Meeting: UN Third High-level Meeting on Non-communicable Diseases

Thank you for the opportunity to speak for Alliance for Health Promotion, a global organization representing the views and expertise of health promotion civil society.

The Alliance for Health Promotion strongly advocates for health promotion strategies that increase the empowerment of individuals to take action by actively promoting health literacy, thus reducing common NCD risk factors such as tobacco use, physical inactivity and poor nutrition. By increasing health literacy through health promotion, individuals and communities are empowered with ownership of knowledge and means to be in better control of their health. This is an effective response to NCDs and underlying risk factors.

We encourage all countries to make health promotion a priority at a national level and community level to contribute to the promotion of healthy behaviours, thus contributing to reducing the burden of NCDs. Community wide public education and awareness campaigns are inexpensive but effective health behaviour changing activities and should be a priority for governments. We at the Alliance for Health Promotion have been celebrating Health Promotion Day in collaboration with the local communities since 2015. Such events bring local together with global to raise awareness of health promotion. This year the WHO spearheaded this initiative with the ‘Walk the Talk: The Health for All Challenge’ event.

This High-level Meeting on the Prevention and Control of NCDs presents the opportunity for countries to demonstrate their commitment to invest in NCDs programmes and planning. As well, it will strengthen the engagement of multiple stakeholders involved in NCDs-related health action, advocacy, literacy and health promotion. We would like to stress again that a health promotion approach can achieve a great impact in the fight against NCDs.

Thank you for your attention.