

This statement is made by World Cancer Research Fund International, a leading independent global authority on the links between diet, weight, physical activity and cancer prevention and survival.

Our latest Cancer Prevention Report, ***Diet, Nutrition, Physical Activity and Cancer: a Global Perspective***, outlines our analysis over the past ten years of the latest scientific independent research, and includes updated Cancer Prevention Recommendations. Our findings show that being overweight or obese increases the risk of 12 common cancers – five more than the evidence showed ten years ago.

For more information: [www.dietandcancerreport.org](http://www.dietandcancerreport.org)

As such, as part of our preparations for this third high-level meeting of the General Assembly on the prevention and control of NCDs we launched our first report in our new evidence series<sup>1</sup>:

***Building Momentum: lessons on implementing a robust sugar sweetened beverage tax.***

We believe that developing and implementing evidence-informed nutrition policies is essential to tackle the growing burden caused by diet-related NCDs such as cancer, heart disease and diabetes. The first report in our series equips policymakers with overarching guidance on how to design a robust SSB tax that will help overcome challenges caused by lack of political will and industry interference, as well as mitigate the risk of lawsuits and trade disputes. For more information: [www.wcrf.org/buildingmomentum](http://www.wcrf.org/buildingmomentum)

SSB taxes are a vital part of a comprehensive approach to promote healthy diets and prevent overweight and obesity. We were therefore disappointed that the WHO Independent Commission on NCDs' report, *Time to Deliver*, did not include a specific recommendation for governments to implement SSB taxes. Likewise, we believe that the impact of the Political Declaration is compromised by its weak language on fiscal measures and lack of recognition of price and taxation as effective public health policies. As such, it should be used by governments as a baseline for action.

Our **NOURISHING framework** outlines ten areas where governments need to take action and its accompanying policy database contains 500 implemented government policy actions, including SSB taxes, across 130 countries, and includes 100 evaluations.

For more information: [www.wcrf.org/NOURISHING](http://www.wcrf.org/NOURISHING)

We commend Heads of State and Governments present at the UNHLM for showing political commitment to NCDs and further call for:

- **The development and implementation of evidence-informed nutrition policies, including WHO's Best Buys and other cost-effective recommendations - including fiscal policies and SSB taxes;**
- **Robust governance mechanisms to prevent and manage conflicts of interest when engaging in public-private partnerships – private sector involvement must be limited to the implementation stage of the policy process;**
- **The inclusion of accountability mechanisms at national and international levels to measure future performance against reaching the Global NCD targets by 2025.**

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<sup>1</sup> Future reports in the Building Momentum evidence series will focus on front of pack nutrition labelling, marketing to children, and public procurement.