



World Health
Organization



NCD HARD TALKS

DELIVERING ON THE PROMISES

WEBINAR
24 MARCH 2022 | 13-14:30 CET

Beyond the Numbers

THE HUMAN FACE OF SDG 3.4



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BEYOND THE NUMBERS THE HUMAN FACE OF SDG 3.4

The Sustainable Development Goals (SDGs) are a global blueprint for a more sustainable future, with SDG 3.4 promising country action to reduce premature mortality from noncommunicable diseases (NCDs) by 33.3% by 2030. Data on global progress empowers people to hold their governments accountable to achieve the agreed goals. But what does progress really mean?

In this NCD Hard Talk, we take a reality check of the political and human influence driving the NCD agenda on the ground. We meet a patient living with NCDs navigating the health system in Kenya to seek care. Has the health system delivered on the NCD promise? Are we listening to his holistic, human needs, and who is doing what to ensure he has access to a continuum of preventive, curative and rehabilitative services?

With the human face of NCDs as our starting point, we invite national leaders of health, global advocates, philanthropic organizations and WHO to demonstrate the political and financial decisions that influence the realities of addressing the concerns of people living with NCDs. Going beyond numbers and benchmarks, speakers discuss the reality and future of SDG 3.4.



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