

## **POST HIGH-LEVEL MEETING KEY ADVOCACY MESSAGES**

### **Hope**

We wanted a UN HLM because we have solutions and we have hope. We know what to do to turn this global epidemic around. Cost-effective solutions exist to prevent and treat NCDs.

### **Courage**

World leaders must have the courage to invest in health now. Against the backdrop of a global recession this will seem like a challenge. But the cost of inaction far outweighs the cost of action. If we invest in NCD prevention, early diagnosis and treatment now, we will save money and save lives further down the line.

### **Leadership**

The HLM must inspire leadership and political will, both at global and national level. We will judge the success of this HLM by the impact it has on people currently living with these diseases, as well as on future generations. We are ready to commit the resources of the NGO community, but it must be governments that lead the way.

### **Partnerships**

Multi-sectoral partnerships must be the cornerstone of the NCD response. Beyond September we envisage 'Triple P Partnerships' involving public, private and people. People with NCDs need to be involved at all levels, from global policy to services design on the ground. Only then will we have true and sustainable partnerships for NCDs.

### **Choice**

Every person has the right to choose a healthy lifestyle and be informed of the risk factors of disease. But choice of a healthy lifestyle will remain a distant reality for millions of people until governments take steps to improve the way their people live, work, eat and play. Governments urgently need to protect our children from over-nutrition and sedentary lifestyles, and looking ahead to the next generation, focus on the other drivers of NCDs, poverty and under-nutrition.

### **A Moral Duty**

Over 100 million people with NCDs today lack the medicines and technologies they need to live long and health lives. This is a human rights violation that governments can and must put right at the HLM and beyond. Most NCD drugs are effective, off patent and cost just pennies to produce. We need accessibility, availability and affordability of medicines and technologies for people with NCDs.

### **A Long Term Vision**

We want the UN HLM to kick-start change. One UN Summit won't solve all our problems in NCDs. There are no magic bullets for this global epidemic. We have to be in this for the long haul – for decades.