



What are the “best buys” for prevention and control of NCDs?

About 80% of heart diseases and stroke, 80% of type II diabetes and over 30% of cancers can be prevented or delayed by eliminating the common risk factors for NCDs such as tobacco use, physical inactivity, unhealthy diet and harmful use of alcohol. To effectively address NCDs, WHO recommends wide-scale implementation of a core set of proven, multisectoral interventions that are cost-effective and affordable—these are also referred to as the “best buys”. The total annual cost of implementing “best buys” to address NCDs is US\$ 11.4 billion, in contrast to an average loss of nearly US\$ 500 billion annually due to NCDs in LMICs. In health terms, the return on this investment will be many millions of premature deaths averted.

“Best buys” for prevention and control of NCDs



Tobacco use

- ✓ Raise taxes on tobacco.
- ✓ Protect people from tobacco smoke by implementing smoke-free policies.
- ✓ Warn people about the dangers of tobacco use.
- ✓ Enforce bans on tobacco advertising, promotion and sponsorship.



Harmful use of alcohol

- ✓ Raise taxes on alcohol.
- ✓ Restrict access to retailed alcohol.
- ✓ Enforce bans on alcohol advertising.



Unhealthy diet and physical inactivity

- ✓ Reduce salt intake.
- ✓ Replace trans-fats with polyunsaturated fats.
- ✓ Promote public awareness about diet and physical activity through the mass media.



Cardiovascular disease (CVD) and diabetes

- ✓ Provide counselling and multidrug therapy (including blood sugar control for diabetes mellitus) for people with medium–high risk of developing heart attack and stroke (including those who have established CVD).
- ✓ Treat heart attacks (myocardial infarction) with aspirin.



Cancer

- ✓ Provide immunization for Hepatitis B beginning at birth to prevent liver cancer.
- ✓ Screen and treat pre-cancerous lesions to prevent cervical cancer.

