



77th World Health Assembly Individual Statement: Agenda Item 15

Distinguished delegates,

The NCD Alliance welcomes the call by the WHO Council on the Economics of Health for to recognition of prevention as an economic investment. We urge Member States to harmonise fiscal policies with public health policy and increase excise taxes on unhealthy products

On behalf of the NCD Alliance, the World Cancer Research Fund International, and the World Obesity Federation, we welcome the Director-General's report on implementing the well-being framework.

We strongly support the draft decision on enhancing health through sport events and urge Member States to adopt it. We recommend curtailing the marketing of unhealthy products at sport events and safeguarding collaborations from undue influence. We emphasize the critical role of physical activity and healthy environments in sport settings as part of a comprehensive approach to implementing other NCD “best buys.”

Thank you.