

## UPDATE ON WHO FCTC AND MPOWER

Date: 18 March 2015

Time: 09:00-10:30

Room: ICC

### Title: High level Ministerial Session - Tobacco control and NCDs

**Description:** The 2011 political declaration on the prevention and control of Noncommunicable diseases was a turning point event in the fight against Noncommunicable diseases. Heads of states and governments formally recognized these diseases as a major threat to health, economies, and societies and placed them high on the development agenda.

The political declaration followed by the adoption of the Global action plan for the prevention and control of NCDs 2013-2020 and the voluntary global targets, including that of a 30% reduction in tobacco control use globally gave WHO a leadership role, together with a great responsibility to work with its Members States and empower them to be able to achieve the set targets.

New data from WHO estimate that in 2011 the vast majority of the premature deaths of individuals from non-communicable diseases (85% or 11.8 million) between the ages from 30 to 70 occurred in developing countries. The probability of dying from any of the major non-communicable diseases between the ages of 30 and 70 ranges from 10% in developed countries to 60% in developing countries.

It is estimated that up to two thirds of premature deaths are linked to exposure to risk factors including tobacco use and up to half of all such deaths are linked to weak health systems that do not respond effectively and equitably to the health-care needs of people with non-communicable diseases

With its focus on the relation between NCDs and tobacco control the WCTOH presents a great opportunity for WHO to reinforce its support to action at country level aims at controlling and preventing NCDs and in presenting best practices around the world; a chance for exchange of knowledge and information.

The WCTOH will start with the WHO Day, which will be divided into several events most importantly the **High-Level Ministerial Plenary** on tobacco control and NCD.

#### **Objectives of the plenary:**

- Objective 1: Reinforce WHO technical message in the area of NCD and tobacco control.
- Objective 2: Highlight best practices in controlling tobacco and achieving the NCD targets.
- Objective 3: Present a joint WHO-Countries vision on way forward.
- Objective 4: Address the challenges including the role of the tobacco industry regionally and globally.

The plenary will provide speakers with the opportunity to present best practices; discuss challenges and debate on way forward.

The plenary will provide the audience with opportunity to understand better the situation and challenges at country level; recognize different roles and responsibilities and to create a discussion on future actions and possible targets achievement.