WHO's response

Under WHO's leadership more than 190 countries agreed in 2011 on global mechanisms to reduce the avoidable NCD burden, including a "Global action plan for the prevention and control of NCDs 2013-2020". This plan aims to reduce the number of premature deaths from NCDs by 25% by 2025 through 9 voluntary global targets, which address risk behaviours, such as tobacco use, harmful use of alcohol, unhealthy diet and physical inactivity. “Best buy” or cost-effective, high-impact interventions exist to help governments meet the global targets.

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