The De-Neglecting of Neglected Tropical Diseases on the World Stage

Dan Pawson, Global Health Strategies

13 April 2019
Who we are

Global Health Strategies is a communications and advocacy consultancy. We work to:

Raise awareness of global health and development challenges
Build consensus around innovative solutions
Promote leadership and action
Ancient diseases
A Disease of Neglected People
There are 10 13 17 18 20 NTDs

Onchocerciasis
Blinding trachoma
Lymphatic filariasis
Schistosomiasis
Soil-transmitted helminths
Chagas disease
Human African trypanosomiasis
Leprosy
Visceral leishmaniasis
Guinea worm disease
Buruli ulcer
Rabies
Dengue and Chikungunya
Echinococcosis
Foodborne Trematodiases
Mycetoma
Scabies
Snakebite envenoming
Taeniasis and Cysticercosis
Yaws
Millennium Development Goal 6: Combat HIV/AIDS, malaria and other diseases

Target 6C: Have halted by 2015 and begun to reverse the incidence of malaria and other major diseases

Where we were: owned separately, little global recognition
The Importance of Branding

Intensified Control of Neglected Diseases
Report of an International Workshop
Berlin, 10–12 December 2003
The Importance of Branding
Common Goal, Collective Action: The 2020 Roadmap and the London Declaration
**THE WALL STREET JOURNAL**

**Agencies, Drug Makers, Gates Target 10 Diseases**

**By JEANNE WHALEN**

LONDON—The Bill & Melinda Gates Foundation, governments and agencies and details of drug companies pledged nearly $2 billion and six new drugs under development toward a new push to wipe out six tropical diseases by 2020.

The disease, Malaria, suffering from leprosy, is reflected on a statue as it is monitored by a doctor from the Bombay Leprosy Institute in Chinchwad village, near Pune, India, in this photo file from May 15, 2008.

The diseases, leprosy and drug treatments, after 1.4 billion people worldwide, often diagnosing or treating them for life. Most cases can be treated with relatively short courses of antibiotics. Over the next four months, the group is aiming to completely eliminate five of the diseases and drastically reduce instances of the rest by 2020.

Drug companies have been donating medications for some of these diseases for years, but more pressure was needed to ensure the drugs were delivered to the people who needed them, Bill Gates, founder of Microsoft Corp. and the foundation, said in an interview.

In a meeting last year, the Gates Foundation asked a group of drug companies to donate more drugs. "That said, are you really going to use these? Do you want to commit to shipping them out and follow through?" Mr. Gates said.

The Gates Foundation raised $580 million, mostly toward delivery of the drugs, and helped get the U.S. Agency for International Development and Britain's Department for International Development to raise their donations toward delivery of drugs. The World Bank also is boosting spending in this area.

**FINANCIAL TIMES**

**Fight for Lives**

**Tropical Diseases Targeted for Elimination as New Drugs, Recipients Donating Treatment**

**Shigellosis**

A purulent disease spread by the bacteria, salmonella typhi, and salmonella paratyphi A and B, affects millions of people every year. The disease is most common in the developing world, particularly in areas where clean water and sanitation are lacking.

**Dysentery**

A bacterial infection of the colon that causes cramping, diarrhea, and fever. It is most commonly caused by Salmonella typhi and Salmonella paratyphi A and B.

**Cholera**

A bacterial infection of the small intestine caused by the bacterium Vibrio cholerae. It is characterized by severe, watery diarrhea and can lead to dehydration and shock if left untreated.

**Malaria**

A mosquito-borne disease caused by the Plasmodium parasite. It affects millions of people worldwide and is most prevalent in sub-Saharan Africa, South Asia, and South America.

**Leprosy**

A chronic infectious disease caused by the bacterium Mycobacterium leprae. It can affect the skin, nerves, and eyes and disfigure the face and limbs without much pain.

**Kala-Azar**

A parasitic disease caused by the Leishmania parasite. It affects millions of people worldwide and is most prevalent in the Indian subcontinent, parts of the Middle East, and central and southern South America.

**Trypanosomiasis**

A parasitic disease caused by the trypanosomes. It affects millions of people worldwide and is most prevalent in sub-Saharan Africa.
## Seven Years of Progress

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>People in Need of Treatment</td>
<td>2 billion</td>
<td>1.6 billion</td>
</tr>
<tr>
<td>People Receiving Treatment</td>
<td>727 million</td>
<td>1.12 billion</td>
</tr>
<tr>
<td>Percent of People in Need Reached</td>
<td>35.4% (2008)</td>
<td>65.1%</td>
</tr>
<tr>
<td>Country Eliminations</td>
<td>13</td>
<td>41</td>
</tr>
<tr>
<td>Treatments Donated Per Year</td>
<td>970 million</td>
<td>1.8 billion</td>
</tr>
</tbody>
</table>
Seven Years of Progress

Number of individuals received Preventive Chemotherapy (PC) interventions for at least one disease, 2010-2017

Source: WHO NTDs
Sustainable Development Goal 3.3: By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases...
Challenges of Communication

• What’s an NTD, and what’s not?

• Control, Elimination, Eradication - what about morbidity?

• One united group... sometimes
Where Do We Go From Here?
Thank you very much.