



TOGETHER WE CAN PREVENT AND CONTROL THE WORLD'S MOST COMMON DISEASES

The challenge is unprecedented -- a 25% reduction by 2025 in premature deaths from noncommunicable diseases.

What we know

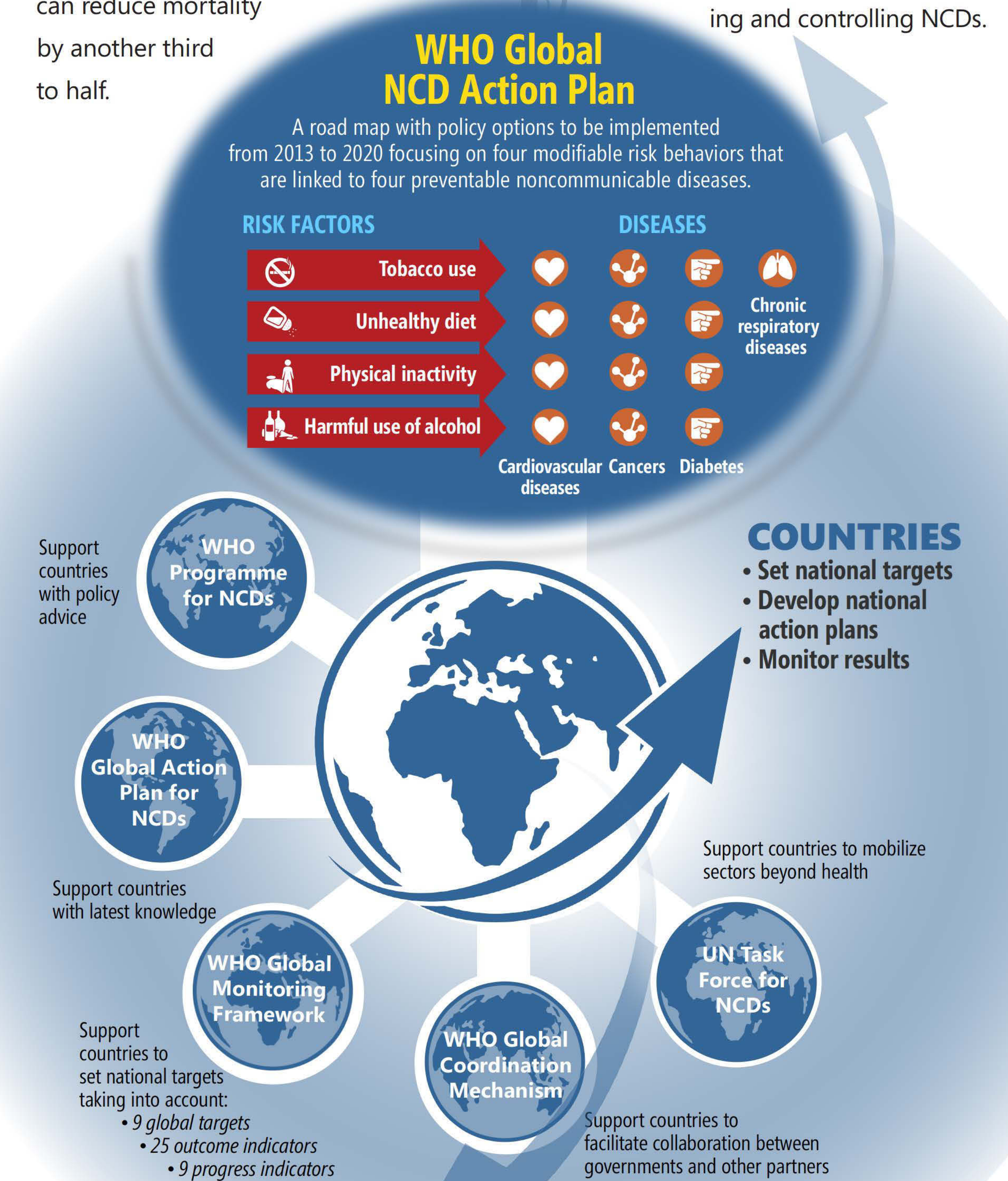
More than 14 million people between the ages of 30 and 70 die each year from noncommunicable diseases (NCDs). Eighty-five per cent live in developing countries.

- Implementing simple interventions that reduce NCD risk factors will decrease premature deaths by half to two-thirds.
- Health systems that respond to the needs of people with NCDs can reduce mortality by another third to half.

How we are responding

The WHO, together with partners, is spearheading a strategy and has developed institutional building blocks to:

- Engage with leaders to influence policies.
- Strengthen health systems.
- Modify unhealthy behaviors.
- Encourage research.
- Track trends.
- Monitor progress toward preventing and controlling NCDs.



Nine Targets for 2025

Successful implementation of the Global Action Plan will contribute to:

- Establish 80% availability of affordable technology and medicine to treat NCDs
- Ensure that 50% of people receive preventive therapy for heart attacks and strokes
- Halt the rise in diabetes and obesity
- 30% reduction in salt intake
- 10% reduction in the harmful use of alcohol
- 25% reduction in premature death of people age 30 to 70 from cardiovascular diseases, cancers, diabetes, or chronic respiratory diseases
- 25% reduction in prevalence of high blood pressure
- 30% reduction in tobacco use
- 10% reduction in prevalence of insufficient physical activity

Six Global Objectives

- Make prevention and control of NCDs a priority
- Strengthen national capacities and leadership
- Reduce modifiable risk factors
- Strengthen health systems
- Promote high-quality research
- Monitor trends of disease

Action versus Inaction in developing countries

NCDs constitute a public health challenge that undermines social and economic development

\$7 trillion
estimated loss of productivity and price of health care without taking action over the next 20 years

\$11 billion
estimated cost per year of implementing the Global Action Plan