SDG 3.4: REDUCE NON-COMMUNICABLE DISEASES BY ONE THIRD
HEADS OF STATE AND GOVERNMENT

Together we can support people to:
• Avoid tobacco use
• Eat healthily
• Be physically active
• Reduce harmful use of alcohol

NCDs impede health, wealth and prosperity:
• Premature death with devastating impact on families and communities
• Decreased productive capacities
• Strained national budgets
• People pushed into poverty

Heads of State and Government can help:
• Make NCD prevention and control central to the national development agenda
• Promote and support all relevant sectors to get involved in the NCD response
• Be accountable for progress on global NCD commitments
• Safeguard government from industry interference
• Be a role model for healthy behaviour

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.