

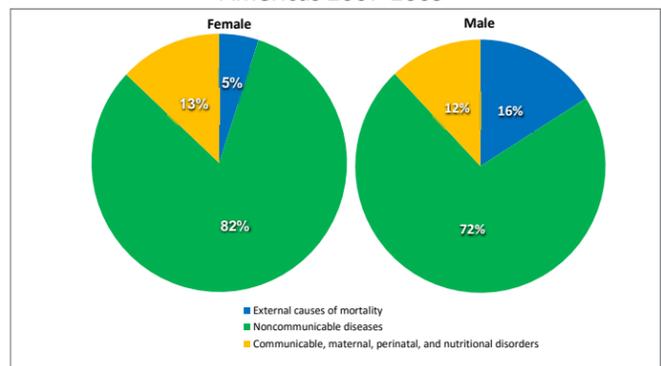


REGULA Initiative

Noncommunicable Disease Risk Factors in the Americas: Considerations on the Strengthening of Regulatory Capacity

- ▶ Noncommunicable diseases (NCDs) are the leading cause of morbidity, mortality and premature mortality in the Americas.
- ▶ In 2012, NCDs caused 79% of all deaths, and 35% of those deaths are in people between 30 to 70 years old.
- ▶ Cancer, cardiovascular diseases, diabetes and respiratory diseases were responsible for 77% of NCD deaths in 2012.

Proportional mortality by sex and groups of causes in the Americas 2007-2009



Source: Health in the Americas, PAHO, 2012

The increase in NCDs is directly related to 4 factors:



Unhealthy diet



Tobacco use



Harmful use of alcohol



Physical inactivity

The NCD epidemic is man-made.

To stop it, exposure to risk factors must be decreased through promotion, prevention, and regulation.

REGULATORY MEASURES



Increase taxes on tobacco, alcohol, sugar-sweetened beverages, and high-calorie nutrient-poor products



Ban all forms of tobacco advertising, promotion, and sponsorship



Create by law completely smoke-free environments in all indoor workplaces, public places and public transport



Regulate commercial and public availability of alcohol



Restrict or ban alcohol advertising and promotions



Reduce salt intake



Promote, protect, and support breastfeeding



Replace trans fats with unsaturated fats



Packaging and labeling of tobacco products



Implement public awareness programs on diet and physical activity

REGULATORY PROCESS

