19 BOLD RECOMMENDATIONS FOR HEADS OF STATE AND GOVERNMENT TO ACCELERATE ACTION ON REACHING TARGET 3.4 ON NCDs BY 2030

Reinvigorating political action
1) Recognize the best buys and other recommended interventions for NCDs at the highest political level and prioritize their implementation, in line with national priorities.
2) Give greater priority to target 3.4 in national responses to Sustainable Development Goal 3 as a whole and in efforts to implement the 2030 Agenda.
3) Accelerate the implementation of the WHO Framework Convention on Tobacco Control.
5) Elevate the monitoring of national responses to NCDs to the level of Head of State or Government in interested countries to fast-track implementation efforts.

Strengthen health systems to respond more effectively to NCDs
6) Commit themselves at the level of Head of State or Government during the high-level meeting on NCDs in 2018 to prioritizing a whole-of-government approach to strengthen essential public health functions, which is a prerequisite for scaling up action against NCDs.
7) Develop national publicly financed benefit packages providing universal health coverage that include the “best buys” for NCDs and other recommended interventions.
8) Strengthen policies for and increase the coverage of mental health services in line with the four objectives of the WHO comprehensive mental health action plan,31 to strengthen effective leadership and governance, to provide mental-health and social-care services, to implement strategies for promotion and prevention in mental health and to strengthen information systems, evidence and research for mental health, and provide adequate resources for such activities.

Increase significantly financing for national responses to NCDs
9) Explore possible lending from the World Bank and regional development banks to finance national responses to NCDs.
10) Explore other innovative financing approaches to leverage development assistance, as has been done by the Global Fund to Fight AIDS, Tuberculosis and Malaria, the Global Financing Facility in support of Every Woman, Every Child, and Gavi, the Vaccine Alliance.
11) Create the fiscal space for interventions that have the capacity to generate revenue, such as the taxation of tobacco products, alcohol and sugar-sweetened beverages, and that represent a revenue for financing development, in line with national priorities.

Redouble efforts to engage sectors beyond health
12) Establish policies in the food system in line with the framework for action of the second International Conference on Nutrition to improve the availability of and access to healthy diets and restrict the supply and marketing of foods and non-alcoholic beverages that contribute to unhealthy diets.
13) Invest in the promotion and protection of and support for breastfeeding as an action that addresses both under- and overnutrition.
14) Create and maintain environments that promote and safeguard the rights of all people of all ages to have equitable access to safe places and spaces in their cities and communities in which to engage in regular physical activity, according to ability.
Reinforce the role of non-State actors

15) Provide space for the meaningful participation of non-governmental organizations, the private sector, philanthropic foundations and academic institutions in building coalitions and alliances to contribute to the implementation of national responses to NCDs.

16) Develop and implement consumer-facing strategies, including media campaigns, to encourage healthier behaviours, including in relation to food consumption and preparation, exercise, alcohol consumption and tobacco use.

Promote accountability to the world’s citizens

17) Adopt the WHO survey methodology, which helps countries to develop their own surveillance system to monitor NCDs.

18) Commit themselves to adopting joint external evaluation approaches to assess national capacities in NCDs.

19) Build reporting on NCDs into national Sustainable Development Goals review processes, including through voluntary national reviews and the leveraging of the World Health Assembly and the high-level political forum on sustainable development as opportunities to share progress.