
World Health Organization
EB 144 – January 2019

5.8 Prevention and control of Noncommunicable diseases

Thank you Madam Chair,

We would like to thank the Director General and the secretariat for the report before us.

The burden of non-communicable diseases is the main public health challenge in the 21st century. It has already become clear that combating this epidemic would necessitate a multi-sectoral approach. We would like to take this opportunity to commend the proposed work plan of the Global Coordination Mechanism on NCDs for 2020. We highly support these efforts. Last October and November Israel was one of the main sponsors of 2 meetings presenting this work in New York and in Geneva.

In addition, we are proud to be one of the co-sponsor of the decision on NCD's. We note its important part in creating a well-coordinated framework to WHO's plans and strategies on NCD's. We commend the good work of Uruguay in leading this process.

Chair,

It is time translate our high level political commitments to concrete actions. In this regard we wish to highlight one aspect: fighting obesity.

Eliminating obesity cannot be achieved without creating a culture of health – a collective effort of multiple stakeholders to promote a healthy environment and quality of life for all. Government have a key role in leading such processes through national programs, public policies and legislation that promote a healthy lifestyle. It is not only that we have the power to support our citizens in living a healthier life style. It is our responsibility to do so.

The Israeli government is committed to such efforts, as reflected in our policy on food labeling. As of January 2020, a clear and simple **Front of Package** label system, which includes **negative** marks to food products that contain high levels of sugar, sodium and saturated fat will become **mandatory**. This would in turn enable consumers to understand whether a product meets nutritional recommendations, and will serve to denote misleading advertising of unhealthy food. We expect the WHO to support and further develop similar strategies.

We would like to thank the WHO continued efforts in leading us with a clear vision and policy to promote a culture of health.

We thank you chair.