

# INVESTING IN HEALTH FOR SUSTAINABLE DEVELOPMENT

Economic and social benefits of investing  
in NCD prevention and control

## NCD Investment Cases

NCDs are linked to environmental, behavioural and metabolic risks that could be reduced through preventive measures



Investment Cases support governments to strengthen national responses to NCDs



have requested tailor-made Investment Cases to develop a more effective NCDs response



Investment Cases analyze the burden of NCDs not only to populations and the health sector, but also to the national economy. The Cases calculate the costs of implementing "best buy" interventions and the social and economic benefits that can be realized through collective action from governments, civil society and the private sector.

## NCDs threat

### Risks factors

tobacco use, physical inactivity, harmful use of alcohol, unhealthy diets, pollution and other environmental risks.

NCDs are a leading cause of premature death, disease and disability and a threat to economic growth and development

**40 million** of the 56 million deaths globally in 2015 were due to NCDs

**47 trillion USD** projected global economic loss from NCDs over the 2011-2030 period

## EXAMPLES OF IMPACT

### BARBADOS

- innovative excise tax on sugar-sweetened beverages
- salt reduction campaign
- regulations on tobacco product packaging and labelling
- childhood obesity strategy

### MONGOLIA

- increased excise taxes on tobacco and alcohol agreed to be implemented with tax efforts on SSBs initiated
- 2-year campaign to reduce sodium in local food production
- unhealthy food restrictions for schools

### BELARUS

- smoke-free legislation
- increase of excise tax on tobacco and alcohol
- technical requirements met on oil and fat products

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## CALCULATE COST OF INACTION:

How much does a society lose and will continue to lose if no actions are taken?

Investment Case **estimates "hidden" costs of NCDs** resulting from labour force reduction, presenteeism and absenteeism. They consider the **impact of NCDs on human capital development, community health, vulnerable populations, and social stability**. The Investment Cases also consider health governance including with respect to co-morbidities such as with **tuberculosis, HIV and hepatitis**.

95,000  
USD

required to produce  
an Investment Case



2



## IDENTIFY MAJOR RISK FACTORS:

What are the key drivers of NCDs prevalence in a country?

Investment Cases overview the types of NCD risk factors in the country, specifically identifying leading behavioural, environmental and metabolic risks.

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## IDENTIFY PRIORITY INTERVENTIONS AND ESTIMATE THEIR COST:

What measures should the government implement to ensure an effective NCD response?

Based on empirical, nationally owned data, together with the WHO **One Health Tool** and a UNDP-led **Institutional and Context Analysis**, Investment Cases propose concrete policy and clinical interventions to combat NCDs across the life course.

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## CALCULATE RETURN ON INVESTMENT:

What economic gains would timely and effective NCD interventions yield?

Investment Cases estimate returns from investing in proposed NCD interventions, presenting a compelling economic argument for **multisectoral and holistic action**.

NCD2030  
Action beyond health

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