Distinguished delegates and colleagues,

My name is Liane Comeau and I am the Executive Director of the International Union for Health Promotion and Education (IUHPE). As the leading global society for health promotion, we have been working for close to 70 years to advance health promotion internationally and to achieve equity in health with our members and partners worldwide.

The “health for all” message therefore resonates with us. We know that health promotion and quality primary health care are critical underpinnings for Universal Health Coverage. Without this bedrock, treasuries and health systems will be crippled by the rising costs and burden of NCDs, including mental health problems.

The challenge of NCDs requires a systemic response to strengthen health promotion and primary prevention efforts. At last year’s High-Level Meeting on NCDs, IUHPE proposed 10 system requirements to achieve this. They include developing, delivering and implementing robust plans and actions through political commitment, as well as enabling requirements such as sustainable financing, strong leadership, dedicated health promotion institutions, a competent health promotion workforce, and effective mechanisms for cross-sector collaboration. Today we ask member states: how do your systems measure up to these requirements? How can we support you to increase your capacity in this regard?

The complexity of current threats to health and well-being, combined with ambitious Sustainable Development Goals in a context of declining planetary health, means that action is urgently required in order to make measurable progress. We ask member states to take immediate action to strengthen their health promotion and primary prevention systems. This is necessary to meet the health challenges of our time, including the unfolding NCD crisis.

**Link to the full IUHPE position statement:**

“Beating NCDs equitably: Ten system requirements for health promotion and the primary prevention of NCDs”  