

WHO European Action Plan for the Prevention and Control of Noncommunicable Diseases 2016–2025

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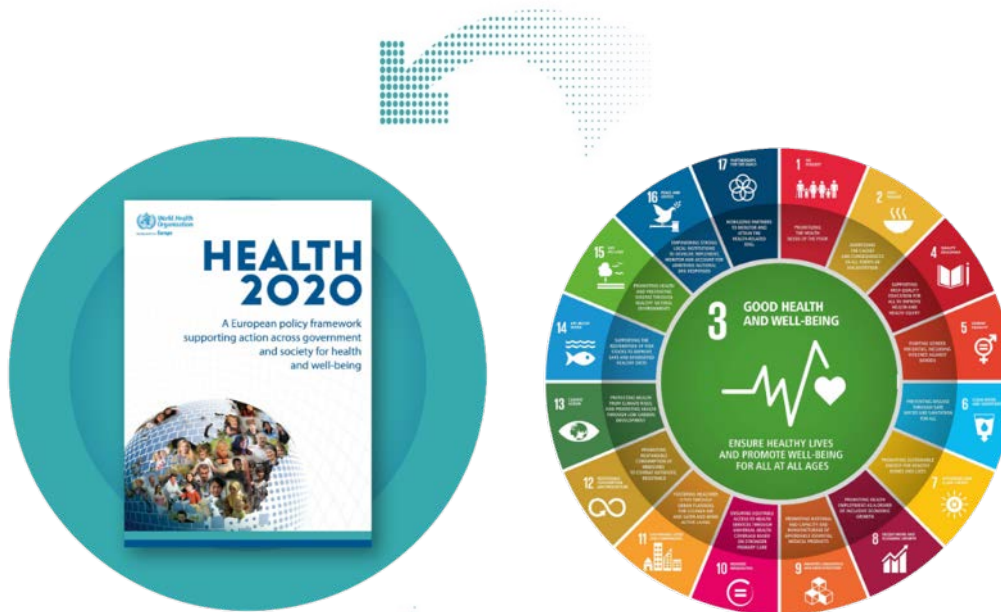
Achieving the goals on premature mortality (30–69 years) from NCDs

- A **1.5%** relative annual reduction in overall premature mortality from cardiovascular disease (CVD), cancer, diabetes or chronic respiratory diseases until **2020**
- A **25%** relative reduction in risk of premature mortality from CVD, cancer, diabetes or chronic respiratory diseases by **2025**
- A **one third** reduction in premature mortality from NCDs by **2030**





The new global framework: United Nations 2030 Agenda for Sustainable Development



UN Interagency Task Force on NCDs supports Turkey to drive forward action on noncommunicable diseases



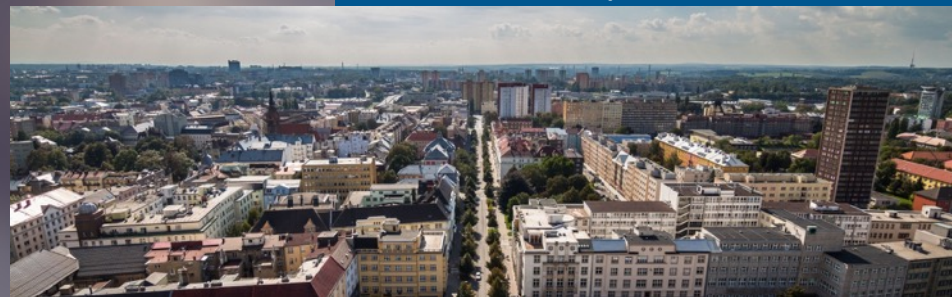
FAO, ILO, UNDP,
UNFPA, UNICEF,
WHO

<http://www.who.int/ncds/un-task-force/turkey-mission-april-2016/en/>



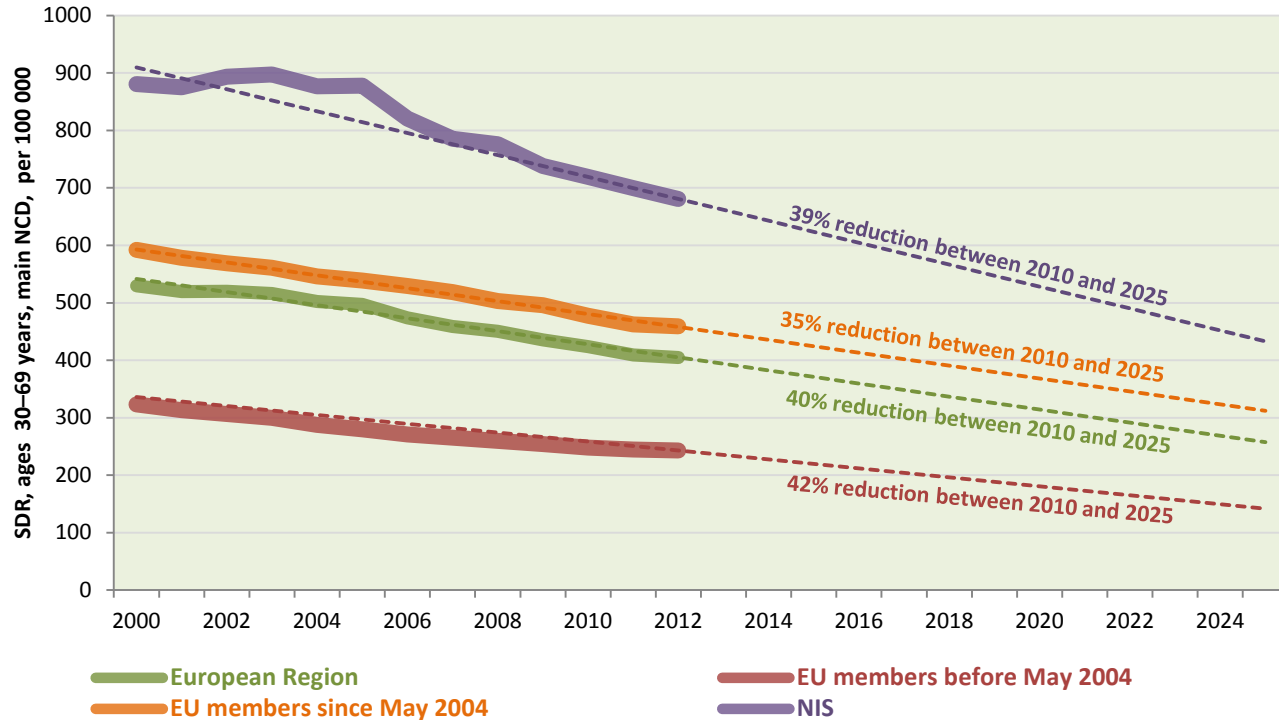
Paris, France, December 2016

Ostrava, Czech Republic, 13–15 June 2017



Regional trends in overall premature NCD mortality are promising

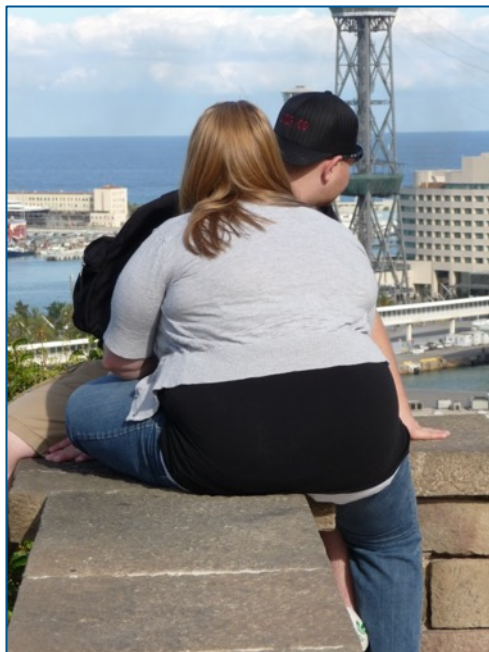
Age-standardized premature NCD death rates 30–69 and projections to 2025



Progress on tobacco control



A worrying picture of childhood obesity



In the WHO/European Region



over 50%
of people are
overweight or **obese**



over 20%
of people are
obese

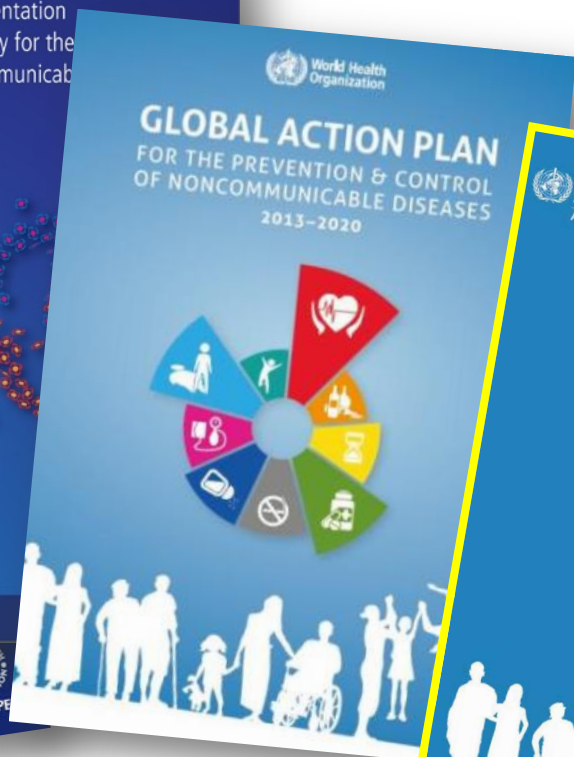
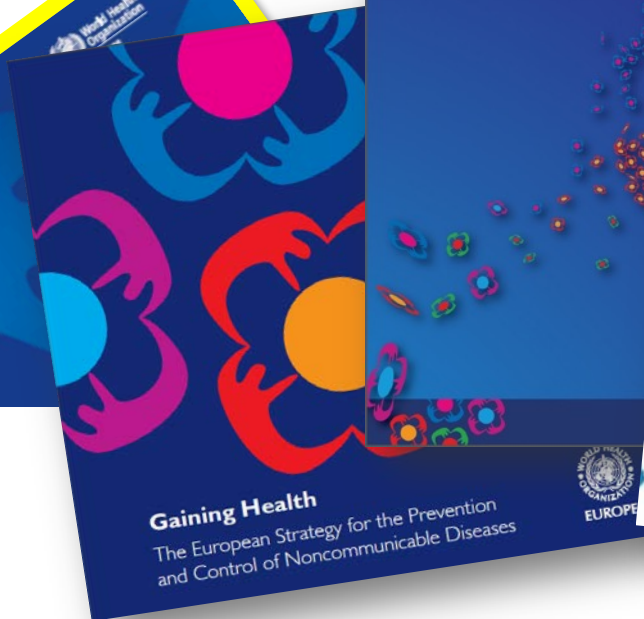
Regional strategies and action plans for NCD risk factors



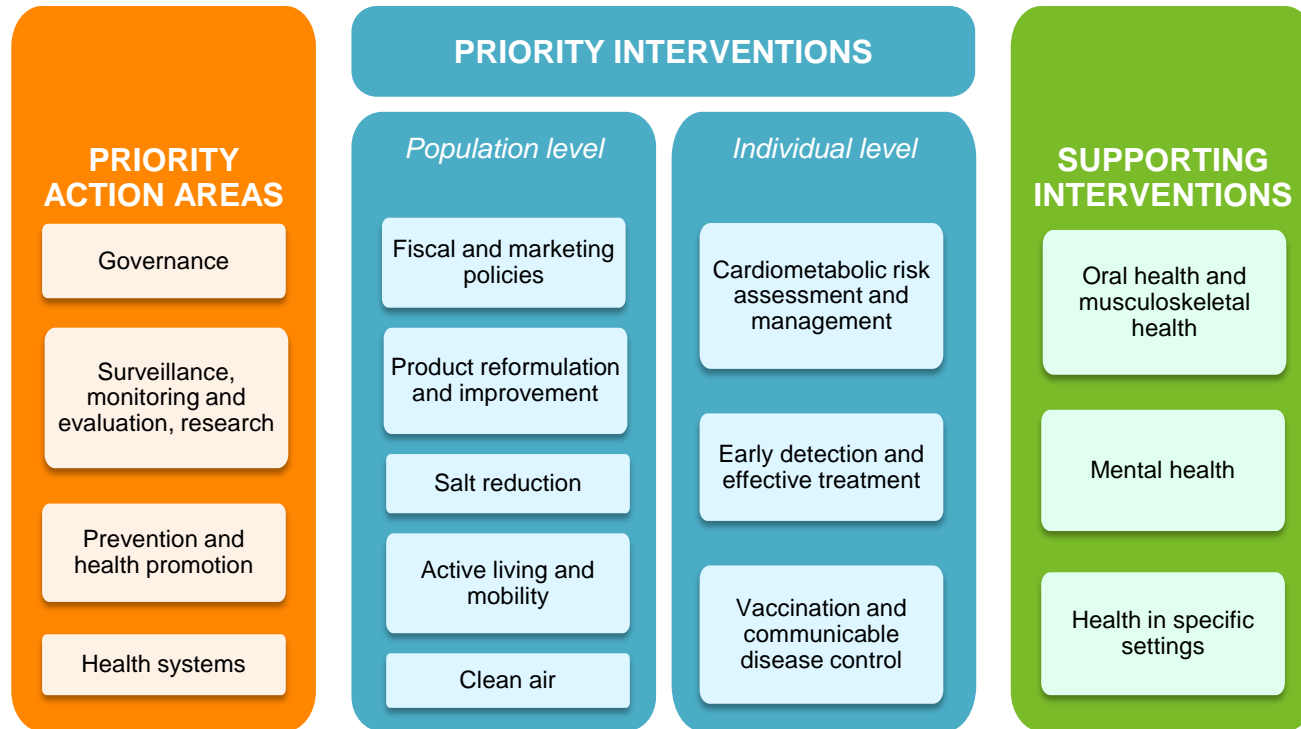


The global and European action plans for prevention and control of NCDs

Action Plan for implementation of the European Strategy for the Prevention and Control of Noncommunicable Diseases 2012–2016



Overview of European NCD Action Plan 2016–2025



Potential working areas: WHO European NCD Action Plan, related plans and Ministry of Health of Turkey

- A commitment to better prevention, management and care
- Evidence-based interventions at population and individual levels
- Capacity-building and support to policy-makers
- People-centred health systems
- A life-course approach
- Monitoring and evaluation of policies





Tobacco Control Playbook

While the tobacco industry and its allies have always opposed tobacco control measures, their strategies have now become more determined, focussed, misleading, aggressive and sophisticated.

Until now there has been no single source explaining how tobacco industry players act and how governments and the public health community can respond to their arguments.

The **Tobacco Control Playbook** is a living collection of evidence-based arguments and responses, developed by tobacco control leaders to counteract and succeed against the tobacco industry.

<https://tobaccoplaybook.net/en/>



Dijital Dünyada Çocuklara Gıda Pazarlanmasıyla Mücadele: Disiplinler Arası İşbirliği

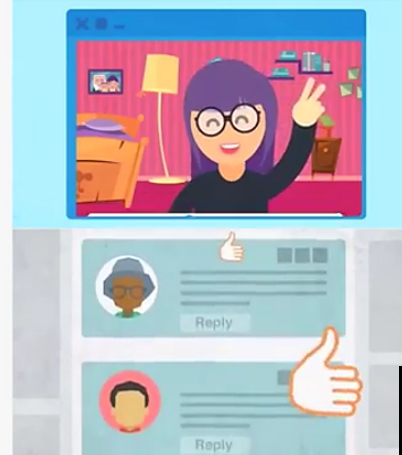
DSÖ Avrupa Bölgesi için Çocuk Hakları, Etki Kanıtı, Mevcut Güçlükler, Düzenleme Seçenekleri ve Politika İçeriklerini

Priority interventions: Fiscal and marketing policies

Tackling food marketing to children in a digital world: trans-disciplinary perspectives

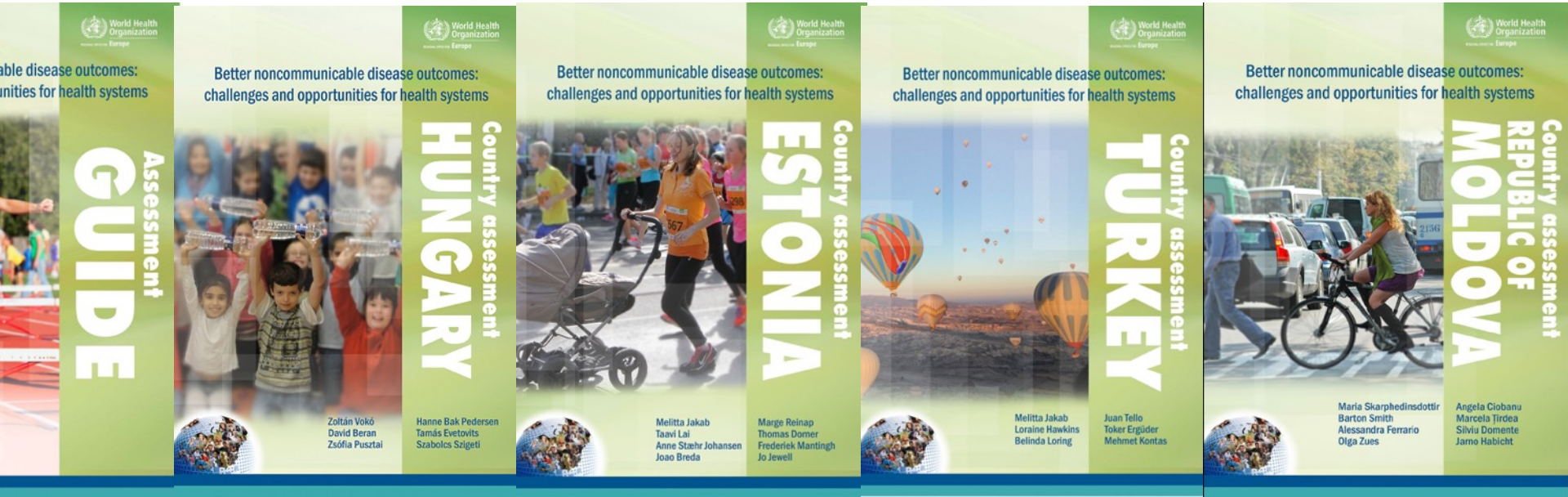
Video – Do you know what your child sees online? Digital marketing of foods to children

This video explores the marketing of foods and non-alcoholic beverages to children and the changes that have occurred in recent years, focusing in particular on the major shift to digital marketing. It discusses media use among children, marketing methods in the new digital media landscape and children's engagement with such marketing. It also considers the impact on children and their ability to counter marketing as well as the implications for children's digital privacy.

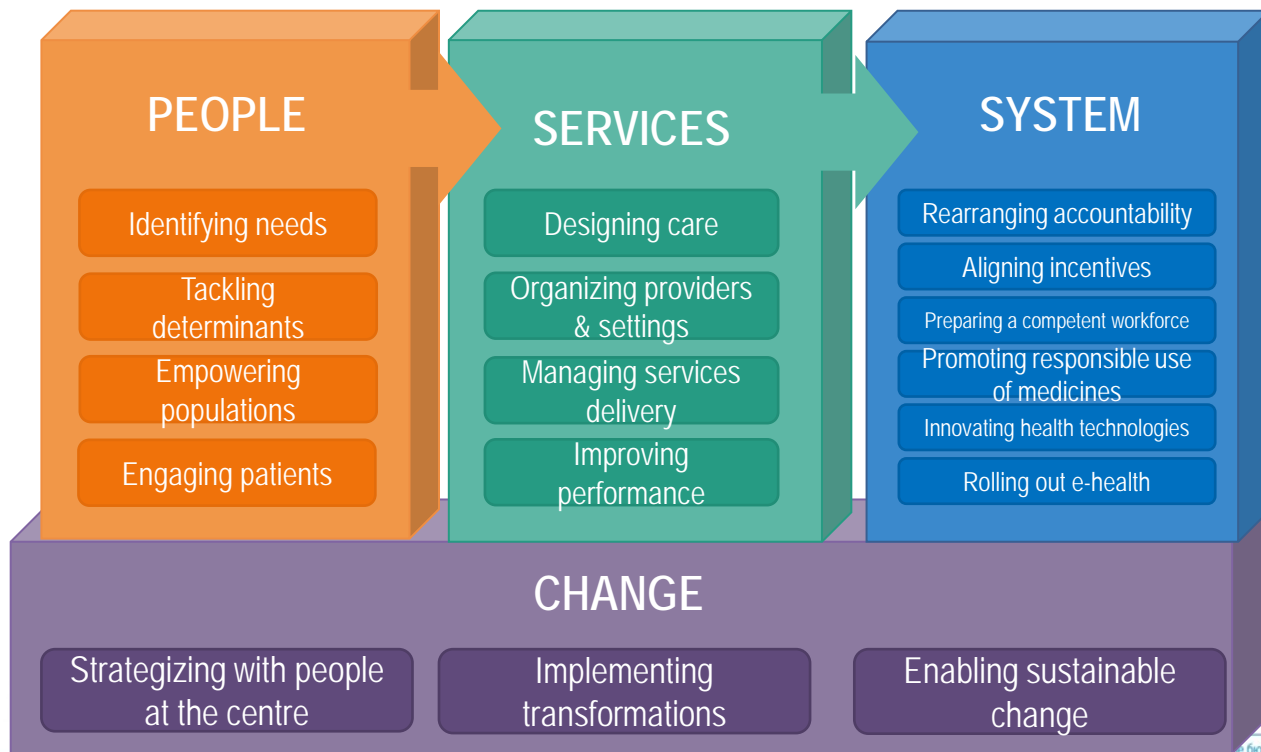


...ts, evidence of impact, methodological challenges, ...tions and policy implications for the WHO European Region

Assessing health systems for better NCD outcomes



The European Framework for Action on Integrated Health Services Delivery





1

Put people & their needs first



2

Reorient the model of care



3

Reorganize the delivery of services

Ten lessons learned

4

Engage patients, their families & carers



7

Develop human resources for health



6

Align incentives



5

Rearrange accountability mechanisms

8

Take up innovations



9

Partner with other sectors and civil society



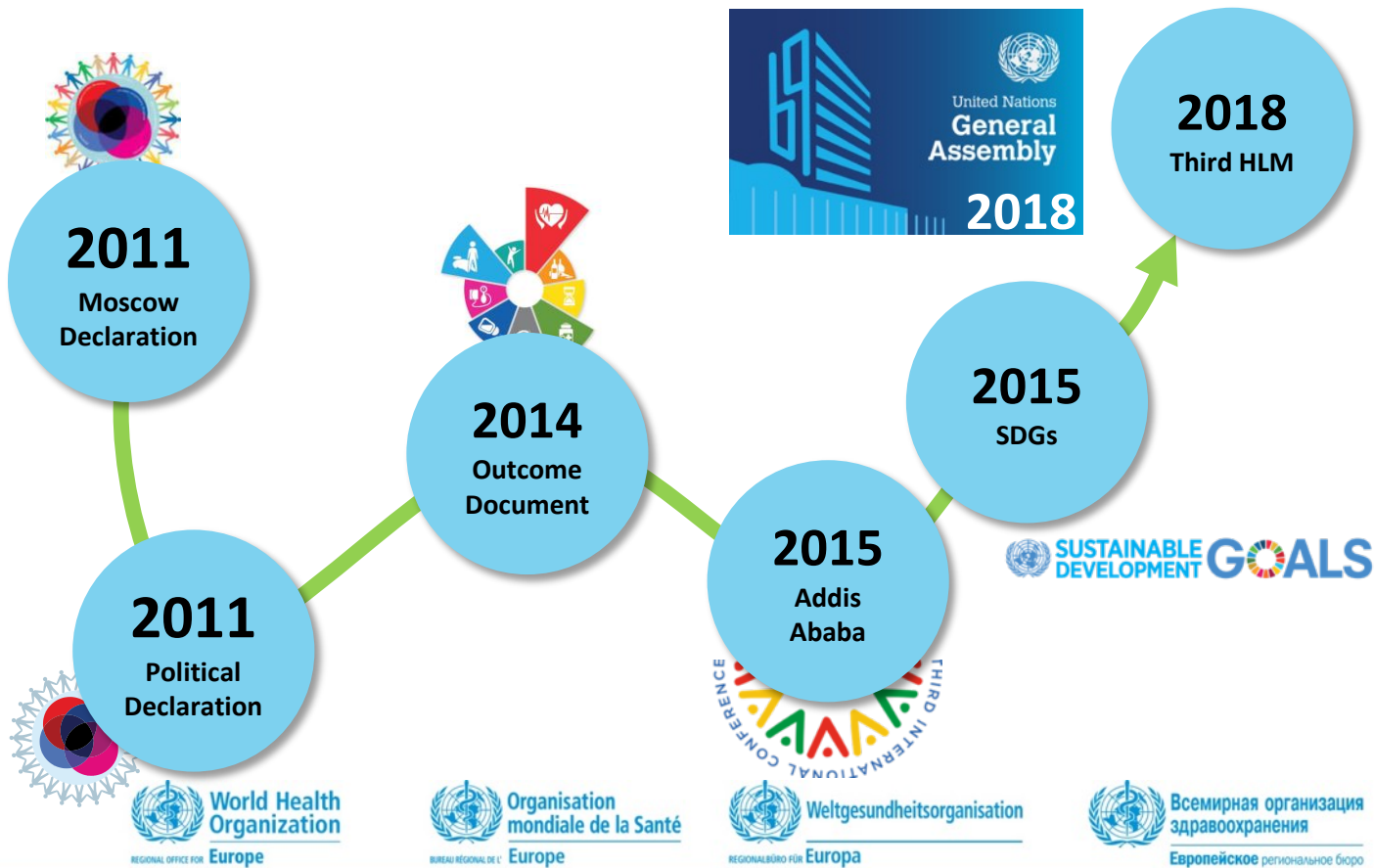
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Manage change strategically





Only a few months until the 2018 UN High Level Meeting




World Health Organization
 REGIONAL OFFICE FOR Europe

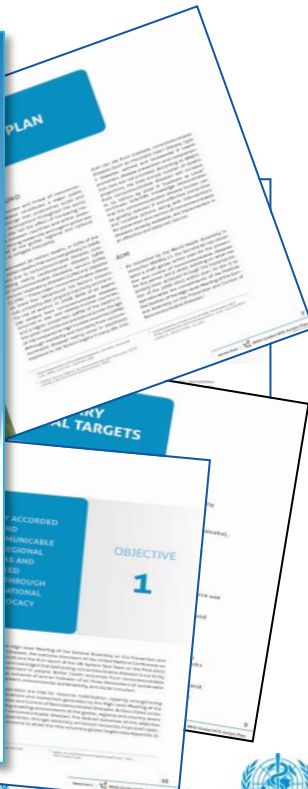

Organisation mondiale de la Santé
 BUREAU REGIONAL DE L'Europe


Weltgesundheitsorganisation
 REGIONALBÜRO FÜR Europa


Всемирная организация здравоохранения
 Европейское региональное бюро

WHO Global NCD Action Plan 2013–2020

including a set of very effective and affordable interventions for all Member States ("best buys")



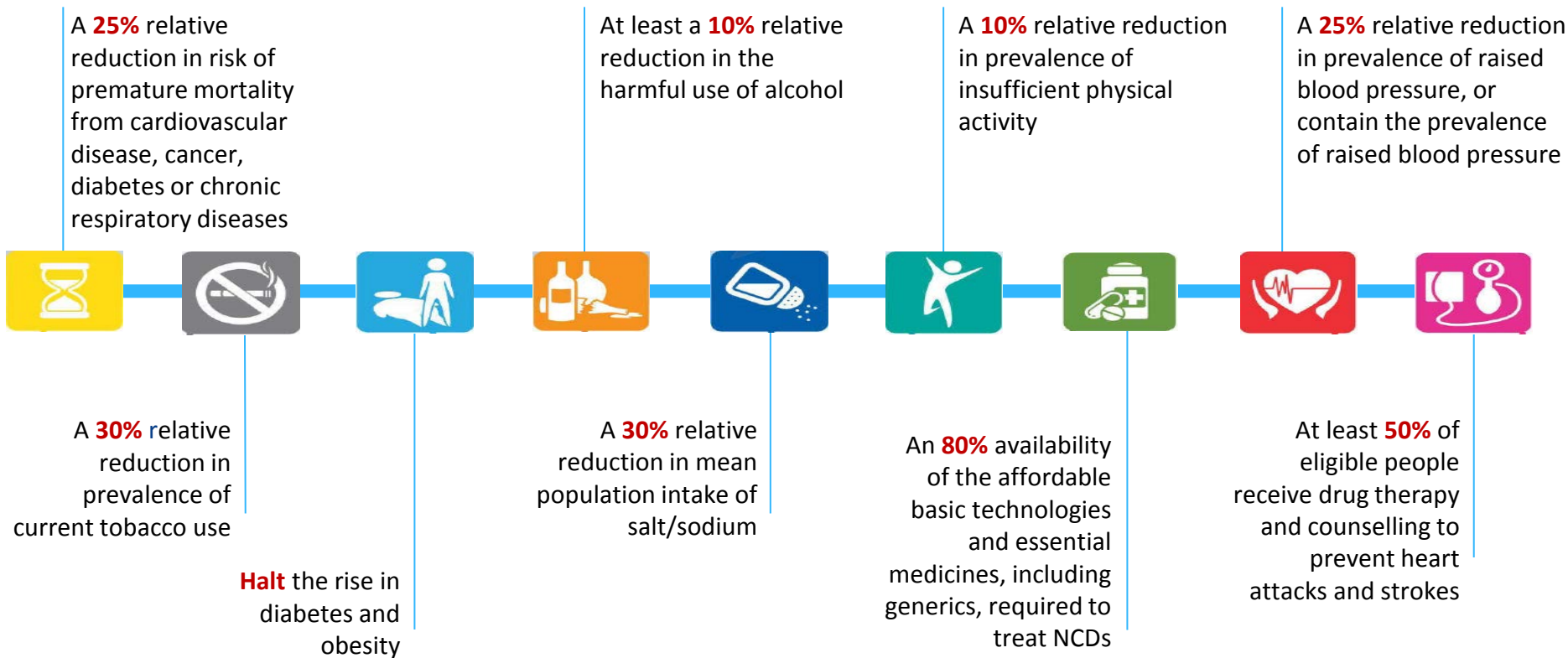
Vision:

A world free of the avoidable burden of NCDs

Goal:

To reduce the preventable and avoidable burden of morbidity, mortality and disability due to NCDs by means of multisectoral collaboration and cooperation at national, regional and global levels

Nine global NCD targets to be attained by 2025 (against a 2010 baseline)



Road map of commitments included in the 2011 UN Political Declaration on NCDs

2011 UN Political Declaration on NCDs

Roadmap of concrete national commitments, including one time-bound commitment:

- By 2013, consider developing national multisectoral policies and plans



2014 UN Outcome Document on NCDs

Reiterated the same roadmap of national commitments, including four time-bound commitments:



By 2015, consider setting national targets for NCDs



By 2015, consider developing national multisectoral policies and plans



By 2016, implement **best buys** to reduce risk factors for NCDs



By 2016, implement **best buys** to enable health systems to respond

Four time-bound commitments in the 2014 UN Outcome Document on NCDs



By 2015:
Set national NCD targets for 2025 or 2030 and monitor results



By 2015:
Develop a national multisectoral action plan on NCDs



By 2016:
Implement the "best buy" interventions to reduce NCD risk factors



By 2016:
Implement the "best buy" interventions to strengthen health systems to address NCDs

Thank you