September 1, 2016

World Health Organization (WHO) Online Consultation
Regarding Proposed Revisions to Appendix 3 of the WHO Global Action Plan on Non-Communicable Diseases (NCDs)

Dear Sir or Madam:

The U.S. Council for International Business (USCIB) appreciates the opportunity to respond to the proposed revision to Appendix 3 of the WHO Global Action Plan on Non-Communicable Diseases (NCDs). USCIB will be brief in responding since several of our member companies and trade associations are submitting detailed comments either individually or through other organizations.

We would like to highlight that given the complex and multi-factorial nature of NCDs, it is essential that all stakeholders work together to develop holistic, sustainable solutions. As innovators, goods and service providers and employers, companies are only as strong as the communities that they work in and serve. They are committed to offering solutions. In fact, many of our members have worked actively with the WHO and the Member States to address some of the complex health related challenges facing the global community. Detailed information on some industry actions and commitments can be found in the submissions by USCIB members such as the Grocery Manufacturers Association and the Distilled Spirits Council of the United States.

USCIB supports those comments and would like to offer a general observation as it relates to diabetes. It is important to increase the understanding and awareness of hypoglycemia and support polices that will enable innovative methods for monitoring glycemic control. Awareness of macro-and microvascular complications of diabetes should also be promoted.

As background, USCIB is the American affiliate of the International Chamber of Commerce (ICC), the Business and Industry Advisory Committee (BIAC) to the OECD, and the International Organisation of Employers (IOE). As such, we work closely with intergovernmental entities, including various United Nations bodies, the Organization for Economic Cooperation and Development (OECD) and the International Labor Organization (ILO), to provide input from the business community on a variety of policy issues, including those related to NCDs. USCIB would like to note that all facets of society, including the private sector, have an important role to play in helping to reduce the incidence and burden NCDs. This view is supported by World Health Organization (WHO) and OECD strategies recognizing that NCD solutions require a whole-of-society approach, multi-sectoral actions, and collaboration among governments, civil society and the private sector.

We hope that the WHO takes into consideration these comments it receives during this consultation. USCIB believes that it important the WHO work together with its Member States
and stakeholders in an open and transparent manner to address NCDs and other global health challenges.

USCIB appreciates the opportunity given to consult on the proposed revisions to Appendix 3. We look forward to future WHO consultations.

Best Regards,
Helen Medina

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