Together we can support people to:

- Avoid tobacco use
- Eat healthily
- Be physically active
- Reduce harmful use of alcohol

NCDs are bad for the bottom line:

- Premature death, ill health and early retirement
- Decreased labour force
- Lost economic growth
- Strained national budgets

Ministries of Finance, Tax and Revenue can help:

- Raise specific excise taxes on tobacco, alcohol and, where relevant, sugar-sweetened beverages
- Consider using sin taxes to finance health and development
- Be aware of the myths spread by tobacco, alcohol and food industries
- Work with the MoH to assess return on investment in scaled up action

The right to health is a fundamental responsibility of government.
Working across government sectors can prevent and control NCDs.
The time for collective action is now.