**TEMPLATE MEDIA RELEASE**

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**UNDER EMBARGO UNTIL WEDNESDAY 17 SEPTEMBER 2025, 23:30 EST**

**New UN targets on noncommunicable diseases welcomed, but civil society demands urgent action**

**Thursday, 18 September 2025 [include name of your city and country].- By setting targets for accelerating action, in the upcoming UN Political Declaration on Noncommunicable Diseases and Mental Health to be adopted on 25 September, governments have taken a step forward in acknowledging the scale and urgency of the NCD epidemic worldwide, but there remain critical gaps that require urgent action, warned [include the name of your organisation] at the launch of the Global Week for Action on NCDs.**

Targets on prevention, primary health care, financing, governance and surveillance are important elements of the draft declaration to be adopted next week, show a commitment to deliver and provide the basis for measuring progress. “The next stage will be national action, and civil society is ready to keep calling for progress”, said [quote from the leadership of your organisation].

The last decade has been coined as a policy success, but an implementation failure. The fourth High-Level Meeting on NCDs and Mental Health (HLM4) has to change this, renewing commitments to cost-effective policies that we know work. The draft declaration to be formally endorsed at the HLM4 following three months of negotiations in New York, signals that governments understand action cannot wait. This is welcome, but the mandate for the HLM4 was clear: to deliver a concise, action-oriented Declaration that builds on previous commitments and drives political will through measurable global targets and commitments.

The draft recognises urgency, yet falls short of crucial commitments. One of the most notable omissions is strong language on health-promoting fiscal policies such as taxes on tobacco, alcohol, and sugary drinks, which are proven measures that save lives and raise revenue.

“At a time when mobilising domestic resources is critical for national action, the draft declaration misses a vital opportunity to reinforce language on health taxes—policies that can both save lives and raise revenue”, said [quote from the leadership of your organisation].

“Governments have committed to financial protection targets aimed at reducing the devastating burden of out-of-pocket expenses for medicines and treatment that push millions into extreme poverty every year. This marks a step forward”, said [quote from the leadership of your organisation].

Civil society welcomes the reference to lived experience; however, the draft mentions civil society only once. Meaningful, structured participation of people living with NCDs and their communities and organisations must be built into policy design and delivery to ensure impact at every level. “At this critical juncture, civil society and people living with NCDs worldwide are speaking with one voice: “Nothing about us, without us. It’s time for leadership, funding and accountability," said [quote from the leadership of your organisation].

Backed by more than 3 million voices from over 115 countries, global health advocates are calling on governments to invest in cost-effective solutions, deliver on their commitments, and put people first. The [Time to Lead campaign](https://actonncds.org/take-action/call-to-lead-on-ncds), part of the Global Week for Action on NCDs (18–25 September), elevates civil society voices in the lead-up to HLM4, demanding bold leadership from governments and action to tackle the world’s biggest killers.

Every year, [43 million](https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases) people die from NCDs. These diseases – which include heart disease, cancer, diabetes, chronic respiratory conditions, and mental health – account for [over 75 per cent of deaths worldwide](https://www.who.int/news-room/fact-sheets/detail/noncommunicable-diseases). Despite their prevalence, NCDs are the most [underfunded](https://ncdalliance.org/why-ncds/financing-ncds) global health issue relative to the billions of people impacted. [Consider adding your local statistics.]

[NCDs affect everyone, everywhere,](https://ncdalliance.org/why-ncds/NCDs) but they disproportionately impact people living in low- and middle-income countries (LMICs), where access to care is limited. Among people in LMICs, NCDs and injuries kill more people under age 40 than [HIV, TB, and maternal deaths combined.](https://hms.harvard.edu/news/hidden-pandemic)

\*\*\*ENDS\*\*\*

**Further information:**

[add details of your organisation’s spokesperson or media relations contact]

**About** [brief description of your organisation]