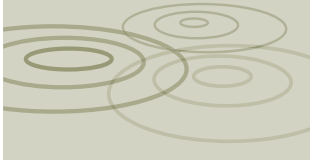


The Oxford Health Alliance



Confronting the Epidemic
of Chronic Disease

'06 Summit Agenda Cape Town, 20 – 22 November

The theme of the Cape Town Summit is **Health in transition: working together.** Although we will be tackling the issue of chronic disease prevention on a global scale, this conference will give particular focus to the developing world.

To set this summit apart from those of past years, plans are currently under way to take the idea of working together to a new level: the meeting is being designed as a working session to re-conceive our diverse coalition so that instead of convening just once a year in person, we can exist as a true virtual alliance using the technology offered by new media.

This year's summit is designed to encourage interaction within the meeting and well beyond. We invite you to begin using www.3four50.com, the new interactive website, during the meeting. Make comments, ask questions, or launch your own blog.

**DAY 1 Monday 20 November**12:00 **Lunch**

1:00

Opening session**Welcome**Tony MBewu, *President of the MRC South Africa*Marian Jacobs, *Dean of University of Cape Town*John Bell, *Chair of OxHA Board and Regius Professor, University of Oxford***Flow of the meeting**Pam Garside, *University of Cambridge***Special address**The Hon. Tommy Thompson, *former US Secretary of Health and Human Services***Framing the context: chronic disease in the developing world**Derek Yach, *Rockefeller Foundation*Debbie Bradshaw, *MRC South Africa***The challenge**Stig Pramming, *Oxford Health Alliance*

2:10

Our interactive summit: introducing the 3four50 web platformDanny Abelson, *The Abelson Company*Eddie McCaffrey, *Joose TV*Tommy Hutchinson, *Equator Media*

2:30

'Scene-setting' panel**What are we trying to achieve? What would be success?****What is the next breakthrough we want? What's stopping us?**David Matthews, *University of Oxford*Dinky Levitt, *University of Cape Town*Helen Alderson, *World Heart Federation*Steve Leeder, *Australian Health Policy Institute*Eman Ebed, *TakingITGlobal*

3:15

Tea/coffee

3:45

Health diplomacyMpho Letlape, *Eskom Holdings*

Derek Yach

Scott Ratzan, *Johnson & Johnson*

The Hon. Tommy Thompson

Delon Human, *Health Diplomats*

4:45

Advertising health**The effectiveness of advertising language on health and lifestyle**Massimo Vergnano, *Sudler & Hennessey*Bruno Stucci, *Sudler & Hennessey*

5:10

Interactive update

Eddie McCaffrey

5:15

Close of day

Evening:

Drinks and canapes outside, with entertainment from local choir

**DAY 3 Wednesday 22 November**

- 8:45 **Interactive update**
Eddie McCaffrey
-
- 8:50 **Outline of the day**
Pam Garside
-
- 9:00 **The links to sustainability**
Lise Kingo, *Novo Nordisk*
-
- 9:10 **Grand Challenges: progress**
Deepa Persad, *University of Toronto*
-
- 9:20 **'Soapbox' session**
Delegates who so wish will have the opportunity to outline their ideas and projects to the other participants in short (three-minute) presentations
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- 10:00 **'3four50' Round Up**
Eddie McCaffrey
Tommy Hutchinson
- Big Finish**
Responses from the global community
-
- 11:00 **Final words**
Stig Pramming
John Bell
-
- 11:30 **Close and farewell**