



Statement at the 152nd session of WHO's Executive Board

Agenda Item 14. Well-being and health promotion ([EB152/20](#))

The Global Alliance for Tobacco Control (previously Framework Convention Alliance), with the support of the NCD Alliance, thanks the WHO for the draft well-being framework. We welcome the call for a well-being economy, highlighting the economic value of planetary health, equity and health; and the recognition that addressing all main NCD risk factors (including through tobacco control) is a foundation of well-being. We also commend the focus on the need to measure and monitor well-being and the co-benefits of health promotion for other sectors.

We, however, urge WHO to include the role of meaningful participation of people living with NCDs in well-being policies - health promotion remains relevant throughout the continuum of care of a person living with NCDs and their contributions are key to ensure they achieve their highest attainable level of health. We also ask for more specific examples of well-being policies and interventions within the framework.

Word count: 149 words