



154th session of WHO's Executive Board (EB154)

Individual Statement:

Agenda Item 21. Well-being and Health Promotion

Distinguished delegates,

NCD Alliance and the World Cancer Research Fund International welcome the Director-General report and the direction of the well-being framework's implementation and monitoring plan.

We strongly support the draft decision on strengthening health and well-being through sport events and its call for leveraging existing tools to improve health promotion around sport events, and urge Member States to adopt the decision.

We recommend Member States to implement the call to curtail the marketing of unhealthy products in sport events, as well as the call to safeguard collaborations in sport events from undue influence.

We ask that Member States recognise that the impact of healthy environments in sport settings should be optimised in the context of a comprehensive approach to implementing other NCD "best buys".

Thank you.

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