

**NCD Alliance Statement at the WHO Executive Board: 4.2 Physical Activity for Health (EB142/18),
and the Draft Global Action Plan on Physical Activity 2018–2030**

Thank you for the opportunity to make this statement on behalf of UICC, supported by NCD Alliance, ISPAH and IUHPE.

We commend WHO and leadership from South East Asia Region Member States for the development of a comprehensive Action Plan on Physical Activity. As noted in the EB reports on physical activity, NCDs and the draft GPW13, physical activity is a key modifier of health, particularly for people at risk of *and* living with NCDs, with strong causal relationships documented for diabetes, cancer, cardiovascular and lung diseases.

With countries alarmingly off-track to achieve global NCD targets, the plan's proposed outcome target of a 15% relative reduction in inactivity is a necessarily ambitious increase from the existing 10% inactivity reduction target. To achieve the target, cross-sectoral collaboration, co-investments and accountability will be crucial to promote and enable physical activity across all ages, abilities, demographics and geographies.

We underscore the severe inadequacy of existing human and financial resources for physical activity promotion and programme implementation and welcome the plan's recommendations to strengthen dedicated financing mechanisms. We commend insistence on ensuring that partnerships with the private sector are informed by WHO recommendations on restrictions of marketing of unhealthy foods and non-alcoholic beverages, and the Commission on Ending Childhood Obesity. Similar cautionary principles should be extended to other potentially incompatible partnerships e.g. those with the alcohol, gambling and fossil fuels industries, whose products and services drive modifiable NCD risk factors and contradict sustainable development principles.

In 2017 Dr Tedros attracted enthusiastic support on social media for a 'Move for Health' themed activity at the 2018 WHA. We encourage partners identified in the draft Action Plan, led by WHO, to collaborate on such a campaign and hereby commit the support of the NCD community to this.

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