Achieving Health in all Life Stages
A Focus on Global Partnerships and Non-Communicable Diseases
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In September 2011, the world’s political leaders convened and agreed to take action against the global health challenge of chronic, non-communicable diseases (NCDs). Cardiovascular disease, cancers, diabetes and chronic lung disease were the focus of the commitment made by political leaders. However, the list of chronic conditions impacting the health and longevity of society is far longer and includes, for example, mental illnesses, Alzheimer’s Diseases, arthritis, psoriasis and many more.

NCDs are the leading cause of death and disability globally, and, along with infectious diseases, are contributing to a double-disease burden in people of all ages in low-, middle- and high-income countries. The vast scale of the NCD challenge requires that all stakeholders work together and take an active role in finding new, innovative and collaborative solutions. A large share of NCDs is preventable – through healthy lifestyle and behaviors, such as smoking cessation, as well as access to health information and service providers. Proven cost-effective interventions to prevent and control NCDs exist; however, sufficient infrastructure is needed to ensure they reach the individuals in need.

At Pfizer, we are dedicated to leveraging our resources, expertise and global reach to make a significant and meaningful impact. We do so through R&D,
manufacturing of medicines and vaccines, contributions to support and improve health care and delivery systems and raising public health awareness about the prevention, treatment and palliation of NCDs. We have a strong tradition of working through partnerships with non-governmental organizations (NGOs), civil society organizations, or public/private partnerships to help develop and deliver the interventions and information.

We lead by example by establishing workplace wellness initiatives for nearly 78,000 employees around the world. According to the World Health Organization, nearly half of all NCD deaths are premature, killing people in their productive years. As populations age, individuals in the workforce and in school must take on important caregiving responsibilities for family and friends suffering from NCDs who are in need of assistance and support.

We hope that this publication demonstrates the commitment we have in addressing NCDs globally, and the value and importance of our partnerships in doing so. As you will see, Pfizer is committed to advancing collaborative efforts to reduce the morbidity and mortality associated with a wide range of chronic diseases for people across their life-course, and to help them achieve healthy life at all ages.
“Our times demand a new definition of leadership – global leadership. They demand a new constellation of international cooperation, governments, civil society and the private sector, working together for a collective global good. This is a clear recognition by the highest UN authority of the value of the power and potential of the modern pluralist state and your presence here today is an affirmation that you consider the effort to prevent and control NCD as a supreme collective global good”.

UN Secretary General Ban Ki-moon at the World Economic Forum Annual Meeting in January 2011
At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines, as well as many of the world’s best-known consumer health care products. Every day, Pfizer colleagues work across developed, emerging markets and developing countries to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world’s premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit www.pfizer.com.
A Better Quality of Life for 99,000 Patients

Pfizer’s Patient Support Programs in Central America and the Caribbean have enlisted more than 99,000 patients with chronic diseases, playing a significant role in improving medication adherence, disease awareness and, ultimately, a patient’s quality of life.

“Aprendiendo a convivir” (Learning to Live Together,) “Pfizer me cuida” (Pfizer Takes Care of Me) in Central America and the Dominican Republic, and “Pfizer Together” in the Caribbean, provide patients with economic incentives to obtain their medicine every month, continuing education, emotional support and personalized attention from nutritionists, psychologists, nurses and physical therapists, among other healthcare professionals.

“Pfizer is a pioneer in the implementation of Patient Support Programs. For over 15 years we have offered educational support to give [patients] a better quality of life through an extensive network of participating physicians and pharmacies (chains and independents), the largest in the region,” said Alejandra Pacheco, Patient Country Customer Marketer for the Central American and Caribbean region.

Eligible patients receive a 33% discount on some of Pfizer’s chronic disease medications for the following conditions: high cholesterol, high blood pressure, depression, schizophrenia, acute pain, Alzheimer’s, heart disease, rheumatoid arthritis, ankylosing spondylitis, psoriasis, growth hormone deficiency, Turner syndrome and Prader Willis.

As part of these programs, a network of almost 10,600 participating doctors has received a tool kit to help them educate patients about their particular chronic diseases. Patients are provided with a membership card through their doctor, which they can then use to obtain their discounted prescriptions from any of the more than 2,600 participating pharmacies in the region.

Year-over-year, more people have joined these programs with 17,500 patients enlisted in 2013. “Our programs are a true reflection of Pfizer commitment with [the] patients’ well-being; our aim is that patients recover their health, learn to live with their condition and treatment, and achieve a better quality of life,” said Pacheco.

Over the years, the free telephone hotline available for patients to ask questions about their diseases and medications has received more than 187,000 calls. The programs also include a mailing system to provide advice on healthy lifestyles which has reached more than 164,000 outbound emails.
Pfizer and HelpAge USA: Extending Healthy Aging through the Life Course Using Intergenerational Interventions in Rural Tanzania

The project is an extension of two pieces of current work in Tanzania. One is the Pfizer-funded project supporting the prevention and control of NCDs in three rural Districts of Tanzania, the other a UK Aid-funded research study undertaken in 2012 in the Kibaha District, Coast province – one of the three districts covered by the Pfizer funding. The latter was a research study in which academic researchers and HelpAge staff collaborated with a team of older people from a community in Kibaha to jointly investigate issues surrounding older people’s access to transport and mobility. The intent was to develop methods which would help assess not only the direct impact of older people’s mobility on their own livelihoods and health seeking behavior, but also the broader impacts on younger generations in their families and communities including related issues of inter-generational poverty transmission.

The 2012 study identified a number of key questions for further research which would inform the motivations and capacities of older people to utilize health services and to manage their own health status. It also identified the importance of life course approaches to understanding intra-household transmission of health knowledge. The current project seeks to address these issues through an intergenerational lens.

Objectives
1. To better understand health seeking behaviors and barriers at the household level in the four wards of the Kibaha district and to assess the potential for the development of health messaging between the generations.
2. To extend the outreach of already-established Active Aging Clubs to mid-life and younger adults, developing appropriate curricula and materials.

Expected Outcomes
- Proposals for prototype materials for child-to-grandparent health messages.
- Improved evidence base and recommendations for the design of program work involving child-to-grandparent health education initiatives, as this is currently a very under-researched area.
- Improved health awareness and behaviors in mid-life adults in the communities.
- A body of published, disseminated knowledge on health impacts to multigenerational and skip-generation households in Africa.

Tanzania has made limited, but steady progress in achieving equity in health care for vulnerable groups. Despite being marred by inefficiency, a free health care policy for people over 60 is in place. The Community Health Fund provides premiums to support poor people’s access to health care, acting as health insurance. Furthermore, a strategy to tackle the prevalence of non-communicable diseases (NCDs) is in place. The capacity of the Ministry of Health has been strengthened with the appointment of a geriatrics focal person to provide oversight for health care issues of older people. Curriculum review for the training of mid-level health workers is in progress. Finally, efforts have been made to integrate recommendations into the recent Mid-Term Review of the Health Sector Strategy emphasizing:

- The lack of focus on NCDs, particularly those chronic diseases related to older people;
- The lack of systematically collected and disaggregated data on older people’s health needs and outcomes;
- The lack of emphasis on providing health promotion approaches.
Launch of “Wellness Tree” Speaking Book

In October 2012, the “Growing Your Health – The Wellness Tree” speaking book was launched at the community hall in Orange Farm, South Africa. The International Council of Nurses (ICN) proudly announced a new tool to help in the understanding of non-communicable diseases in rural communities. This is the first speaking book in the world created on this topic. Sponsored by Pfizer, the speaking book covers issues of healthy eating, healthy living and growing your health in order to help prevent illnesses like diabetes, hypertension and cancer. It also encourages people to make good lifestyle choices. Well-known South African actress, Lillian Dube – who has battled diabetes, breast cancer and mental health problems – is the voice of “The Wellness Tree”. Speaking books were also distributed to a number of community centers through the efforts of the ICN collaboration with the Democratic Nursing Organisation of South Africa (DENOSA). In an effort to focus on primary healthcare, outreach was performed through primary schools and books were distributed to children in three targeted provinces: Northern Cape, Limpopo and Free State.

ICN has highlighted Pfizer’s work on non-communicable diseases to member states in a number of fora. The Pfizer-ICN joint speaking book addressing non-communicable disease risk factors aimed at low literacy, at-risk populations was discussed during an ICN briefing luncheon and where the book was given to over 50 nurse delegates with the request that they share the book with their Ministers of Health. A number of joint projects include: NCD website developed in collaboration with Pfizer (GrowYourWellness.com), national nursing association work initiated in eight countries and now being expanded to another 10, as well as the nurse survey on nurse’s interest to address wellness (published in International Nursing Review). The NCD work was also showcased during the Triad meeting held the week prior to the assembly which includes the World Health Organization, national nurse associations, Chief Nurses and nurse regulators from around the globe. A wellness tree booth was set up and the audience participated in taking a health risk assessment which was shared with them by the CEO of ICN during his address, where he also discussed the broader ICN – Pfizer NCD initiative.

The distribution of speaking books continues in 2014 to school children and adults in various regions through community member events focusing on healthy living and education.

For further information, please visit the links below:

https://www.youtube.com/watch?v=zoOFKeIMzx0
http://cdn.e2ma.net/userdata/1708301/assets/docs/wellness_tree_focus_groups.pdf
“Support Primary School Tobacco Control Program” - Audio Book

With support from Pfizer, the Beijing Health Bureau developed a school tobacco control project — an audio book titled, “Stay away from tobacco, Stay fresh and healthy” from November 2010 to February 2011. This project covered students and their parents from grades 1 through 3 in 15 schools in East District, Changping District and Daxing District in Beijing.

After receiving instruction from the audio book’s methods of use and main knowledge, health education teachers promoted one-hour lessons of tobacco control in the schools. Teachers emphasized the harm of using tobacco to students in order to achieve the program’s goal which is to refuse your first cigarette. Besides reading the book about tobacco control with their parents, students advised family members to create a smoke-free environment in the family.
Pfizer Canada Collaborates to Offer ‘Stress Lessons’ for Students

In September 2012, Pfizer Canada, in collaboration with the Psychology Foundation of Canada, introduced “Stress Lessons”, a free resource designed for educators and parents to teach children how to manage stress.

Developed specifically for educators and families with students in grades 4 through 6, Stress Lessons highlighted the link between stress and health, how to recognize the signs of stress and positive coping strategies to deal with stressful situations and feelings.

The program offered a classroom toolkit which included a teacher’s guide, seven lessons with lesson plans and student activity sheets, videos and posters, a certificate of completion and a letter for parents. Stress Lessons is available on Pfizer Canada’s More than Medication website at morethanmedication.ca and via the Psychology Foundation of Canada.

Through the partnership, the Psychology Foundation of Canada conducted workshops and developed a webcast to train teachers on the Stress Lessons Classroom Toolkit. The toolkit, along with a Parent Guide, was created to introduce children to the topic of stress in a fun and engaging way.

Experts estimate that as many as 75 to 95 percent of trips to the physician are stress-related. Stress has been linked to conditions such as depression, obesity and heart disease. Studies have also found that too much stress can negatively affect students’ health, interfering with their ability to learn and making it more difficult to socialize with others.

“Stress Lessons received very positive reviews from our key stakeholders. Canadians see its value as a tool that benefits the whole family,” says Rhonda O’Gallagher, Executive Director, Corporate Affairs, Pfizer Canada. “Our hope is that by highlighting stress as a major preventative health issue, we can help Canada strive toward making managing stress second nature. Through collaboration and focus we can help ensure the next generations of Canadians have less stress-related health issues over their lifetime.”

More than 7,500 kits were distributed in 2012. By July 2013, 11,980 full kits had been distributed to teachers, parents and child health and wellness experts. More importantly, 84% of parents and teachers who downloaded the kit indicated they intended to use the materials. Stress Lessons is generating positive reviews from Canadian schools, teachers and parents.

The success of Stress Lessons is so popular that Pfizer Canada supported the Psychology Foundation of Canada to create a follow-up program to benefit educators and parents of students in grades 7 and 8, which was recently launched and already being embraced by educators across the country.
Public Awareness
Pfizer Collaborates to Keep an Irish Town Healthy

Healthy Town is an innovative health initiative lead by Pfizer Ireland, and the Irish Times – one of Ireland’s leading newspapers – to help improve the health and well-being of the Irish nation.

Healthy Town aims to encourage and harness the local community spirit of Wicklow Town, Ireland, to improve their health and well-being by showing them how simple adjustments can make a real difference to their health.

Speaking about Healthy Town, Mr. Paul Reid, Managing Director of Pfizer Healthcare Ireland, said: “Pfizer is proud to support Healthy Town as it underscores our ethos of ‘working together towards a healthier world’. Everybody is familiar with the ever-increasing health problems such as diabetes, obesity and heart disease, but we can take steps to reduce our risk of ill health and illness. ‘Healthy Town’ is a great example of how groups and organizations can join forces to improve the health and wellbeing of a community.”

By collaborating with the Irish Times and the civic and business community in Wicklow, an eight week program was created that combined health promotion events, information meetings and physical activity sessions, free of charge.

The Irish Heart Foundation (IHF) conducted over 270 free health checks involving organizations representing disadvantaged communities. The IHF also provided several nutrition tours which involved an IHF dietician accompanying a group of shoppers around a supermarket to offer advice on food labels and healthy choices.

Healthy Town’s 2013 program ambassadors included Wicklow natives, Catherine Fulvio (an Irish celebrity chef) and Irish International and Leinster Rugby Captain, Leo Cullen.

Regular features in The Irish Times health supplement and a dedicated website provided regular Healthy Town updates, practice advice and details of all the local events and activities taking place in Wicklow Town throughout the program. As a result, numerous exercise events and classes were organized by local gyms and groups to help encourage the town to get active.

Altogether the initiative saw over 200 people attend the public talks; 12 days of Health Checks; 275 people took advantage of the free health checks; over 50 free events were organized and four Nutrition Tours completed with 17 participants.
Latin America Journalist Summit: Reducing Global Mortality from Cardiovascular Diseases by 25% by 2025 (25 by 25 Campaign)

The goal of the Latin America Journalist Summit, which was organized by the World Heart Federation and supported by Pfizer, was to arrange and conduct a training for journalists to raise awareness on the causes, incidence and impact of cardiovascular diseases (CVDs) worldwide and in Latin America. The training was a one-day event to help print, TV, online and independent journalists from Mexico, Costa Rica, Colombia, Chile and Honduras better understand CVDs and prepare them for World Stroke Day on October 30, 2013.

Presentations and discussions included a general overview on cardiovascular diseases: causes and effects, global impact and actions to prevent CVDs. A separate discussion focused on best practices in promoting health and wellness in the workplace. Policymakers were available to discuss the role and involvement of Mexico City’s government had in promoting a healthier lifestyle.
Pfizer China Launches ‘Know Your Numbers’: Campaign Raises Awareness of Cardiovascular Disease

More than 230 million people in China have cardiovascular disease, and nearly three million succumb to the disease each year. To reverse this trend, Pfizer China is working with local healthcare providers to increase awareness of cardiovascular disease (CVD) and the risks associated with high cholesterol.

Know Your Numbers is a national awareness campaign jointly conducted by Pfizer China, the Chinese Society of Cardiology of the Chinese Medical Association, the China Cholesterol Education Program (CCEP) and the CV Disease Committee of the China Gerontological Society. The campaign includes national and local media outreach to educate the public and an innovative internal program of employee care.

Pfizer is providing cholesterol testing at 18 of its local offices across the country. In addition, colleagues are encouraged to embrace a healthy lifestyle through proper diet and exercise and to share their stories and photos via a local Twitter-style social media profile.

The integrated approach of the campaign has brought together traditional public relations, digital media and direct emails to engage and reach more of the public and colleagues.

“An initiative such as Know Your Numbers is a great way to educate people who have CV disease risk factors to take action on a healthy lifestyle and medical consultation,” said Professor Dayi Hu, the former president of the Chinese Society of Cardiology, one of the most prominent cardiologists in China and an initiator of CCEP.
Multiple Campaigns Urge Support for Breast Cancer Patients in Venezuela

In Venezuela, the first cause of oncological death in women is breast cancer. For 12 years in a row, Pfizer has sponsored Senosalud, a non-governmental organization focused on creating awareness for prevention and early detection of the disease.

The major objective of Senosalud is to educate and build awareness on the importance of early diagnosis. In the past 12 years, nearly 4 million women and men have received psychological and/or medical assistance from Senosalud, and more than 6,000 patients have been treated. Senosalud was recently awarded a grant by the Pfizer Foundation, the Rockefeller Philanthropy Advisors and the American Cancer Society, under the Faces of the Future Program - Smoking Prevention and Cessation in Women.

In 2012, Senosalud developed a public health awareness campaign in Venezuela urging men to support women with breast cancer. The campaign, which is also supported by the American Cancer Society, emphasized how important it is for men to encourage women to take steps to detect cancer early through self-examination, mammograms and an annual visit to the doctor. It also reminds the public about organizations, such as Senosalud, which focus on secondary prevention and supporting patients and their families.

In 2013, Senosalud developed a campaign to promote the donation of hair to manufacture wigs for patients affected by breast cancer. This campaign extends beyond hair donations; it provides the opportunity to remember that any one is able to help transform the lives of others.

“For us at Pfizer Venezuela, the fact that Senosalud carries out these innovative and differentiating campaigns that broadcast the message about early detection and prevention is vital for incorporating new collaborators to the cause,” said Jesús Del Vecchio, Director of Corporate Affairs at Pfizer Venezuela.
The Irish Heart Foundation launched a national radio awareness campaign to drive the need for adults to have regular pulse checks to detect the most common heart rhythm disorder, Atrial Fibrillation (AFib), which carries an additional five-fold risk of stroke.

The campaign, launched by Irish rugby legend, Fergus Slattery, and radio DJ, Will Leahy, got underway as new research showed that just 2% of Irish people believe Atrial Fibrillation is a serious condition despite the fact that the condition is responsible for about 30% of strokes. Just 26% of the population have heard of Atrial Fibrillation. According to the national charity fighting heart disease and stroke, more than 40,000 people over 50 years old in Ireland suffer from Atrial Fibrillation, but the vast majority are unaware of it.

Backers the new awareness campaign, supported by Pfizer and BMS, Fergus Slattery and Will Leahy for the first time told their stories about living with Atrial Fibrillation. Both men urged Irish adults to have regular pulse checks, either self-taken or at their next doctor visit, to detect an irregular heartbeat as early as possible and prevent stroke.

Paul Reid, Managing Director Pfizer Healthcare Ireland added: “AF is a serious heart rhythm disorder but the good news is that it can be managed effectively once diagnosed. Pfizer and BMS are proud to support this important public awareness campaign.”

To help adults learn how to take their own pulse, the Irish Heart Foundation has provided a 4-step approach on their website www.irishheart.ie.
Lung Cancer Foundation Recognizes Pfizer Campaign as “Simply the Best”

Lung Cancer PROFILES is an unbranded educational campaign for consumers and health care professionals that aims to decrease the stigma around lung cancer and increase awareness of diagnostic testing. The campaign, created by Pfizer’s US Oncology group, in collaboration with the nation’s leading lung cancer advocacy groups, Bonnie J. Addario Lung Cancer Foundation, Lung Cancer Alliance, Lung Cancer Foundation of America, LUNGevity, the National Lung Cancer Partnership and Uniting Against Lung Cancer, seeks to educate about the role of molecular testing and its potential to uncover the unique genetic drivers of each person’s cancer, which can in turn help doctors devise an individualized treatment plan rather than using a one-size-fits-all approach.

The Lung Cancer PROFILES campaign has received several accolades from the lung cancer community. In 2012, The Bonnie J. Addario Lung Cancer Foundation honored Pfizer with the Dr. Fred Marcus “Simply the Best” award for its work associated with the Lung Cancer PROFILES campaign. In 2013, the LUNGevity Foundation honored Pfizer with the LUNGevity HOPE Award for corporate leadership stemming from the company’s efforts to build greater awareness around the importance of molecular testing in lung cancer through the PROFILES campaign.

To learn more about Molecular Testing for Non-Small Cell Lung Cancer and available Lung Cancer PROFILES resources, visit: http://www.lungcancerprofiles.com/. 
Skill-based Volunteering Programs
Global Health Fellows (GHF) Program and GBCHealth Partnership

GBCHealth has been exploring the growing diabetes epidemic in China and the role business can play in addressing it. In 2012-2013, GBCHealth partnered with Pfizer’s Global Health Fellows (GHF) program to design and implement GBCHealth’s China Diabetes Initiative to engage businesses in diabetes prevention and care efforts across China. By sharing chronic disease experience with GBCHealth, Pfizer colleagues played a critical role in building this important advocacy and prevention initiative and expanding the business’ contributions to address this growing public health concern. The program’s success strengthened the collaboration and membership partnership of GBCHealth and the various multi-national organizations in China. As a result of their work, more employees are aware of diabetes and can further educate their own communities, families and friends on the importance of diabetes awareness education.

In total, Pfizer has provided GBCHealth with an estimated value of $1.65M in pro-bono service.

The Global Health Fellows (GHF) Program is an international corporate volunteer program that places Pfizer colleagues in short-term fellowships with international development organizations. The program pairs the best minds from Pfizer with these partner organizations to work together to bring about meaningful and systematic improvements in health service delivery for people in greatest need. To date, Fellows have completed an estimated 325,000 hours of skills-based volunteerism in pro bono service with local partners in over 40 countries throughout the developing world.

If you would like to know more about the GHF program, its partners, current Fellows and alumni, please visit: http://ghf.pfizer.com or www.pfizer.com/ghf.
Pfizer’s Global Health Teams – Activity in Latin America

Pfizer’s Global Health Teams (GHT) program launched in Latin America in 2010 to expand and diversify opportunities for colleagues. The program was developed on a short-term, skills-based team environment volunteer option, which embraces the mission of its counterpart, Global Health Fellows, a longer individual skills-based volunteer opportunity. Colleagues on the Global Health Teams work together in small groups to share their cross-functional expertise with non-profit and government institutions. To date, 69 colleagues from across Latin America have worked with 19 local organizations from six countries.

Many of the projects are designed to facilitate a partnership in helping the non-profit organizations develop tools and platforms to better enable their core missions. The non-profits paired with GHTs have missions that are focused on cancer prevention, health education and awareness campaigns and effective patient care.
GHT Project Highlights:

Argentina GHT: Buenos Aires – November 2013
Liga Argentina de Lucha Contra el Cancer (LALCEC) (Argentina League to fight Cancer) is a civil society organization with a mission to defeat cancer, through education about early detection and prevention of the six cancers: breast, gynecological, colon, skin, lung and prostate. To advance early detection, LALCEC sends mobile cancer screening vehicles around the country to administer free breast cancer screenings. The GHT assisted LALCEC in optimizing the diagnostics processes of the mobile cancer screening vehicles to ensure the best use of resources.

Movimiento Ayuda Cancer de Mama (MACMA) (Help Movement for Breast Cancer) is a non-profit civil association made up of female breast cancer survivors, accompanied by a team of health professionals that provides support, guidance and information to those suffering from the disease, as well as to their families and friends. The GHT assisted MACMA in the redefinition of roles and functions to streamline their operations. The GHT also assisted MACMA in developing a communications and outreach plan.

Costa Rica GHT: San Jose – October 2013
The Fundacion Pro-Clinica para el Control del Dolor y Cuidados Paliativos del Hospital San Juan de Dios is located in the Hospital San Juan de Dios. The Clinica del Dolor provides professional support and promotes the quality of life of patients and their families referred to the San Juan de Dios Hospital suffering from advanced, terminal oncological and non-oncological diseases. The GHT assisted the organization in developing a social marketing campaign to bring the Foundation closer to the community and allow it to address the myths about palliative care that create fear and anguish.

Fundacion Nacional de Solidaridad contra el Cancer de Mama (FUNDESO) is a non-profit organization dedicated to helping women overcome breast cancer either through early detection, prompt and effective care or the rehabilitation of women who have undergone surgery. The GHT conducted an evaluation of the FUNDESO’s public image in order to identify strengths and weaknesses and developed a new marketing and communications strategy.

Defensoría de los Habitantes de la República de Costa Rica is an oversight body within the national legislature that functions to protect the residents of Costa Rica against the actions and omissions of the public health sector through the defense, advocacy, promotion and dissemination of patient rights and interests. The organization seeks to be a dynamic institution, efficient in the use of innovative intervention strategies that contribute to improving public sector management and the quality of life of residents. The GHT assisted the organization in developing a plan to optimize the overall operations of the Defensoría so that the organization can better serve the residents of Costa Rica.
Pfizer New Zealand: Expanded Smoke Free Workplace Policy

In May 2012, on World Smokefree Day, Pfizer New Zealand launched an expanded smoke free policy that built on existing employee wellness programs. Pfizer New Zealand Country Lead, Frances Benge, reinforces that this policy is intended to improve the health and wellbeing of all Pfizer staff and visitors, and it is not intended to single out current smokers. The policy is anchored around creating a smoke free environment within and around Pfizer buildings and cars. It is matched with the provision of comprehensive support for staff to stop smoking.

The policy was also an important initiative from a corporate responsibility perspective. Pfizer New Zealand wanted to demonstrate the active support of the goal for New Zealand to be a smoke free nation by 2025.

Upon launch of the expanded smoke free policy, a small number of staff within Pfizer New Zealand were smoking. With support, and the offer of medical assistance, the incidence of smoking dropped to zero. Continued work with other tenants in the building complex and the building owners resulted in an expansion of the smoke free environment beyond Pfizer to the whole building campus.

Pfizer New Zealand has begun working with related companies and suppliers to assist them in rolling out their own smoke free programs with the first example being a Healthcare Logistics company with over 85 individuals who are being invited to take up the offers of support to stop smoking.
Colleague-Based Smoking Cessation Program in Europe

The February 2012 edition of Occupational Health magazine published the results of a Pfizer smoking cessation pilot project involving 154 Pfizer colleagues from Spain, Germany, France and Belgium. The results showed that after three months in a smoking cessation program, quit rates (defined as not having smoked more than five cigarettes since the date they chose to quit) ranged from 40 percent in France to 66 percent in Spain. This was measured once the three-month project was complete.

The World Heart Federation (WHF) then analyzed Pfizer’s results and published a report, with a set of recommendations for employers, which forms the basis of the Occupational Health article. The WHF concludes that smoking cessation programs should form a core element of a business’ workplace wellness policy, integrated with “broader wellness programs to address other chronic disease risk factors, such as promoting a healthy diet and increasing physical activity.”

The Pfizer colleagues who chose to participate each received 12 weeks of smoking cessation support. Each participated in a stop-smoking program run by a locally based, independent organization, which offered a choice of face-to-face, group, telephone or online counseling. This was funded by Pfizer at no cost to the participants.

“Healthy Heart • New Life” — the Employer-Based Cardiovascular Diseases Management Project

The project of “Healthy Heart • New Life” was launched in Beijing in 2011. This pilot project focused on cardiovascular disease management in enterprises. Initiated by the National Center of Cardiovascular Disease in China, this project received support from Pfizer China, and is enhanced by the joint efforts from companies and community healthcare institutes. This project develops multiple healthcare services, such as work-site health monitoring and guidance, disease guidelines-based health risk appraisal, individualized health intervention and follow-ups and information services, to explore the effective and sustainable model for chronic disease control amongst the working population.
Tech-Enabled Tools
“No Smoking Be Happy”: New App Helps Italian Smokers to Quit

Taking its name from an established campaign against tobacco smoking that has been supported for more than three years by Fondazione Pfizer, in partnership with the Veronesi Foundation, this new app is divided into two sections: “No Smoking” and “Be Happy”.

The “No Smoking” section offers users information and advice how to quit smoking and why, and helps them to find the nearest smoking cessation center for medical support.

The “Be Happy” section offers a place where users can log their progress on quitting, aiming to help them realize the physical benefits that can be obtained through the release of toxic substances assimilated with smoking, the money saved from not buying packages of cigarettes, as well as the benefits to family and friends who no longer are exposed to second-hand smoke.

The app is designed to target people in the age group 20 – 45, which has the highest concentration of smokers in Italy.

For more information on the “No smoking be hAPPy” app, visit:

mHealth Alliance and Pfizer Call for Collective Action on Mobile Health for Healthy Aging

The mHealth Alliance and Pfizer launched a call to action for researchers, implementers, health workers, donors, governments and the private sector to prioritize mHealth as a powerful tool for aging populations in developing countries suffering from non-communicable diseases. The mHealth Alliance and Pfizer surveyed experts in mobile technology, global health and geriatric medicine to identify three key areas related to aging where mobile technology can have a significant impact:

1) Prevention and treatment of non-communicable diseases
2) Prevention and treatment of mental disease and illness
3) Support and training for caregivers of the elderly

“The universal use of mobile devices is one of the greatest social changes of our lifetime,” said Freda Lewis-Hall, MD, Chief Medical Officer at Pfizer. “Within the next year, the number of mobile phones in use will reach 7.3 billion – more than the number of people on our planet – with the fastest growth coming in low-to-middle income regions. At the same time, we’re confronting the daunting challenges of meeting the needs of an expanding elderly population. With these two trends converging, we have tremendous opportunities to tap mobile technology to help us all get old better. New mobile solutions can help prevent and manage disease, keep older people socially connected, train health workers, support caregivers and enable remote monitoring to help more people age in place – to name just a few possibilities.”

New evidence based on rigorous trials has begun to show the benefits of text messaging, automated telephone monitoring, treatment reminders and self-care support for improving health outcomes related to chronic disease management.
A new App Assists in Taking Prescription Drugs as Intended

“RePill”, the first Swiss app with an integrated drug database, assists in taking prescription drugs as intended, and promotes adherence.

Even the best drugs are ineffective if they are not taken as prescribed. This seems obvious, but it is an important health care and disease management challenge. The problem relates to noncompliance or, in other words, the patients’ lack of adherence to long-term therapy. According to the World Health Organization, on average only 50% of chronically ill patients achieve good compliance. Some of the reasons for poor compliance are a lack of awareness of the importance of adhering to the therapy as well as forgetfulness, among other things.

Pfizer Switzerland helped support the development of “RePill”, an app for Apple devices that supports patients’ adherence to their prescription regimen. This increased adherence to the treatment plan will increases the chances of a successful treatment.

The following functions are designed to assist the patient in the regular taking of his/her prescription drugs:

- Dynamic and visual reminder functions for drugs that must be taken within the next 24 hours.
- The drugs can be either scanned via the barcode reader or can be selected manually from the available database.
- Supply management which allows for separate and individual ReFill reminder functions to be set.
- Report of drugs taken, giving a graphic representation of all taken or skipped drugs. This report can be further edited in Excel and subsequently mailed by e-mail.
- Reminder functions of when the prescription expires and when a new prescription must be obtained.

“RePill” is available from the Apple App store for free, in German, English and French. Additional information about the app and application videos can be found at www.repillapp.com.

“RePill” was developed by “Absolute Development” with the kind support of Gilead Sciences and Pfizer AG.
PfizerHealth YouTube Channel (USA)

As a whole, Pfizer believes that it is important for people to take a proactive approach to managing their health. To this end, Pfizer developed a YouTube channel to give patients and caregivers better access to educational resources about their health conditions, including many chronic diseases. The videos on the PfizerHealth channel were created for people who are trying to take control of their health and well-being. For more information, visit the PfizerHealth YouTube channel at http://www.youtube.com/user/PfizerHealth*.

* This channel is intended only for residents of the United States.
Healthy Connections: Technology Promoting Family Health

During the Healthier Futures plenary at the Clinton Global Initiative (CGI) Annual Meeting, in 2013, Chelsea Clinton was joined onstage by senior executives representing Pro Mujer, the Mayo Clinic, Pfizer, the Sesame Workshop and the Sesame Street Muppet, Rosita, to announce a unique CGI Commitment to Action that will promote healthy behavior and disease prevention among poor women and children in Bolivia, Nicaragua, Peru, Mexico and Argentina.

The commitment uses a new technology platform integrating mobile, web and video technology, along with remote training and access to specialists. The iconic Muppets of Plaza Sesamo, the Latin American version of Sesame Street, is being deployed through various media and social media efforts to deliver health education messages through children to their families.

‘Healthy Connections’ is further supported by Pfizer, which is providing technical assistance to the project through its skills-based corporate volunteering programs, Global Health Fellows and Global Health Teams, designed to promote the quality, efficiency or effectiveness of healthcare for underserved populations. Pfizer is also providing significant operational funding.

Chronic diseases cause 68 percent of deaths in Latin America, according to the World Health Organization. Experts predict that the mortality rate from diabetes, heart disease, and stroke will triple in the next two decades. Through education and engagement with renowned physicians, ‘Healthy Connections’ seeks to reduce the burden that chronic diseases impose on Latin American families, governments and societies at large.

For more information regarding the joint effort workshop launched by Pro Mujer, the Mayo Clinic, Pfizer and the Sesame Workshop, visit http://promujer.org/.

Caroline T. Roan, Vice President of Corporate Responsibility, Pfizer Inc., and Rosita from Sesame Street
The Pfizer Foundation
“Faces of the Future” – Smoking Prevention and Cessation in Women

The Pfizer Foundation helped prevent increased rates of tobacco use among women around the world through a three year initiative entitled “Faces of the Future”. The following initiatives include a variety of creative methods to effectively engage women about tobacco use, including:

- Customized campaigns
- Innovative training
- Local “connectors”
- Cancer organizations

Included are some highlights in specific geographic regions of the tobacco cessation programs and partners:

**Japan**: Japan National Committee for the Union for International Cancer Control (UICC) used the wide availability of broadband Internet across Japan to develop a multimedia/social media campaign to educate women, counter tobacco marketing and peer pressure and provide content for use in anti-smoking campaigns.

**Argentina**: LALCEC (The Argentine League Against Cancer) assisted in training gynecologists to leverage their close relationships with their female patients to effectively deliver anti-smoking messages and cessation counseling; a local media and PR campaign ran concurrently to support their efforts.

**Russia**: Institute for Family Health developed and disseminated training and communications materials that local medical providers used to reach a variety of women in Siberia, with specific focus on women of reproductive age, girls 12 to 18 years of age and female health care workers.

**Pakistan**: All Pakistan Women’s Association (APWA) trained female doctors and lay health workers to deliver tobacco education, prevention and cessation counseling in rural areas, including coordination of local drama performances for illiterate women.

**Hungary**: Center for Healthy Hungary - Smoking Cessation Support Center created a media advocacy working group to build awareness of smoking-related health risks to women; developed a smoking cessation “train the trainer” curriculum for up to 500 midwives and nurses; and created a pregnancy-specific quit line.
China: Chinese Association on Tobacco Control / All-China Women’s Federation trained successful businesswomen and female celebrities in Beijing to deliver anti-smoking messages, and urged the government to develop and implement tobacco-control policies.

Romania: Romanian Association for Health Promotion created evidence-based, female-specific materials about smoking prevention and cessation for dissemination to local health promotion officials and, in turn, female smokers and potential smokers of all ages.

Thailand: Thai Health Professionals Alliance Against Tobacco (THPAAT) created a network of female-led working groups trained to advocate against community tobacco use, prevent smoking, reduce the number of existing smokers and identify and promote public areas as smoke-free zones.

Turkey: SUVAK (New Hope in Health Foundation) trained up to 1,000 volunteer girls from 100 high schools to become parental and peer anti-smoking counselors in rural central Turkey.

Venezuela: Senosalud used the expertise of an experienced health promotion network to deliver anti-tobacco messages to urban, rural and indigenous women as part of Senosalud’s breast cancer awareness campaigns.