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To:
**68 Regional Committee Meeting
WHO EURO**

**Agenda item 5c) Advancing public health in the WHO
European Region for sustainable development**

**IOGT International Written Statement to
WHO EURO 68 Regional Committee Meeting**

05.09.18

Agenda item:

5c) Advancing public health in the WHO European Region for sustainable development

Dear chair, Dear Excellencies,

Thank you for the opportunity to address you briefly.

IOGT International and our members in the WHO Europe region commend the Secretariat and the Regional Director for the efforts to draft the document, ten-point priority action plan and draft resolution on “Advancing public health in the WHO European Region for sustainable development”. Frankly there are many aspects in the document and action plan that IOGT International strongly supports:

- The importance of prevention and health promotion and the available best buy interventions that generate considerable returns on investment in their implementation;
- The focus on cultures of health and well-being governed by healthy-promoting norms;
- The link between human and planetary health;
- The clear analysis of commercial determinants of health, including the alcohol industry, and their conflicts of interest; and
- The need for developing intersectoral mechanisms for public health at the highest political levels.

Priority action 6 in the ten-point plan is of particular importance, as it comprises the win-win nature of fiscal policies like alcohol taxation for health and development: raising domestic resources for health, reducing and preventing harm, and shaping healthy norms and environments.

In light of these crucial elements, IOGT International also wishes to highlight what we think is a problematic omission. Despite the evidence presented throughout the

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document, none of the ten points in the priority action addresses the all-important pivot to prevention and health promotion.

In the era of the 2030 Agenda, priority action should encompass a comprehensive and systematic pivot to prevention.

I thank you for your attention.

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