close to zero

## 4. Healthy environments

- ✓ Safe and drinking **water** (housing, schools)
- ✓ **School meals** programs (healthy food) based on local dynamics (short circuits of commercialization, matching cultural practices in the region)



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# Conclusion



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How to create healthy cities to promote human capital?

## #1: national investment decisions on NCDs

- ✓ Remember well-designed health taxes (SSBs, tobacco, alcohol) 😊

## #2: local investment decisions on nutrition



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Gracias (thanks)  
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