



Better Hearts Better Cities

A new urban health initiative





The Novartis Foundation works with global and local partners to strengthen health systems in low- and middle-income countries around the world.

Our work is focused, our ambitions bold.

- Leprosy elimination
- Improving cardiovascular health in urban settings



Urban health – a global challenge

RAPID URBANIZATION IS TRANSFORMING THE HEALTH NEEDS OF PEOPLE LIVING IN CITIES AROUND THE WORLD.

Since **2008**, for the first time in history more than

50%

of the world's population is living in **urban areas**.¹



By 2050, **65%** of all people will live in urban areas.²

Over **90%** of this growth is predicted to take place in **Africa, Asia, Latin America, and the Caribbean**.³

1. WHO. Urban HEART infographic. http://www.who.int/kobe_centre/measuring/urban-global-report/UrbanHeart_infographics.pdf?ua=1

2. WHO. Visual Executive Summary to the Global report on urban health: equitable, healthier cities for sustainable development. http://www.who.int/kobe_centre/measuring/urban-global-report/en/

3. UN-Habitat. <http://unhabitat.org/about-us/un-habitat-at-a-glance/>

NCDs – a global crisis hitting LMICs hardest

- More than **68%** of the world's 56 million annual deaths are associated with **NCDs** such as cardiovascular disease, diabetes, respiratory disease and cancer.
- And low- and middle-income countries are hardest hit.



World Health Organization. Global status report on noncommunicable diseases 2014. <http://www.who.int/nmh/publications/ncd-status-report-2014/en/>

Hypertension – the “silent killer”



- Hypertension is a key risk factor for cardiovascular disease.
- Treating hypertension is relatively straightforward with medicines and lifestyle changes but despite this, is poorly controlled, especially in LMICs.
- Health systems in LMICs are often not set up to provide care for chronic diseases and the associated costs can overburden the system.

A faint, light brown world map serves as a background for the text on the right side of the slide.

Over 10 million

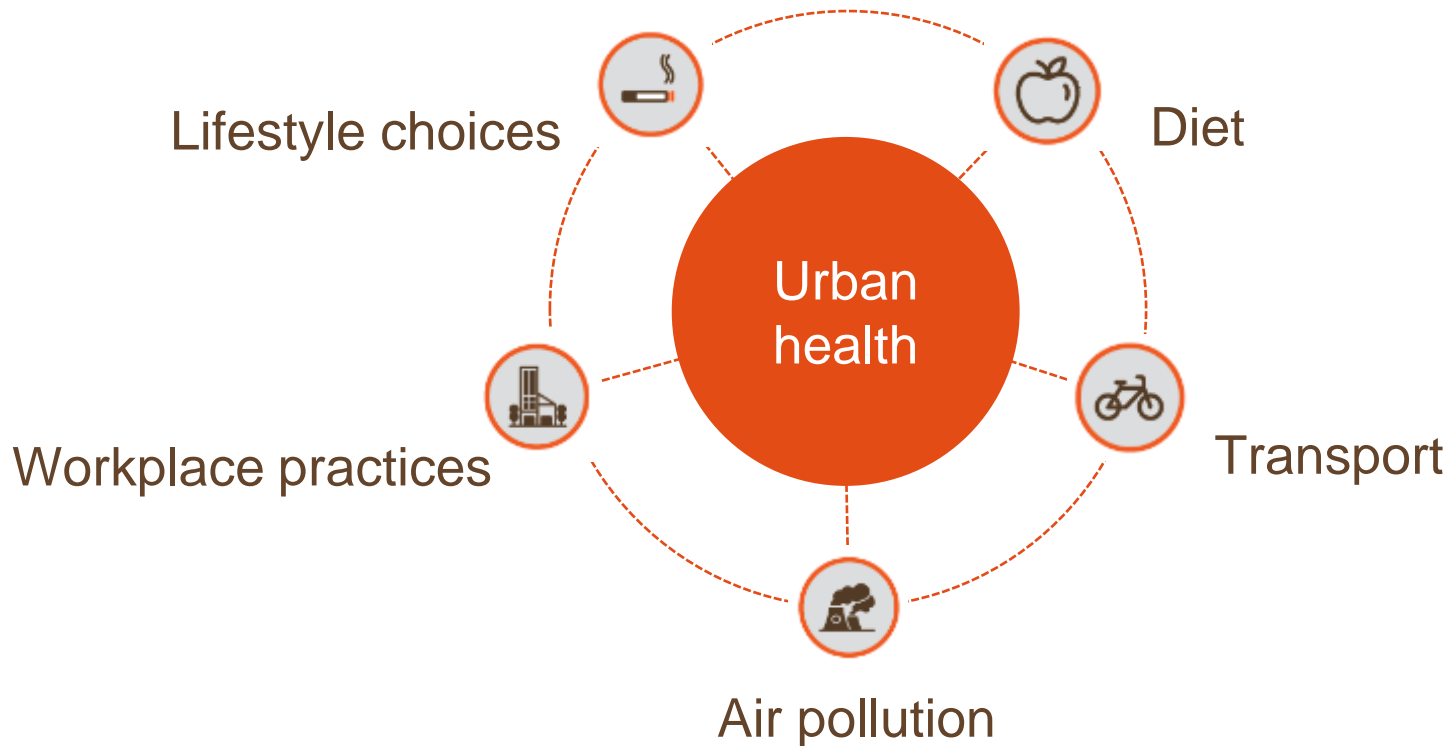
people are estimated to die from hypertension and high blood pressure globally every year.¹

1. Olsen, Michael H et al. A call to action and a lifecourse strategy to address the global burden of raised blood pressure on current and future generations: the Lancet Commission on hypertension. *The Lancet*, Volume 388, Issue 10060, 2665 - 2712

Urban health is complex

And we don't have time to lose...

- Addressing urban health is complex, involving factors as broad as:





No single player can address this challenge alone.

To truly thrive, cities must become ecosystems of health and wellbeing, where each part works towards one goal: **improving people's quality of life.**



Better Hearts Better Cities is a Novartis Foundation initiative to **improve cardiovascular health** in **low-income urban communities**.

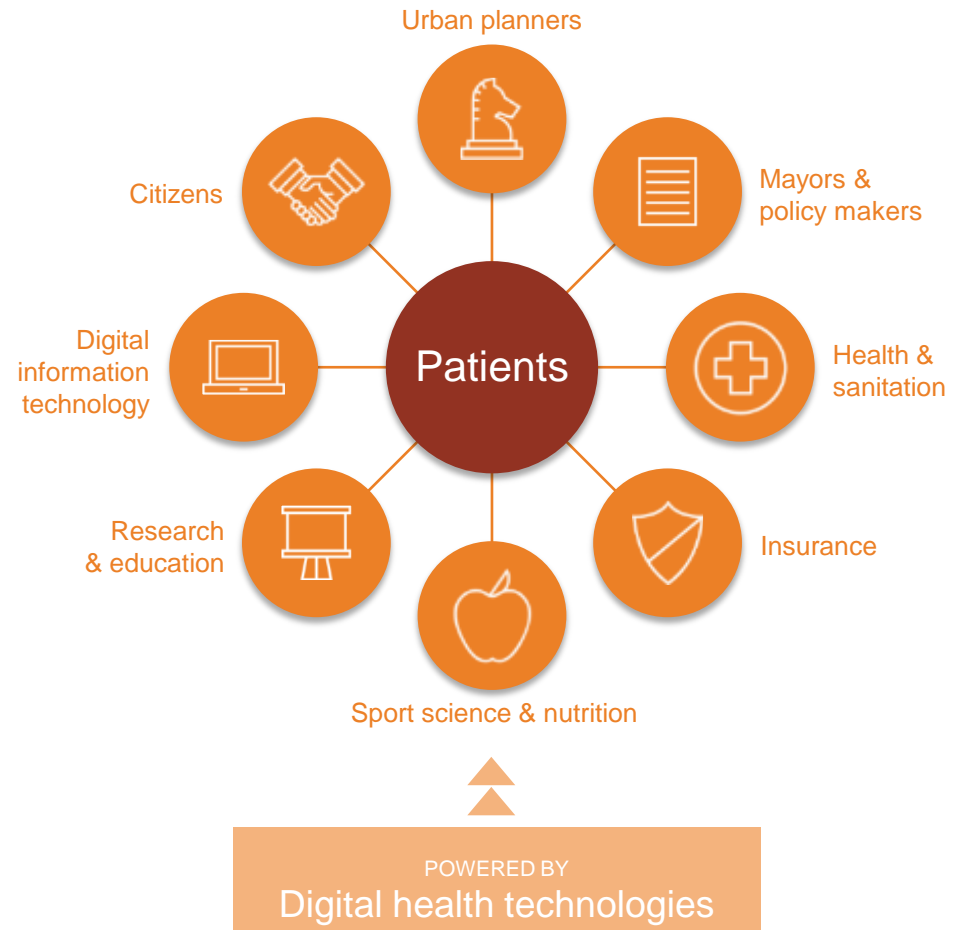
A multidisciplinary, multisector approach to improve the control of **hypertension** as a key risk factor for cardiovascular disease.



Working together for holistic solutions

Our approach

- Build a network of partners, reaching beyond the health sector
- Integrate capacity in existing health systems
- Leverage complementary expertise and resources to co-design and implement interventions





Better Hearts Better Cities has launched in **Ulaanbaatar**, Mongolia and **Dakar** in Senegal. A third city will follow in **Brazil** later this year.

Better Hearts Better Cities implementation

- For Better Hearts Better Cities to be successful, understanding the unmet health needs and priorities of a given urban area and having the engagement and buy-in of the local stakeholders is paramount.
- The success of Better Hearts Better Cities will be gauged by measuring its health impact on low-income urban communities and assessing long-term sustainability.



Grounded in evidence and innovation

- Learnings from Better Hearts Better Cities in each city will be applied to the other sites, as well as shared with the global health community.
- Impact measurement and learn-and-adopt cycles are integral to the initiative.
- Outcomes from Better Hearts Better Cities will be regularly monitored and evaluated, and the findings published.





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Thank you!