

NCD Alliance

CAMPAIGN PRIORITIES

2018 United Nations High-Level Meeting on NCDs

OUR GOALS

The NCD Alliance's campaign for the 2018 UN HLM on NCDs has **4 overarching goals:**

Raise awareness of the scale, impact and urgency of NCDs as a social justice and equity issue and NCD investments as a major opportunity to drive sustainable development.

Increase high-level political commitment by governments and multilateral agencies.

Establish NCDs as a priority investment for health and development, building support for cost-effective interventions and sustainable funding models to support national NCD responses.

Strengthen and mobilise the NCD civil society movement, and the voices of youth and people living with NCDs (PLWNCDs).

OUR PRIORITIES

We advocate for an **Outcome Document** that commits to the following **6 priorities:**

1 PUT PEOPLE FIRST



People living with, at risk of and affected by NCDs (PLWNCDs), young people, and civil society must be at the heart of the NCD response.

2 BOOST NCD INVESTMENT



Scaling up investment for NCDs is a critical priority to achieve the 2025 NCD targets and the Sustainable Development Goals.

3 STEP UP ACTION ON CHILDHOOD OBESITY



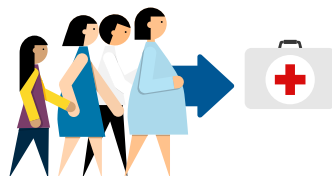
Childhood obesity is an issue with a clear health and economic imperative for action, and is increasingly garnering public and political attention worldwide.

4 ADOPT SMART FISCAL POLICIES THAT PROMOTE HEALTH



Real increases in excise taxes and prices for tobacco products, alcoholic beverages, and sugar-sweetened beverages (SSBs) are cost-effective fiscal policies that reduce consumption recommended in the WHO Best Buys.

5 SAVE LIVES THROUGH EQUITABLE ACCESS TO NCD TREATMENT AND UHC



Access to treatment and care is a fundamental human right for everyone to achieve the highest possible standard of physical and mental health and well-being.

6 IMPROVE ACCOUNTABILITY FOR PROGRESS, RESULTS AND RESOURCES



Accountability is a crucial force for political and programmatic change. It enables tracking of commitments, resources, and results and ensures that decision makers have the information required to meet the health needs and realise the rights of all people at risk of or living with NCDs.