



# NCD HARD TALKS

MAKING HEALTH SYSTEMS DELIVER

WEBINAR

17 FEBRUARY 2021 | 13-14:30 CET

## Reducing Risks, Averting Deaths!

LEVERAGING SYSTEMS  
FOR NCD PREVENTION

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## MAKING HEALTH SYSTEMS DELIVER

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### Reducing Risks, Averting Deaths! Leveraging systems for NCD prevention

#### ABOUT

Over 50% of all noncommunicable diseases (NCDs) can be prevented if their risk factors are addressed and conditions are changed so that healthy choices become easy choices.

Many “best” cost-effective population interventions for tackling NCDs and their risk factors embrace a health promotion approach. Research, policy and action provide evidence-based instruments to design a future that is conducive to the health and well-being of the public and the planet. Disease prevention and health promotion help improve the resiliency and sustainability of health services and systems.

Health promotion requires an expansion beyond the health sector and individual responsibility to enable people to take control and improve their health. It relies on societal efforts from the government, civil society, academia, private sector and faith-based organizations to nurture health and well-being in the population.

This webinar dives into new health promotion tools, their application and key know-how from hands-on stakeholders on how to serve higher public health objectives.

#### AGENDA

##### Path to healthier populations

##### Creating health and keeping healthy!

##### Hard Talk Panel

- Industrial vectors of the NCD epidemic: Power and influence over public health objectives
- *Philippines*: Legislating for tobacco control: Challenges to overcome
- *India*: How social mobilization has been used to help people become more physically active
- *Thailand*: Mainstreaming alcohol-free Songkran (Thai New Year): A social innovation that shifted cultural norms
- *Australia*: Enabling local councils to tackle health promotion challenges through arts, cultural and creative sectors

##### Converging agendas: health promotion underpinning progress towards UHC

##### Discussion

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