

Sectoral Brief: Communications

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Language English

This series of sectoral briefs by the UNDP and WHO lays out 'What Government Ministries Need to Know about Non-communicable Diseases'.

Advocacy Materials

 [Communications \(1\).pdf](#) [1]

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Extended Description:

This sectoral brief is tailored specifically to ministries of information and communications. It expands upon the following key points regarding what this sector needs to know about NCDs:

- Noncommunicable diseases (NCDs) are a leading cause of illness, premature death and suffering.
- The increasing burden of NCDs is linked strongly to global marketing of tobacco, alcohol, and processed foods and beverages high in fat, sugar and/or salt.
- Ministries of information and communications have exceptional reach to promote good health and help people reduce their risk of dying early from a preventable NCD.
- Several strategies are important to get the message across clearly.

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