SDG 3.4: REDUCE NON-COMMUNICABLE DISEASES BY ONE THIRD
MINISTRIES OF INFORMATION AND COMMUNICATIONS

Together we can support people to:

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

NCDs impede health, wealth and happiness through:

• Premature deaths
• Lost productivity for families and communities, with people forced into poverty
• Affecting youth & children due to lack of knowledge and easy access to tobacco, alcohol and unhealthy diet

Ministries of Information and Communications can help:

• Get the message out and raise awareness
• Maximize use of social media and mobile technologies to reduce NCDs
• Encourage society to hold governments accountable
• Discourage advertising and promotion of health-harming products
• Shine a spotlight on misleading industry marketing and tactics

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.