



## **154<sup>th</sup> session of WHO's Executive Board (EB154)**

### **Individual Statement:**

#### **Agenda Item 23. Economics and health for all**

NCD Alliance welcomes the WHO Council on the Economics of Health for All's call to redesign our economies to prioritise health, treating prevention as an investment and not a cost.

Inaction on NCDs would cost \$47 trillion between 2010-2030, whilst investment in the NCD 'best buys' is estimated to return \$7 for every \$1 spent.

We urge Member States to consider the Council recommendations by:

- Prioritising long-term health investments and funding NCD prevention and control services, including during deficit reforms;
- Factoring health needs across budgets of health and other ministries;
- Harmonising health-related budgets with public health-oriented fiscal policies (such as excise taxes and removing subsidies on unhealthy products);
- Highlighting the value of health for economic prosperity in UN/SDG processes.

**Word count:** 119

**Character count:** 700