

**Statement at the Multi-stakeholder Hearing on the Prevention and Control of
Noncommunicable Diseases (NCDs) and the Promotion of Mental Health
United Nation, New York**

2 May 2025

Tackling the determinants of noncommunicable diseases and mental health and well-being through multisectoral and effective governance and collaborative action

World Cancer Research Fund International welcomes the report from the UN Secretary General, and mirrors its concerns on the insufficient progress on the prevention and control of NCDs. In 2021, one in seven deaths was from cancer. Fewer than 10% of countries on-track to achieve SDG target 3.4 by 2030. Urgent and concerted action is needed to address the global burden of NCDs, and reduce the impact on society, economies and health systems.

We urge Member States to prioritize prevention in the agreed commitments for the Political Declaration, and recognize its potential to be a high-impact intervention for health and economies. Approximately 40% of cancers are preventable, especially when risk factors such as unhealthy diets, overweight and obesity, physical inactivity, and alcohol consumption, as well as air pollution and tobacco use, are addressed. Incorporating prevention offers the most effective and affordable long-term method of NCD and cancer control.

We welcome the alignment of the UNSG report's recommendations with our own advocacy asks, and encourage Member States to commit to:

1. **Speed up 'Best Buy' policy implementation** – this would address the lack of implementation issue described in the UN Secretary General's report, and support a positive return on investment and improvements in population health.
2. **Implement National Cancer Control Plans, that incorporate prevention actions and indicators** —would be an effective, affordable and targeted strategy to reduce cancer incidence and improve outcomes.
3. **Invest in NCDs and prevention measures** — Financial and technical contributions need to be scaled up to match the global disease burden. Every \$1 invested in cost-effective NCD policy interventions (like the Best Buys) yields at least \$7 in returns through better health, employment, productivity, and economic stability.
4. **Address health inequities** — cancer and other NCDs disproportionately affects marginalized and lower-income populations through higher mortality and increased exposure cancer and NCD risk factors like health-harming products; this needs to be addressed.
5. **Protect policymaking from health-harming industry interference** — and not allow corporate lobbying activities to influence Political Declaration commitments.

This year's High-level Meeting is the moment for countries to commit to bold, strategic, and measurable targets in the Political Declaration. Activating prevention as a high-impact and cost-effective health intervention can support a future with fewer cases of cancer and NCDs, alongside fewer costs to human lives, health systems, and economies.

World Cancer Research Fund International also supports and endorses Union for International Cancer Control's High-level Meeting advocacy asks, and NCD Alliance's Call to Lead campaign, including suggested draft text for the Political Declaration.

Thank you.