



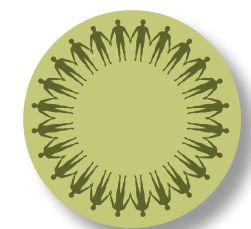
Whole-of-society response to address NCDs—what is the role of various stakeholders in society?



Government



Media



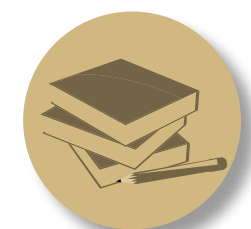
Civil society/NGOs



**Private and
Corporate sector**



Donors



Academia



Whole-of-society response to address NCDs—what is the role of various stakeholders in society?



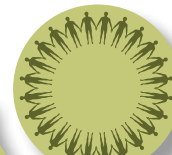
Government

- Provide leadership and coordination for multisectoral action.
- Mainstream NCDs into the national development agenda and allocate adequate resources.
- Provide equitable access to NCD prevention and care services through universal health coverage.
- Set standards for preventive, promotive, curative and rehabilitative health services.
- Leverage legislative, regulatory and fiscal mechanisms to create enabling environments.



Media

- Raise public awareness on NCDs and ways to reduce risk.
- Regulate the marketing of tobacco, alcohol, unhealthy foods and beverages, particularly to children and youth.
- Keep NCDs on the public agenda through repeated coverage.
- Help sensitize and engage political leadership/policy-makers on NCD matters.



Civil society/NGOs

- Act as a watchdog/whistle blower for policies that may adversely impact health.
- Lobby and advocate with opinion leaders and policy-makers to implement cost-effective NCD interventions.
- Contribute to addressing gaps in health-care services.
- Demand accountability from governments for meeting NCD-related commitments.



Private and Corporate sector

- Work with governments to create an enabling environment to promote healthy lifestyles, diet and physical activity.
- Reformulate foods to limit levels of saturated fats, trans-fats, sugar and salt.
- Increase the availability of healthy and nutritious food choices.
- Ensure responsible marketing practices, particularly to children and youth.
- Implement workplace wellness programmes.



Donors

- Prioritize NCD prevention and control in aid and funding programmes.
- Coordinate and pool technical expertise to build country-level capacity.
- Increase funding for implementing cost-effective interventions for prevention and control of NCD.



Academia

- Build human resource capacity to address NCDs.
- Set research priorities and build national capacity for research.
- Strengthen the interface between scientific evidence and health policy-making to bridge the know-do gap.
- Advocate for healthy public policies and implementation of cost-effective interventions through professional associations.