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.

The NCD epidemic is man-made. To stop it, exposure to risk factors must be decreased through promotion, prevention, and regulation.

**REGULA Initiative**

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

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-sodium, nutrient-poor products
- Ban all forms of tobacco advertising, promotion, and sponsorship
- Create policies to 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
- Implement public awareness programs on diet and physical activity

**REGULATORY PROCESS**

**LEGAL FRAMEWORK**