



NCD HARD TALKS

MAKING HEALTH SYSTEMS DELIVER

Webinar 17 March 2021 | 13.00 - 14.30 CET

Shifting the paradigm:

**NCDs,
economics,
and the push
toward
wellbeing**

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WHO HQ/NCD supported by the Joint Working Team for UHC/UHC Partnership

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Shifting the paradigm: NCDs, economics, and the push toward wellbeing

About

The economic, social and human cost of non-communicable diseases (NCDs) exceeds billions of dollars in health care expenses and lost wages annually, and in morbidity and mortality. The drive toward economic growth based on GDP-centred development is often based on consumption of unhealthy commodities which conflict with NCD prevention and policy coherence efforts. There is a need for urgent action to reverse the harmful impact and to focus on promoting healthier populations.

Join the NCD Hard Talk to discuss the emerging paradigm that promotes health and wellbeing for all over economic growth, aiming to develop wellbeing policy to prevent NCDs.

- The webinar connects the wellbeing agenda with current programmatic approaches to NCDs to promote health and improve quality of life for all, aiming to:
- Present how the wellbeing policy agenda adds value to existing strategies aimed at addressing NCDs.
- Share current country experiences on how wellbeing policy approaches help to accelerate progress towards NCD prevention and control.
- Investigate how wellbeing could be used to build societies forward after the COVID-19 pandemic.

Agenda

- Discuss how the wellbeing policy agenda adds value to existing strategies to address NCDs.
- Share country experiences of wellbeing policy approaches that can accelerate progress on NCDs reduction and control, promoting health and improving quality of life.
- The youth imperative to tackle NCDs from a wellbeing paradigm

Hard Talk Panel:

- How can policies build on the Best Buys to focus on upstream determinants of NCDs?
- What are the opportunities to support countries' efforts in their pursuit of controlling NCDs, promoting health and wellbeing for all over economic growth?
- What are the governance dimensions to consider promoting a coherent and united vision grounded in promoting societal wellbeing?

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