



**WHO European Forum on Commercial
Determinants of NCDs
La Maison de la Poste, Brussels, Belgium
12 June 2024**

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**22 March 2024
Original: English**

Scope and Purpose

As the Fourth UN High-level Meeting of the General Assembly on the Prevention and Control of Noncommunicable Diseases (NCDs) in September 2025 draws near, it becomes evident that many countries in the WHO European Region are not on track to meet the targets set by the NCD Global Monitoring Framework. These targets, which align with Sustainable Development Goal (SDG) Target 3.4, aim to reduce premature mortality from NCDs by one third through prevention and treatment, while also promoting mental health and well-being.

Within the Region, NCDs emerge as the predominant cause of mortality, a substantial portion of which is preventable. To mitigate the NCD burden and enhance population health, WHO has introduced the NCD Best Buys – a collection of cost-effective policy interventions. Despite their potential to save lives, the implementation of these recommendations remains inconsistent across WHO Member States. Industry opposition is one of the main barriers undermining the implementation of NCD-related policies. Such resistance benefits only a select few through commercial profits while jeopardizing the health of millions. To accelerate progress leading up to the UN High-level Meeting on NCDs, the WHO Regional Office for Europe has strengthened technical support for Member States to address the commercial determinants of NCDs.

In response, the Regional Office is dedicated to collaborating with Member States and key stakeholders to support the implementation of effective NCD prevention strategies.

The Special Initiative on Noncommunicable Diseases and Innovation has compiled a report detailing the tactics used by commercial actors to obstruct NCD policy implementation. This report aims to highlight corporate interference strategies and will be presented at the WHO European Forum on Commercial Determinants of NCDs.

The forum's primary objectives include:

- raising awareness of the strategies employed by commercial entities to impede NCD-related policies;
- discussing the most effective approaches to engage policy-makers in the commercial determinants of NCDs; and
- strategizing on how to better shield the public health community from commercial interference.

This initiative underscores the Regional Office's commitment to fostering healthier environments and reducing the prevalence of NCDs across the Region.