

PACIFIC HEALTH SUMMIT
SEATTLE 2008

*Connecting Science,
Industry, and Policy
for a Healthier World*

The Global Nutrition Challenge: Getting a Healthy Start



**A report from the
Pacific Health Summit
June 16–18, 2008**

Published in the United States of America by
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Printed in the United States of America.

Summit photos by Mark Weeks. Front cover (bottom) Ann Veneman, Sally Davies, and Margaret Chan (right to left). Front cover (top right) by Linear Productions; Back cover (second from left) courtesy of the Micronutrient Initiative. Table of Contents (top) Victor Dzau, Barry Popkin, Homero Martinez, Paulus Verschuren, Derek Yach, and Rhona Applebaum (left to right). Other photos property of NBR unless otherwise noted.



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A Convergence of Events

With the headlines come the questions: How did this happen, who is responsible, and is the government doing its job?

Margaret Chan, World Health Organization

“The problem,” declared **Mark Walport**, Director of the Wellcome Trust, is that “in the midst of plenty, billions of people are malnourished.” Malnutrition persists at unacceptable rates in all countries of the world. 35 percent of the ten million children who die in the world each year are dying from malnutrition. As many as 40 percent of children under five have stunted growth. Without concerted action, the social and economic costs of malnutrition will continue to grow.

What are the obstacles to healthy nutrition for all? What interventions are most effective and economical? What proven strategies can be scaled up for wider implementation? The 2008 Pacific Health Summit, held in Seattle on June 16–18, 2008, sought to address these and other questions by bringing together 250 of the world’s top leaders from science, industry, policy, public health, medicine, and civil society for two days of outcome-oriented dialogue. Over the course of these two days, Summit participants debated, challenged, questioned, and proposed new ideas.

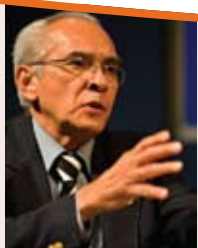
Coming from different fields and sectors, with various areas of experience and expertise, participants nonetheless agreed on several of the key ingredients required to address the global nutrition challenge, including collaboration, capacity-building, and commitment. According to **Tachi Yamada**, President of Global Health for the Bill & Melinda Gates Foundation,

“we need to continue doing what works. And for that, we need strong commitment by governments and strong partnerships between the public and the private sectors.” He also noted a need for new sources of funding: “We’re not talking billions and billions of dollars. This is a relatively modest need, and there’s no reason why we can’t come up with the funding to address the global nutrition challenge.”

Behind the recent headlines about crop failures, food shortages, malnutrition, and rising prices for food commodities is a complex nexus of environmental, political, logistical, and scientific challenges. As **Margaret Chan**, Director-General of the World Health Organization (WHO), noted: “With the headlines come the



Voices of the Summit



I think that out of this crisis we can really make impossible things happen.
– Juan Aguilar, Food Security and Nutrition, Guatemala



Margaret Chan



The Pacific Health Summit

Each June, leaders from around the world converge in Seattle to discuss a pressing global health issue at the Pacific Health Summit. The 2008 theme was: “The Global Nutrition Challenge: Getting a Healthy

Start,” which focused on the complex challenge of too little of the right nutrition for vulnerable populations and the rapidly emerging health threat of too much of the wrong nutrition in both the developed and developing worlds, as well as the special challenge of ensuring a “healthy start” for children by focusing on maternal and infant nutrition.

The Pacific Health Summit is co-presented by The National Bureau of Asian Research (the Secretariat for the Summit), Fred Hutchinson Cancer Research Center, Bill & Melinda Gates Foundation, and the Wellcome Trust.

questions: How did this happen, who is responsible, and is the government doing its job?”

The fundamental requirement of getting the right combination and amount of micronutrients and calories to sustain health—especially for mothers and children in the first two years of life—as well as the right energy balance, has not received the attention that it deserves from key global policymakers for some time. But by the time leaders gathered in Seattle for the fourth annual Pacific Health Summit, whose theme for this year was “The Global Nutrition Challenge: Getting a Healthy Start,” events around the globe had brought renewed worldwide attention to the challenge of guaranteeing appropriate and sufficient nutrition for the world’s population.



Fruit stand in Indonesia. Indonesia is one of a number of countries struggling with the ongoing rise in the cost of commodities.

Linear Productions

A crisis can be an opportunity

Money [alone] isn't going to solve this problem. A core issue here is getting the right policy framework in countries that have the problem.

– Tom Arnold, Concern Worldwide





Governor Christine Gregoire discussed Washington State's contribution to global health.

In January, the British medical journal *The Lancet* published a landmark series of papers on maternal and child undernutrition, with launches on five continents. The series reviewed and analyzed the effectiveness and potential impact of nutrition-related interventions and policies in developing countries, and recommended actions to improve maternal and child undernutrition. The papers drew international attention to the critical role of early nutri-

trition in the health and development of children and the economic growth of nations.

Additionally, in February and April two Advance Workshops of the Pacific Health Summit brought leaders from a multitude of sectors and countries together to discuss undernutrition with G8 leaders in Tokyo, and obesity and its associated diseases in London. The fourth Tokyo International Conference on African Development (TICAD IV) in May and preparations for the G8 Summit meeting in Toyako in July energized both Japan and the international community around the issues of food and nutrition security.

Finally, the 2008 Copenhagen Consensus was released the week before the Summit. Eight leading economists, including five Nobel laureates, prioritized 30 different proposed solutions to ten of the world's biggest problems, including malnutrition and hunger. The "consensus" was



Melody Gates

that both micronutrient supplementation/fortification and promotion of breastfeeding remain highly cost-effective, but that a more comprehensive approach that includes community nutrition interventions should be advocated.

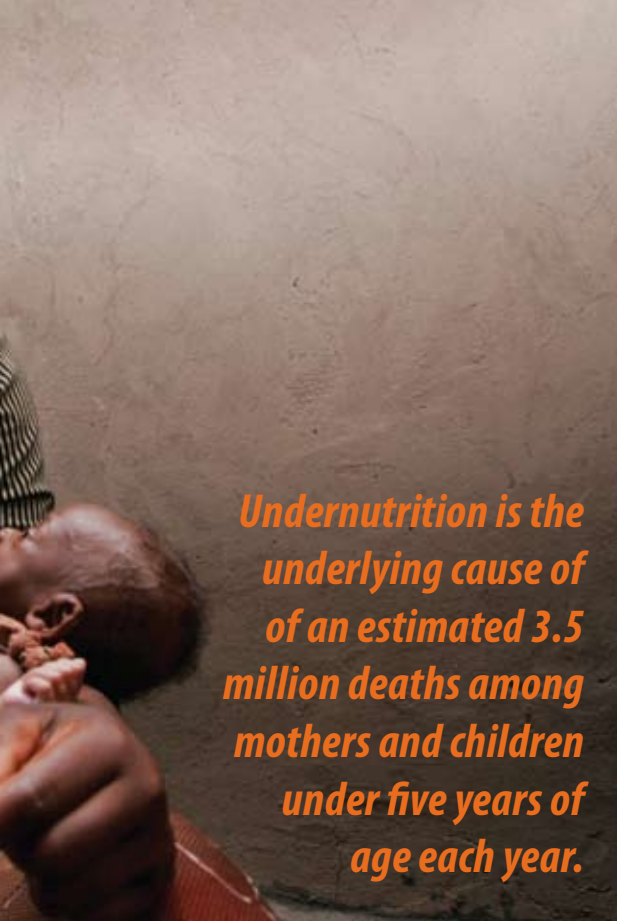
Together, these events and initiatives of 2008 primed participants for Summit discussions on the complex issues surrounding global nutrition. Dr. Chan helped shape the debate about nutrition within the context of the current food crisis and the need for leadership. Acknowledging undernutrition as the underlying cause of an estimated 3.5 million deaths among mothers and children under five years of age each year, as well as the growing ep-

Voices of the Summit



Nutrition is not only about health; it is also about stability. Most of the progress we have made on the UN Millennium Development Goals, whether eradicating poverty or reducing hunger and malnutrition, is at risk. It's about social, economic, and political stability, and the opportunities are there.

– Pedro Medrano Rojas, World Food Programme



Undernutrition is the underlying cause of an estimated 3.5 million deaths among mothers and children under five years of age each year.

idemic of obesity, with its accompanying increased risks for chronic diseases, she asked: “What does it mean for global health when millions of people can no longer afford to eat properly?”

Less food and fewer nutrients for more people means a rise in both undernutrition *and* obesity. While some will no longer have access to much food at all, others will stretch limited resources as much as possible. Since cheap foods tend to be nutritionally poor and energy-dense, obesity increases as the balance of energy intake and expenditure shifts.

The current food crisis is complex and its causes multifactorial. As a result, integrated



solutions are required that look beyond health and agriculture to address the underlying factors that affect nutrition, including education, finance, and policy.

Participants reviewed many of the ideas that have been broadly acknowledged as fundamental to any permanent solution to the global nutrition challenge. Exclusive breastfeeding for the first six months of life, balanced complementary feeding thereafter, and micronutrient fortification—especially with vitamin A, zinc, iodine, and iron—were all highlighted as essential. Additionally, participants noted that leaders must address challenges of the “built environment”—the man-made physical structures and infrastructures of communities—which has an impact on obesity via access to food and physical activity.

A wider lens can yield insight into complexity

We cannot blame complexity for inaction.
– Maria Cattai, Petroplus Holdings AG



... nutrition in the first two years of life really sets the agenda for what's going to happen to you for the rest of your life.

Tachi Yamada, Bill & Melinda Gates Foundation



Getting a Healthy Start

Tachi Yamada commented at the start of the Summit: “We know that nutrition in the first two years of life really sets the agenda for what’s going to happen to you for the rest of your life. If you’re undernourished in your first 24 months, you’re more likely to be obese in the future—what a paradox. You’re also more likely to have diabetes or heart disease. In some instances, maybe even a greater chance of cancer. And what is known for certain is that your intellectual performance will be lower, and one of the grossest measures of all—your income—is going to be lower as well.”

Undernutrition, stunted growth, and developmental problems are linked to obesity, diabetes, and cardiovascular diseases in complex ways. Summit participants without exception agreed that pregnancy and the first two years represent a window of opportunity for improving health through appropriate nutrition.

Robert Black, Chairman of the Bloomberg School of Public Health’s Department of International Health at The Johns Hopkins University, noted that micronutrient deficiencies and protein and caloric malnutrition are problems not just for the mother, but for the fetus, too: “For

Voices of the Summit



The period between ‘pre-pregnancy’ until two years of life is the time when you need to act to have an impact on undernutrition. If you act after that, it’s too little, too late, and too expensive because the early damage is essentially irreversible. And, from the perspective of obesity and cardiovascular disease as well, recent evidence suggests that that is the window of opportunity.

– Meera Shekar, The World Bank

the mother, these nutritional deficiencies cause immediate problems such as anemia, leading to elevated maternal mortality, thought to contribute to about 20 percent of the 500,000 maternal deaths each year. But for the fetus there are also quite significant problems,” particularly low birth-weight. Short-term problems for infants include higher susceptibility to infectious diseases, and long-term consequences include increased risk of adult diseases and reduced school achievement and earning potential.

An interactive Summit working lunch explored the connection between poor nutrition early in life and obesity and associated diseases later on. The lunch explored whether the “nutrition transition” taking place in many parts of the world—where populations suffer the dual burden, often in the same family, of undernourished

Innovative Micronutrient Products and Technologies

Summit participants were able to learn first-hand about some of the scalable, proven, cost-effective products and technologies available to combat micronutrient deficiencies. The creators of those products discussed four products and technologies that address a set of micronutrient deficiencies: the double fortification of salt; Sprinkles (a home fortification supplement); lipid-based nutrient supplements such as PlumpyNut, PlumpyDose, and Nutributter; and Ultra Rice (fortified rice). Presenters agreed that these products are complementary and that all have their appropriate applications. Among the presenters there was a shared sense of accomplishment.

“I don’t see this as a competition,” observed **Stanley Zlotkin**, Professor of Pediatrics, Public Health Sciences, and Nutritional Studies Sciences at the University of Toronto (and the inventor of Sprinkles). “It’s not like an Olympic match, where there’s a Gold winner, a Silver winner, and a Bronze winner. The problem [of poor nutrition] is so large and the solutions so few that there’s room for more than one solution for this widespread problem.”



Infants who are undernourished in the first 24 months are more likely to develop diabetes as adults.

children and adults suffering the long-term consequences of poor nutrition, including obesity and its associated diseases—provides common cause for a simultaneous approach to the challenges of undernutrition and overweight and obesity. **Homero Martinez**, Senior International Health Researcher at the RAND Corporation, observed: “We are now seeing other consequences of children who grow up to be nutritionally stunted—children who suffered from undernutrition in utero and from undernutrition in early life, who come to adolescence being overweight or obese, and who are still micronutrient deficient.”

Early, targeted interventions are vital

When research delivers a clear answer, policymakers respond, the funding communities respond, and action takes place. So I would make a plea for a scientific revolution that will allow for deficiencies to be assessed, in real time, in populations that need interventions.

– Keith West, The Johns Hopkins University





Opportunities and Challenges for Science

While the scientific evidence surrounding the importance of nutrition, particularly in the first two years of life, is compelling, in other areas of nutrition science much research is still needed. Tachi Yamada noted a need for more information on the fundamental basis of the action of micronutrients, and Mark Walport called for more interdisciplinary research on energy balance and genetic influences on

health and body mass, depending on environment and food availability.

Emorn Wasantwisut, Senior Advisor to the Institute of Nutrition at Thailand's Mahidol University, observed: "The dilemma for nutritional scientists is that while we may have had great successes in the lab, when it comes to implementation of results on-the-ground, we are often like three blind men touching different parts of an elephant in an attempt to identify their subject."

It may be easy to draw general correlations between health, lifestyle, and diet, but identi-

A "transdisciplinary approach" to nutrition research is most effective.

Robert Croyle, National Cancer Institute

Voices of the Summit



You can't do today's modern science without great information technology systems to manage the data, accelerate growth, and lower the cost of new discoveries.

– Peter Neupert, Microsoft



Pham Van Hoan, Mark Walport, Emorn Wasantwisut, Andrew Hattersley, and Robert Croyle (right to left)

ifying a sound evidence base for programs and interventions is often difficult. **Lee Hartwell**, President and Director of the Fred Hutchinson Cancer Research Center and 2001 Nobel Laureate, outlined some of the obstacles in nutritional science, especially in conducting clinical trials. While these studies are critical to correct false assumptions, they are complicated by factors such as resistance to diet change and strong personal beliefs about nutritional matters. Despite these challenges, participants noted the need for more research both into the genetics of nutrition and

into behavioral science—and that such research should be multidisciplinary and synergetic.

Robert Croyle, Director of the Division of Cancer Control and Population Services at the National Cancer Institute, noted that a “trans-disciplinary approach” to nutrition research is most effective, “wherein people do, for example, studies of diet, weight, physical activity, obesity, and cancer and their interrelationships, whether it’s within the context of whole genome association studies and molecular epidemiology, or it’s behavioral interventions or policy research.”

Effective implementation of what we already know

We have very good approaches for food fortification. The issue is, from the policy point of view, delivery.
– Chunming Chen, International Life Science Institute Focal Point in China



What Can Creative Business Do for Nutrition?

There is some awe about the ability of the industry to reach the most remote villages with commodities...

Chris Elias, PATH

One of the unique features of the Pacific Health Summit is the opportunity for health experts and policymakers to engage the private sector in finding creative business solutions to global health issues. “Even in the poorest of communities in Africa, you have Coca-Cola. If you want it, you’ll get it,” observed **Ruth Oniang’o**, Founder and Chair of Kenya’s Rural Outreach Program. On the responsibility of the private sector in poor communities, she added: “If businesses can use their supply chains to deliver products people want, they should also be able to deliver the life-sustaining foods and nutrients that people need.”

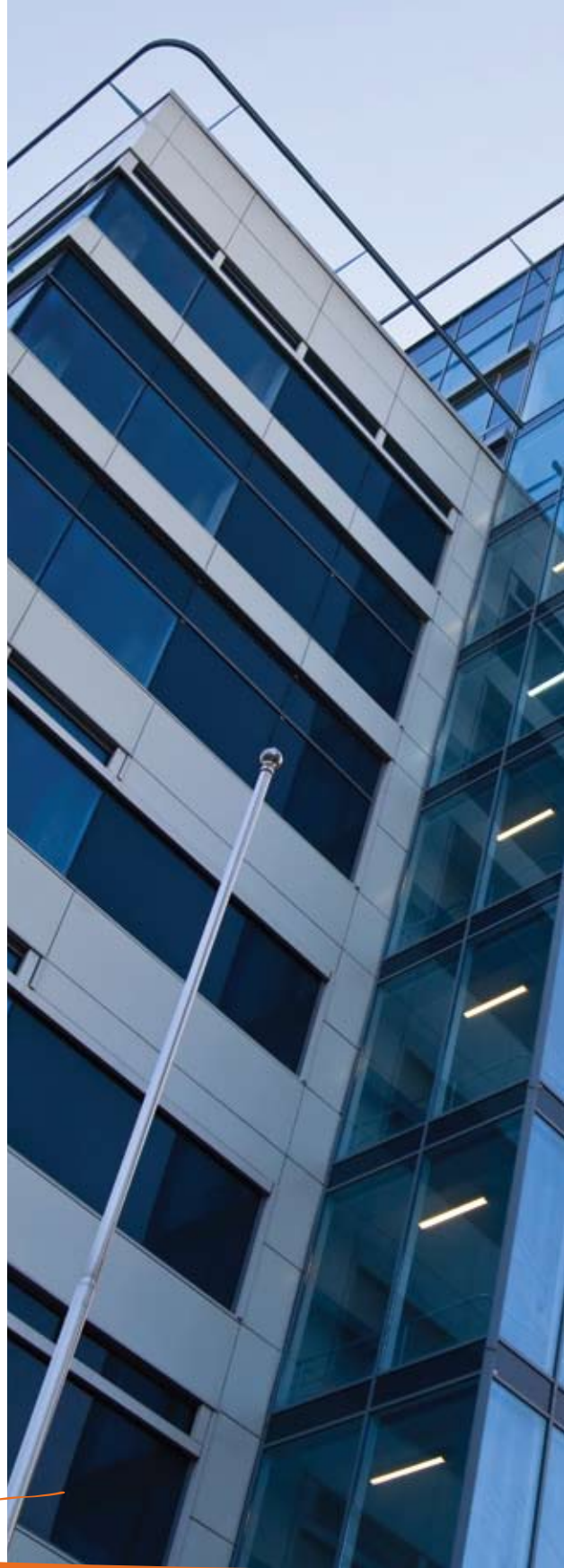
Fortification of staple foods, scaling up local food production through investment and technical assistance, and promoting behavioral change through education were mentioned as ways that industry could help address malnutrition. It was also observed that the private sector must not only address undernutrition but also become an active partner in the fight against obesity as well. Improved labeling to provide a simplified and standardized global system of nutritional information, greater R&D on metabolism and metabolic response to food intake, and bringing consumers into the dialogue in order to understand behavior and how to incentivize healthier choices were just a few suggestions for how the private sector could contribute.

Voices of the Summit



The challenges to industry are these: how do you reconcile providing sound nutrition with affordable cost to consumers of limited means, and how do you do it within a sound business model?

– Adam Drewnowski, University of Washington



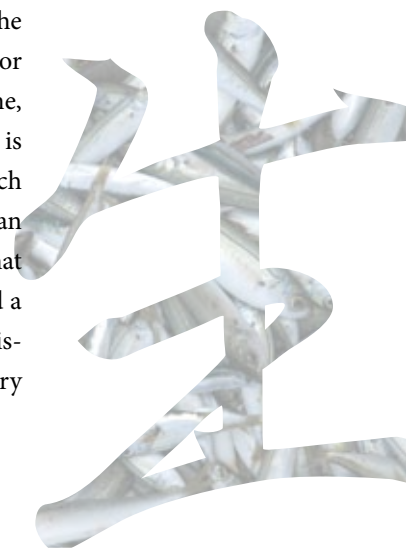


... a show of leadership by corporations could significantly impact political will in ensuring that attention is paid to the issue of malnutrition.

Danny Strickland, The Coca-Cola Company, at the Creative Business working breakfast.



Summit participants recognized that the opportunities for success in addressing malnutrition are far greater when the issue is taken on collaboratively through innovative avenues. With the clear understanding that neither the public nor the private sector can address malnutrition alone, **Chris Elias**, President of PATH, stated: “There is some awe about the ability of industry to reach the most remote villages with commodities, an envy from the public sector about how we do that with important global health commodities, and a realization that a partnership in those local distributions for delivery solutions could be a very important area for further scale.”



As much about the stakeholders as the stakes

When Unilever comes to our country, when Coca-Cola comes to our country, when PepsiCo comes to our country, the President sits down with them and talks to them. That is a great opportunity for companies and people in the field to raise issues with the political leadership.

– Andrés Botrán, Fundación por la Vida, Guatemala





Derek Yach, Pedro Medrano Rojas,
and Peter A. Singer (left to right)

On the first day of the Summit, participants highlighted the importance of public-private partnerships throughout the supply chain—from product development, to commercialization, to distribution—as well as engaging the local communities. As **Paulus Verschuren**, Senior Director of Partnerships at Unilever so succinctly put it: “You can’t build a business in a society that is failing. That is what our Chairman says. You can only build a business in a healthy society.”

Mr. Verschuren further noted: “Nobody is as smart by themselves as we are smart together. That’s why partnerships are so important—where collectively we bring a complementary set of skills and competencies to make a difference. There is room for many players in building healthier societies. There is no single blueprint, but various

players hold different parts of the solution, and we need only to fit those pieces together.”

Given the power and influence of public-private partnerships, Summit participants called on business leaders to advocate with government leaders and other centers of power for placing nutrition more prominently on the global health agenda. It was understood that a show of leadership by corporations could significantly impact political will in ensuring that attention is paid to the issue of malnutrition. Participants also recognized that these challenges cannot be addressed without the critical support of government agencies and policy communities as well.

Participants agreed that the motivation for industry is there. **Marc Van Ameringen**, Executive Director of the Global Alliance for Improved Nutrition (GAIN), remarked upon a developing trend: growing interest among businesses in learning how to reach out to the base of the pyramid—the huge market of four billion people in the world who live in poverty, making less than \$1 a day. Additionally, he noted the growing interest among corporations around the world in integrating corporate social responsibility more intimately into their business models rather than thinking of corporate responsibility as an add-on.

The idea that no corporation is an island was a resounding theme of the Summit. **Danny Strickland**, Senior Vice President and Chief Innovation & Technology Officer at The Coca-

Voices of the Summit



There’s a need for good governance with health as a driver. We need comprehensive nutrition policies with a lifecycle approach.... Policies must also direct the behavior of the private sector, creating incentives and disincentives to align corporate policies to health objectives.

– **Francesco Branca**, WHO

A Glimpse into the Future

In what is becoming a Pacific Health Summit tradition, participants were treated to a luncheon demonstration of some of the cutting-edge technologies that will change the way we predict, prevent, and treat disease. **Craig Mundie**, Chief Research and Strategy Officer for Microsoft, explored via a multimedia demonstration how new information and communication technologies will change healthcare delivery, as well as policy. Technologists at Microsoft are envisioning a near future wherein today's ubiquitous technologies such as cell phones and laptops will connect individuals with healthcare resources. While some of these

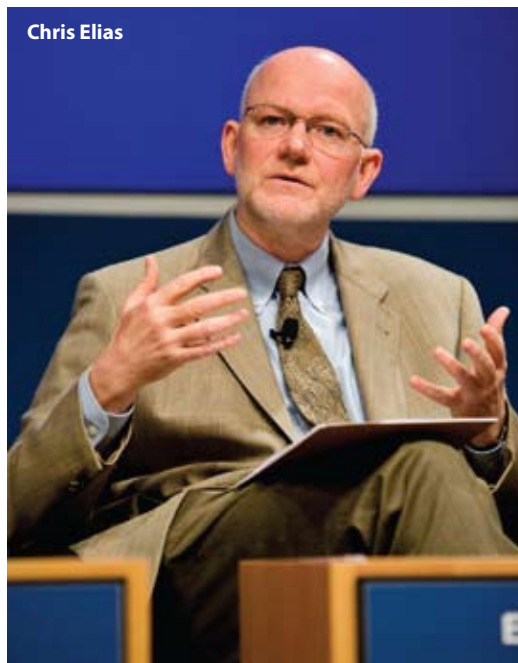


Craig Mundie

technologies, including “e-clinics” and “pharmacies in a box,” may seem fanstastical now, their applicability in the future in both developed and developing societies may soon surprise us.

Cola Company, stated that the full force of the distribution system was not being used, and that combining infrastructures across a consortium of companies could be very powerful. **Derek Yach**, Vice President of Global Health Policy at PepsiCo, Inc., spoke candidly to the issue of trust in public-private partnerships: “When you’ve got a relationship based on trust, you can maximize the use of the resources and capabilities. You can get to the issues of vision and action. And you can do so without spending weeks and months and years on theoretical debates about the goods, the bads, and what people don’t want.”

Food and beverage industry representatives repeatedly expressed their commitment to bring resources to bear to solve problems associated with poor nutrition. Several conference attendees

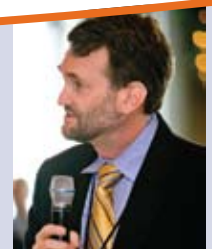


Chris Elias

Finding common ground for partnerships

From a public health standpoint, there's an opportunity to collaborate with governments to conduct population-based surveys and establish broad databases. Traditional metrics like BMI and waist circumference measurements can be improved upon with new tools.

– Robert Honigberg, GE Healthcare



If businesses can use their supply chains to deliver products people want, they should also be able to deliver the life-sustaining foods and nutrients that people need.

Ruth Oniang'o, Kenya's Rural Outreach Program

referred to a letter that a group of CEOs had just sent to WHO Director-General Margaret Chan outlining their shared commitments. In that letter, the CEOs of seven leading companies—Kellogg's, Kraft, Mars, Nestlé, PepsiCo, Coca-Cola, and Unilever—all agreed to five key global commitments to help the WHO meet its Global Strategy on Diet, Physical Activity, and Health. Other voices at the Summit focused on this area, as well as on the critical role of the private sector in addressing problems of stunting, wasting, and micronutrient deficiencies. **Barry Popkin**, Director of the Population Center at the University of North Carolina's School of Public Health, said: "One of the things we are beginning to see is global food companies owning up [to the nutrition challenge] and realizing changes need to be made, and that they can be a part of the solution.... These kinds of shifts are very promising."

William Castell, Chairman of the Wellcome Trust, also spoke to the urgency of taking action sooner rather than later in the



In many countries, healthy, traditional staple foods rich in cereals are being replaced with processed, high-energy, nutritionally deficient foods.

face of what he likened to "an economic tsunami of man's creation"—the rapidly rising rates of obesity and related diseases. He went on to say: "We need to do something that hasn't been done before, which is to create a new culture of private-public partnership, a new culture based on respect, transparency, problem sharing, and understanding that it's only through a true,

Voices of the Summit



I think that in globalization, we see more and more public-private partnerships taking place, but to have a true public-private partnership, you need trust.

– Jean Stéphenne, GlaxoSmithKline Biologicals



Maria Cattai and Ruth Oniang'o (left to right)

spirited partnership that we can respond with all of the facets of civil society, in terms of the grand challenges of energy and nutrition.”

The call for a new paradigm was echoed by many of the Summit’s participants. The trend toward an engaged partnering of the private sector with the public through the sheer force of creativity and drive, in combination with an

enlightened view of investment for a healthier world, was a predominant theme. Summit participants concurred that using creative business ideas to sustain healthy living, especially healthy nutrition, is a collective responsibility—shared across sectors and interests. It will require that we all—communities, corporations, governments, and NGOs—do our parts.

Trust is in everyone’s self-interest

Engaging the private sector to improve global health can be very powerful, given its human capital, global reach, efficiency, capacity to innovate, and ability to harness the self-interest of economic actors.

– Thomas Kalil, Clinton Global Initiative



Making Commitments: Moving from Talk to Action



Jay Naidoo

We must not be asking for leadership, we must be showing leadership. Each one of us is an activist. Each one of us is a leader.

Jay Naidoo, GAIN

“We must not be *asking* for leadership, we must be *showing* leadership. Each one of us is an activist. Each one of us is a leader,” concluded **Jay Naidoo**, Chairman of the Board of GAIN, at the close of the Pacific Health Summit. His words captured the task that faced the Pacific Health Summit at the conclusion of two days of highly interactive and educational discussions on the complexities of the Global Nutrition Challenge. The way forward must begin with a common goal that “we will have agreement at the end

of the day to tackle the challenge that faces us, that we cannot live in a world where half of humanity is excluded and marginalized.”

Building on that agreement and pointing the way to action, **Sally Davies**, Director-General of Research and Development in the UK Department of Health and National Health Service, moderated the Summit’s final plenary panel, consisting of global leaders from key countries and multilateral organizations such as the World Bank, WHO, and UNICEF. She encouraged participants to reach across sectors and build the foundations for effective global collaborations. “Every person in this room is an expert in what they do,” she noted, and “the trick to solving malnutrition and obesity will be to take this across all of these different stakeholders, all of these different groups.”



Ann Veneman, Executive Director of UNICEF, added: “You have to look at leadership at every level, and you really cannot say there is one leader who’s going to be able to bring all of these issues together.... There is an important intersection that has to take place among those who are working in this space.”

The response to Sally Davies’s call to action was electric. Participants and leaders from every sector in the room stood up and made commitments to future action.

Jun Yamazaki, Deputy Director-General for Global Issues and Deputy Director-General for Consular Affairs at Japan’s Ministry of For-

Voices of the Summit



To solve nutrition problems, we really have to take into account cultural issues.
– Myoung-Ock Ahn, National Assembly, Republic of Korea



Jun Yamazaki, Jean Stéphenne,
Margaret Chan, Sally Davies,
Ann Veneman, and Evangeline Javier
(left to right)

eign Affairs, summarized Japan's commitments regarding health and nutrition as expressed in the just-convened TICAD IV. Mr. Yamazaki noted that the Yokohama Action Plan that came out of TICAD specifically committed to "promoting a continuum of care for women and children across the span of pre-pregnancy, childbirth, and childhood via high-impact interventions such as provision of immunizations and micronutrients for children." A multi-donor trust fund has been established for malnutrition in cooperation with the World Bank. He added that, at TICAD, Japan announced its own initiative for Africa, including training 100,000 healthcare workers, developing

Taking the Message to the Media

Participants took the Summit message and addressed the world-at-large about the critical importance of nutrition to health. In an op-ed piece in the *Seattle Post-Intelligencer*, **Jean Stéphenne**, President and General Manager of GlaxoSmithKline Biologicals, wrote: "I have spent my career developing vaccines against some of the world's most pernicious infectious diseases. This experience has taught me that collaboration across disease areas and fields of study produces the best, most comprehensive health solutions.... From vaccine scientists to food policy experts, when it comes to better health we all have a role to play."



Philip Campbell

Philip Campbell used his platform as Editor-in-Chief of *Nature* to call for more science, more funding, and more leadership in the field of nutrition. But he noted that change has to begin with the individual: "Behavioral change is a key element in tackling the twin crises of undernutrition and obesity, which are all too easily forgotten in the competition for the world's attention."

clean water facilities, and doubling Japanese overseas development aid to African nations. Finally, Mr. Yamazaki mentioned that at the G8 meeting in July participants would focus on health, including the role nutrition plays in building and maintaining health.

These comments were echoed by another key participant from Japan, former Japanese Senior Vice Minister of Health, Labor and Welfare **Keizo**

Involvement at every level is key for integrated solutions

We cannot have effective interventions without strong support from the government and individual leaders.

– Pham Van Hoan, National Institute of Nutrition, Vietnam





Takemi, who shared how in planning for the G8 Summit he and other healthcare experts were beginning to successfully insert nutrition into the broader global health agenda.

Guatemalan Secretary of Food Security and Nutrition **Juan Aguilar** announced that his government is ready to commit to initiating a contingency plan for food security and expanding the coverage and quality of a national program for reducing chronic malnutrition.

Evangeline Javier, Director of the Human Development Sector, Latin America, and the Caribbean Regional Office of the World Bank, reviewed some of the recent commitments the Bank

made regarding nutrition and how these will be fulfilled. First, the Bank recently approved a \$1.2 billion fast-track spending authorization that will help the neediest countries in both the short- and medium-term to address the current food crisis. In addition to this spending, the World Bank is focusing on four interventions to support nutrition efforts throughout the world: strengthening demand for health and nutrition services through mechanisms such as conditional cash transfers; supporting governments with research and high-level workshops to help with decisionmaking and implementation of nutrition strategies; strengthening accountability of services; and improving monitoring and evaluation.

The private sector's critical role in helping the world meet the Global Nutrition Challenge was directly addressed by Tachi Yamada, who committed—together with Mark Walport—to funding an analysis of the food industry that is similar to the Access to Medicines Index that was done for the pharmaceutical industry. This analysis will look at the contributions the food industry makes to global nutrition and health.

Summit participants also targeted specific ways to place nutrition front and center on the global health agenda. **Nigel Crisp**, Chair of the International Task Force of the Global Health Workforce Alliance, focused his commitments on increasing the numbers of healthcare workers at the local level and ensuring that nutrition was

Voices of the Summit



Regarding the question as to whether the current food crisis would lead to reduced obesity or truncating the obesity epidemic, I do not believe in the cynical viewpoint that this is a blessing in disguise. The poor are compelled, short of starvation, to buy unhealthy, energy dense, nutrient-poor foods all over the world.

– K. Srinath Reddy, Public Health Foundation of India

Special Session— China's Disaster Response

In response to the magnitude 8.0 earthquake that struck China's Sichuan Province on May 12, 2008, the Pacific Health Summit organized a breakfast meeting on how the country's health systems responded to this devastating natural disaster. Participants reviewed the chain of command for relief assistance, the infrastructure for coordination of institutions and volunteers, and the flow of information for mobilizing human resources and medical supplies. Speakers included **Mingjiang Wu**, Executive Vice President of the Chinese Medical Association, and **Xiao Ma**, Dean of the School of Public Health and CEO of the Fourth Teaching Hospital, Sichuan University, both of whom were at the frontlines of relief efforts. China's State Council, Ministries of Health and Foreign Affairs, and National Development and Reform Commission have been involved with the Summit since 2005.



Mingjiang Wu,
Jilan Liu, and Xiao Ma (left to right)

central to their training and daily activities. Mark Walport added that the Wellcome Trust committed to funding capacity-building in the field of nutrition, which includes not only the training of nutrition experts but also strengthening the institutions in which they work, especially in Africa and India. He noted with humor: "The great advantage of complexity is that it gives everybody something to do."

This complexity requires global efforts to find common cause built on trust. **Diane Finegood**, Scientific Director of the Canadian Institutes of Health Research in the Institute of Nutrition, Metabolism, and Diabetes, pledged



Keizo Takemi, Margaret Chan,
Nigel Crisp, and Ann Veneman
(left to right)

Healthy choices through better access

We need to work with food manufacturers. We need to move from highly palatable, calorie-rich, high portion size, cheap foods that sell well, to palatable food, which has balanced nutrition, better portion control, and is affordable.

– Mark Walport, The Wellcome Trust





Peter A. Singer

to organize a meeting called “Building Trust to Address the Obesity Epidemic” in order to encourage dialogue across the food industry, academia, and government. **Peter A. Singer**, Senior Scientist and Professor of Medicine in the McLaughlin-Rotman Centre for Global Health in the University Health Network at the University of Toronto, noted the centrality of trust as a foundation for further action. He committed to develop within six months a charter of values that stakeholders from any sector could help develop and sign. The result would be a much-needed “platform for trust building.”

The Summit— An Ongoing Catalyst for Change

The overall mission of the annual Pacific Health Summit is “to connect science, industry, and policy for a healthier world,” and each year the Summit tackles a different challenge. Two workshops returned to previous Summit themes—personalized medicine and early health (key themes in 2005 and 2006) and pandemic flu (the theme for 2007).

Lee Hartwell hosted a workshop at this year’s Summit on the Partnership for Personal-



Micronutrient Initiative

ized Medicine (PPM). PPM addresses two critical issues in healthcare: improving patient outcomes and reducing costs. PPM presents a fresh approach to the healthcare challenge, with a collaborative model that engages healthcare professionals, policymakers, and researchers in the discovery, development, and validation of diagnostic biomarkers. New diagnostic biomarkers that improve early disease detection and predict treatment responses will better inform clinical decisions for individual patients and, in doing so, improve the efficiency and effectiveness of health systems.

Voices of the Summit



The issue is not only food. It’s also global warming, increasing energy demands, and water issues. Underlying these issues is also urbanization.

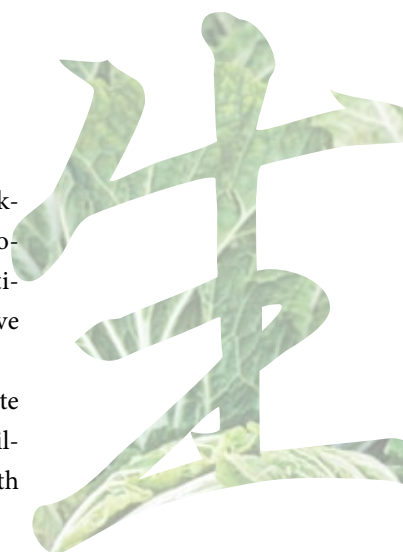
– Kiyoshi Kurokawa, Health Policy Institute, Japan



At the 2007 Summit, the WHO announced on site that it would create a global stockpile of vaccines for the H5N1 virus. GlaxoSmithKline announced that it would donate 50 million doses of pre-pandemic influenza vaccine to help establish the WHO stockpile. A year later, the Summit hosted a breakfast meeting on the pandemic flu to review progress. Jean Stéphenne of GlaxoSmithKline Biologicals updated participants on progress in expanding pre-pandemic vaccine production. Updates from representatives of other pharmaceutical companies revealed that in at least one key area, preparation

for a flu pandemic has greatly improved. Breakfast attendees touched on other, non-pharmacological approaches as well, including sociopolitical and economic aspects that require effective behavior-modification interventions.

These two workshops, designed to stimulate follow-on discussions to previous meetings, illustrate the ongoing nature of the Pacific Health Summit process.



Looking Forward

Summit partners fully expect that major advances and collaborations will be made in response to the Global Nutrition Challenge, and that the 2009 Summit will help document those developments.

But for now, 2008 participants ended their two days of meetings on the Global Nutrition Challenge with new knowledge, new contacts, a renewed sense of purpose and energy, and, most importantly, a publicly acknowledged set of commitments to strengthen research, expand training, collaborate across areas of expertise, adapt creative business approaches, and build partnerships across sectors. It is our hope, as well as our expectation, that global health will be the better for it.



Responsible and responsive policy

The problem with a lot of policies is that they are just presented. We shouldn't do evaluation as an afterthought, but as a built-in process of any policy action.

– Julio Frenk, Bill & Melinda Gates Foundation



Pacific Health Summit 2008 Leadership

Throughout the Summit, many participants highlighted the importance of leadership in meeting the challenge of improving global nutrition. Leaders are needed who not only can inspire change, but are willing to put themselves and their work on the line to make change happen. We would like to acknowledge and thank the many leaders who helped bring the Summit to fruition.

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Thanks and Gratitude

In early 2004, **George F. Russell, Jr.**, Chairman of The National Bureau of Asian Research, and **William H. Gates, Sr.**, Co-chair of the Bill & Melinda Gates Foundation, met with Lee Hartwell and Michael Birt to brainstorm on how emerging science focused on the prevention and early detection of disease could transform healthcare. The Pacific Health Summit emerged from those discussions.

As the founding co-chairs of the Summit's Senior Advisory Group, George and Bill guided the Summit at every step along the way with their unique blend of leadership, passion, and vision for a healthier world. Without them, the Summit never would have been launched. As they relinquish their official positions on the Senior Advisory Group, we offer thanks and gratitude for their leadership and unwavering support.



For information about Summit discussions and participants, as well as
information on resulting initiatives and collaborations, visit

www.pacifichealthsummit.org



Founding Organization

The Pacific Health Summit would like to thank our founding organization for its generous leadership and support.



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The Summit would also like to thank the following sponsors for their critical support.

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