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All Member States have developed national multisectoral NCD action plans and nine Member States have endorsed these at their highest constitutional levels.

Screening, early detection and management services of major NCDs are being scaled up in all Member States as part of the package of essential non communicable disease (PEN) interventions.

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There has been a sustained increase in leadership, awareness and commitment to addressing alcohol-related harm.

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Advise impact of current trends on globalization and trade, urbanization, labour markets and aging population on NCD outcomes.

Improperly designed primary care levels with suboptimal human, financial or pharmaceutical resources and weak referral systems for early diagnosis and management of NCDs.

Scaling up and implementation of all the recommended 16 “best buys” by 2025 will:

- Save 1.7 million lives by 2025.
- Lead to 1.8 million fewer hypertensive people, 43 million fewer obese people, 48 million fewer tobacco users in 2025 and millions of more people living healthier lives free of tobacco, alcohol and other NCD risk factors.
- Expand access to affordable and quality services including drug therapy for NCDs to at least 50% of eligible people and substantially reduce catastrophic health expenditure and impoverishment.

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**CHALLENGES**

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- Advise impact of current trends on globalization and trade, urbanization, labour markets and aging population on NCD outcomes.
- Improperly designed primary care levels with suboptimal human, financial or pharmaceutical resources and weak referral systems for early diagnosis and management of NCDs.

**THE WAY FORWARD**

- SUSTAIN: High-level political commitment to beat NCDs.
- ACCELERATE: Implement multisectoral NCD plans addressing health impact of the environment, climate change, tobacco, lifestyle and diet.
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**IMPACT OF ACHIEVING FLAGSHIP TARGET**

- Save 1.7 million lives by 2025.
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**PREVENT AND CONTROL NONCOMMUNICABLE DISEASES THROUGH MULTISECTORAL POLICIES AND PLANS, WITH A FOCUS ON “BEST BUYS”**
BACKGROUND

In September 2018, there came a historic opportunity at the United Nations General Assembly where the world leaders agreed to take responsibility to prevent and treat noncommunicable diseases (NCDs). The WHO South-East Asia Region had in 2014 felt the need to prioritize the efforts towards beating NCDs. As a result, prevention of noncommunicable diseases through multisectoral policies and plans with focus on ‘best buys’ was declared one of the Flagship Priorities of the Regional Director. This Flagship, which now includes a greater emphasis on control, is aligned with the Sustainable Development Goals (SDGs) and WHO’s Thirteenth General Programme of Work (GPW13). SDG 3.4 calls for a reduction in the premature mortality from NCDs. The third Strategic Objective of GPW13 aims to enable 1.1 billion more people to enjoy better health and well-being, and also targets accelerating action on preventing noncommunicable diseases and promoting mental health. In October 2018, the UN General Assembly adopted the Political Declaration “Time to deliver: Accelerating our response to address NCDs for the health and well-being of present and future generations”, reaffirming their commitment to control and prevent NCDs.

NCDs account for 64% (8.9 million) of all deaths in the Region. Half of these deaths (4.4 million) happen prematurely between the ages of 30 and 69 years. These premature deaths and the associated sickness pose a large – and inequitable – health and economic burden on individuals, societies and health systems.

PROGRESS

MONITORING THE IMPLEMENTATION OF 16 "BEST BUYS" FOR NCD PREVENTION AND CONTROL.

<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>2025 Target</th>
</tr>
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<tbody>
<tr>
<td>Strengthen the effective implementation of the WHO Framework Convention on Tobacco Control (FCTC) including full implementation of 6 ‘best buys’ to highest level:</td>
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<td>- Increase taxes.</td>
<td></td>
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<td>- Graphic health warnings on tobacco packages.</td>
<td></td>
</tr>
<tr>
<td>- Total bans on advertising and promotion.</td>
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<td>Full implementation of 3 ‘best buys’ for reduction of harmful use of alcohol:</td>
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<td>- Increase excise taxes.</td>
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</tr>
<tr>
<td>- Comprehensive ban on alcohol advertising.</td>
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</tr>
<tr>
<td>- Restricting physical availability of related alcohol.</td>
<td></td>
</tr>
<tr>
<td>Full implementation of 3 ‘best buys’ for reduction in salt intake by:</td>
<td>A relative 30% reduction in mean population intake of salt/sodium in all 11 Member States of the Region.</td>
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<td>- Reformulation of food products.</td>
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</tr>
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<td>Implementation of community-wide public education and awareness campaigns for physical activity.</td>
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<tr>
<td>Access to drug therapy and counselling to prevent heart attacks and strokes.</td>
<td>By 2025, at least 50% of eligible people receive drug therapy in all Member States.</td>
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TARGETS

SDG Target 3.4

- Reduce premature mortality from NCDs by one third, relative to 2010 levels.

GPW Goal

- 1 billion more people enjoying better health and well-being, 1 billion more people benefiting from UHC.

PROGRESS National response of NCO (2019)

Screen & HPV vaccination

Screening of cervical cancer (CSC) programme by site

CVD: Cardiovascular disease; HPV: human papillomavirus; PA: physical activity.
**BACKGROUND**

In September 2018, there came a historic opportunity at the United Nations General Assembly where the world leaders agreed to take responsibility to prevent and treat noncommunicable diseases (NCDs). The WHO South-East Asia Region hosted in 2014 felt the need to prioritize the efforts towards beating NCDs, as a result, “Prevention of noncommunicable diseases through multisectoral policies and plans with focus on ‘best buys’” was declared one of the Flagship Priorities of the Regional Director. This Flagship, which now includes a greater emphasis on control, is aligned with the Sustainable Development Goals (SDGs) and WHO’s Thirteenth General Programme of Work (GPW13). SDG 3.4 calls for a reduction in the premature mortality from NCDs. The third Strategic Objective of GPW13 aims to enable 10% more people to enjoy better health and well-being, and also targets accelerating action on preventing noncommunicable diseases and promoting mental health. In October 2018, the UN General Assembly adopted the Political Declaration “Time to deliver: Accelerating our response to address NCDs for the health and well-being of present and future generations”, reaffirming their commitment to control and prevent NCDs.

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**TARGETS**

- **SDG 3.4 (SDG Target)**
  - Reduce premature mortality from NCDs by one third, relative to 2010 levels.

- **GPW Goal**
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**PROGRESS**

- **National response of NCD 2019.**

  - **Governance**: 16 “best buys”
    - Tobacco
    - Alcohol
    - Diseases
    - Diet
    - PA
  - **Targets**
    - Mortality data
    - Risk survey
    - Action plan
    - Screen & HPV vaccination
    - CVD care
    - HPV care
  - **Data**
    - CVD: Cardiovascular disease; HPV: human papillomavirus; PA: physical activity.

**SDG 3.4**

- **Achieved**
- **On track**
- **Need accelerated action**
- **Not applicable**
- **Not response**
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Scaling up and implementation of all the recommended 16 "best buys" by 2025 will:

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IMPACT OF ACHIEVING FLAGSHIP TARGET

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