### Strategic objectives

#### Reduce the exposure of populations and individuals to the risk factors for NCDs
- Prevent a major proportion of the NCD burden by reducing the exposure of populations to tobacco use, unhealthy diets, physical inactivity and harmful use of alcohol, using proven measures affordable in all countries.
- Different settings may be considered for action, particularly schools, workplaces, households and communities.
- Health financing must be sustained by innovative approaches like earmarking revenue from alcohol and tobacco taxes.

#### Enable health systems to respond more effectively and equitably to the health-care needs of people with NCDs
- Improve health care for NCDs.
- Strengthen health systems, based on primary health care.
- Services must be accessible and affordable to all sections of the population - rich and poor, and need to include essential technologies, medicines and technologies, and referral and health information systems as well as skilled health workers.

#### Set targets and measure results
- Monitor NCDs and their risk factors.
- Strengthen national information systems by implementing a surveillance framework that monitors key risk factors, morbidity and mortality and health-system capacity for NCDs.
- Set standardized national targets and indicators, consistent with internationally agreed monitoring mechanisms.

### Policy implementation steps

#### Advocacy, legislation, and mechanisms for health financing to implement the following:
- Protect people from tobacco smoke, warn and enforce bans on tobacco advertising, promotion and sponsorship
- Raise taxes on tobacco and alcohol
- Restrict access to retailed alcohol and enforcing bans on advertising
- Reduce salt intake and salt content of food
- Replace trans-fat in food with polyunsaturated fat
- Promote public awareness about diet and physical activity

#### Organization and delivery
- Integrate NCD plans into wider health system planning
- Provide early detection and treatment services for people at a high risk of heart attacks and strokes and curable cancers
- Develop health financing policies that move towards universal coverage
- Establish policies that make generic medicines and effective and appropriate technologies accessible for all
- Provide training for health workers at all levels of care

#### NCD surveillance
- Monitor outcomes (morbidity and mortality)
- Monitor exposures (risk factors)
- Monitor health system capacity and response (interventions)

### Key tools (www.who.int/ncd)

- WHO Global Status Report on NCDs (2010)
- MPOWER measures to reduce tobacco use
- WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children
- WHO Global recommendations on physical activity for health

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### Core Themes

- **Advance multisectoral action**
  Engage leaders at all levels of government, civil society and the private sector

- **Grow national capacity**
  Develop national and local capacities for NCD prevention and control

- **Promote international cooperation and coordination**
  Countries set their own strategies and donors align behind these objectives

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- WHO Global Status Report on NCDs (2010)
- WHO Package of Essential NCD (PEN) primary care interventions
- WHO Guideline for assessment and management of cardiovascular risk
- WHO Essential Medicines List (2011)
- WHO Global Status Report on Alcohol and Health
Combating Noncommunicable Diseases
Leadership agenda for action

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| **Advance multisectoral action** | - Engage the health sector systematically across government and with other sectors to address the health dimensions of their activities.  
- Establish institutionalized processes which value cross-sector problem solving and address power imbalances.  
- This includes providing the leadership mandate, incentives, budgetary commitment and sustainable mechanisms that support the health sector to work collaboratively on solutions to prevent and control NCDs. | - WHO Global Status Report on NCDs (2010)  
- WHO: A path for policy-makers to implement intersectoral action on health |

| **Strengthen national capacity** | - Assess their capacity development needs, respond to those needs and evaluate the effectiveness of their efforts.  
- Based on surveys conducted in 2000 and 2010 on the national capacities to prevent and control NCDs, WHO has identified key challenges which fall into seven broad categories. | - WHO Global Status Report on NCDs (2010)  
- WHO Global Capacity Assessment on NCDs (2010) |

| **Messages to promote international cooperation and coordination** | - This is the second time in the UN history that the UN General Assembly will meet on an emerging health issue with major socio-economic impact.  
- The UN General Assembly is calling for the participation of Heads of State and Government  
- The UN General Assembly has requested that the Meeting will result in a concise action-oriented outcome document, that will contain commitments to address NCDs. This will shape the international agenda for generations to come. | - Resolutions 64/265 and 65/238  
- Zero Draft Outcome Document  
- UN Secretary-General’s report on NCDs  
- Moscow Declaration  
- Summaries of the seven regional consultations and the Civil Society Hearing on NCDs |

| **Messages about the High-level Meeting of the United Nations General Assembly on NCDs** | - Make prevention work worldwide and involve all sectors  
- Invest in strong health systems and services and scale up access to NCD treatment and care in all countries  
- Establish robust health financing systems  
- Put NCDs at the heart of efforts to promote economic growth and position NCDs as central to development | - WHO Global Status Report on NCDs (2010)  
- WHO Global Capacity Assessment on NCDs (2010) |

| **Strategic Objectives** | **Reduce exposure** Reduce tobacco use, unhealthy diets, physical inactivity and the harmful use of alcohol | **Improve health care** Strengthen health systems to meet the needs of people with NCDs | **Set targets and measure results** Implement a standardized surveillance framework at set national targets and indicators |