Engage with the private sector for the prevention and control of NCDs

The WHO GCM/NCD Working Group 3.1 provided recommendations on how to realize governments’ commitments to engage with the private sector for the prevention and control of NCDs (Paragraph 44 of UN resolution A/RES/66/2) in five specific areas:

1. take measures to implement the WHO set of recommendations to reduce the impact of the marketing of unhealthy foods and non-alcoholic beverages to children, while taking into account existing national legislation and policies
2. consider producing and promoting more food products consistent with a healthy diet, including by reformulating products to provide healthier options that are affordable and accessible, and that follow relevant nutrition facts and labelling standards, including information on sugars, salt and fats and, where appropriate, trans fat content
3. promote and create an enabling environment for healthy behaviours among workers, including by establishing tobacco-free workplaces and safe and healthy working environments through occupational safety and health measures, including, where appropriate, through good corporate practices, workplace wellness programmes and health insurance plans
4. work towards reducing the use of salt in the food industry in order to lower sodium consumption
5. contribute to efforts to improve access to and affordability of medicines and technologies in the prevention and control of NCDs.

The overarching recommendations from the Working Group are:

- **Recommendation 1**: Governments need to establish sound national statutory and regulatory frameworks to enable more concrete contributions from the diverse range of private sector entities to NCD prevention and control goals and targets.
- **Recommendation 2**: Governments should establish a multistakeholder platform for engagement on and implementation, monitoring and evaluation of NCD prevention and control that involves all relevant stakeholders, including relevant private sector entities.
- **Recommendation 3**: Governments should develop a robust accountability mechanism to review and ensure effective delivery of the commitments and contributions from the diverse range of private sector entities to national NCD responses and achievement of NCD targets.
- **Recommendation 4**: Governments should better align private sector incentives with national public health goals to encourage and facilitate a stronger contribution to NCD prevention and control from the diverse range of private sector entities.
- **Recommendation 5**: Heads of State and Government must protect their national policies for the prevention and control of NCDs from undue influence by any form of vested interest in order to harness contributions from the full range of private sector entities; real, perceived or potential conflicts of interest must be acknowledged and managed.
- **Recommendation 6**: Countries need to share knowledge and data to support collective action on NCD prevention; this includes pledges and commitments made by transnational corporations to ensure that these are applied consistently across the world, not just in high-income countries, and are tailored for local relevance.

In addition, this Working Group provided specific recommendations for the five action areas, which can be found in the final report.

Learn more about this working group at [http://www.who.int/global-coordination-mechanism/working-groups/wg-3-1-private-sector/en/] or scan the QR code using the app QRReader