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REGIONAL OFFICE FOR EUROPE
BUREAU RÉGIONAL DE L'EUROPE
REGIONALBÜRO FÜR EUROPA
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Date: 30 July 2026

Ms Helen Söber
Adviser
European Union Affairs and International Co-
operation Department
Ministry of Social Affairs
Suur-Ameerika 1
10122 Tallinn
Estonia

Dear Ms Söber,

WHO European regional consultation

Strategy and action plan for tackling noncommunicable diseases and advancing well-being through health promotion in the WHO European Region 2027–2037

1 October 2026

The WHO Regional Office for Europe (WHO/Europe) is pleased to inform Member States that it is launching a consultation process on the development of a new Regional strategy for tackling noncommunicable diseases (NCDs) and advancing well-being through health promotion 2027–2037. To ensure comprehensive representation throughout the consultation process, in addition to the National Counterpart, ministries are invited to nominate up to two additional technical focal points from the ministry of health covering areas such as nutrition, physical activity, tobacco, alcohol, NCD prevention and management, public health, primary health care, surveillance or from other relevant sectors such as environment or economy.

Please provide the names, official positions and titles, and email addresses of the proposed participants at your earliest convenience. The first virtual consultation for Member States will be held on **1 October 2026** and will focus on the scope and process for developing the strategy.

Development of the strategy was unanimously endorsed by all Member States during the 75th session of the WHO Regional Committee for Europe in October 2025. Your participation in this process is crucial to defining a forward-looking strategy to respond to the growing burden of NCDs in the WHO European Region, including climate-related health threats, ageing populations, structural determinants of health, widening inequities and health workforce shortages. Aligned with the Second European Programme of Work 2025–2030 (EPW2), the strategic plan aims to support Member States in strengthening efforts to prevent and mitigate NCDs through increased implementation and enforcement of effective policies to reduce exposure to risk factors and strengthen prevention across the life course and throughout the care continuum.

The first virtual consultation will centre on agreeing the process for developing the strategy and gathering your input to ensure alignment with Member States' needs and priorities. Key discussion areas include mechanisms to strengthen NCD prevention and health promotion, enhance collaboration across sectors and further reorient health systems toward prevention and well-being. Member States are encouraged to share best practices, policy insights, and implementation challenges. Your contributions will directly shape the development of the draft strategy. For your reference, we have attached the working document submitted to the Standing Committee of the Regional Committee for Europe in June 2026.

The working language for the event will be English, with simultaneous interpretation in Russian. Access details and preparatory documents, including the provisional agenda will be shared upon confirmation of participation.

To facilitate the nomination process, we kindly request that your response be addressed to Allison Ekberg (ekberga@who.int), with a copy to Alex Monich (monicha@who.int) and euphp@who.int.

We would appreciate receiving your country's nominations no later than **10 September 2026**.

Sincerely yours,



Dr Gundo Aurel Weiler
Director
Division of Prevention and Health Promotion

Encls.:

Scope and purpose

Copy for information to:

Ms Agne Nettan-Sepp, Head, European Union Affairs and International Co-operation Department, Ministry of Social Affairs, Suur-Ameerika 1, 10129 Tallinn, Estonia

H.E. Ms Riia Salsa-Audiffren, Ambassador Representative of the Republic of Estonia, Permanent Mission of the Republic of Estonia to the United Nations Office and other international organizations in Geneva, Chemin du Petit-Saconnex 28A, CH-1209 Genève, Switzerland

H.E. Mr Andre Pung, Ambassador Extraordinary and Plenipotentiary, Embassy of the Republic of Estonia, Frederiksgade 19, 4th floor, 1265 Copenhagen K, Denmark

Ms Kristina Köhler, Head of Office, WHO Country Office, Estonia, Paldiski Road 81, 10617 Tallinn, Estonia