

## Dispelling Industry Myths on NCDs

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Language English

NCD Background Information

Advocacy Materials

 [Industry\\_myths\\_NCDs-April\\_2025-ENG.pdf](#) [1]

1 April, 2025

**Resource Section:** Civil Society Resource Library

Publications and Multimedia

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**Extended Description:**

Industries that produce health-harming products have a consistent track record of influencing, weakening, delaying and preventing the development and implementation of cost-effective policies for NCD prevention to protect their profits. The HLM4 is facing the same challenges. Industry actors are already approaching policymakers in New York and capitals, questioning well-established evidence and propagating common myths and misconceptions to persuade governments against committing to bold action on NCDs. Check out our myth buster to help you address industry interference.

**Related Resource:** [Selling a sick future: countering harmful marketing to children and young people across risk factors for NCDs](#) [2]

**Tags:** [harmful marketing](#) [3]

[industry interference](#) [4]

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**Source URL:** <https://old.ncdalliance.org/resources/dispelling-industry-myths-on-ncds>

### Links

[1] [https://old.ncdalliance.org/sites/default/files/resource\\_files/Industry\\_myths\\_NCDs-April\\_2025-ENG.pdf](https://old.ncdalliance.org/sites/default/files/resource_files/Industry_myths_NCDs-April_2025-ENG.pdf)

[2] <https://old.ncdalliance.org/resources/selling-a-sick-future-countering-harmful-marketing-to-children-and-young-people-across-risk-factors-for-ncds>

[3] <https://old.ncdalliance.org/taxonomy/term/1583>

[4] <https://old.ncdalliance.org/taxonomy/term/1438>

[5] <https://old.ncdalliance.org/taxonomy/term/1196>