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.