

WRITTEN STATEMENT

NCD Alliance

9.1 South-East Asia Regional Action Plan to implement the Global Strategy to reduce harmful use of alcohol (2014–2025)

Chair, Excellencies, Distinguished Delegates,

The NCD Alliance and South-East Asia Regional NCD Alliance (SEAR NCDA) appreciate the progress report on the implementation of the Regional Action Plan to reduce alcohol use. In a region where 69% of all deaths are attributed to non-communicable diseases (NCDs), addressing alcohol consumption—a major risk factor for cardio-metabolic conditions and cancers—is a public health imperative. There is no safe level of alcohol use.

While we acknowledge regional successes, such as the 73% achievement rate for alcohol advertising restrictions, significant gaps remain in the implementation of other Best Buy interventions:

Only 27% of countries in the region have partially achieved effective alcohol taxation, with several nations reporting no progress at all.

Progress on controlling alcohol availability is similarly low at 27% partial achievement, indicating a major regulatory lag.

As we strive to achieve the 2030 Sustainable Development Goal (SDG) targets, we urge Member States to:

Implement comprehensive excise taxes on alcohol as a win-win tool to reduce consumption and generate sustainable domestic financing for NCD and mental health programs.

Fully implement the WHO SAFER technical package and WHO Best Buys and other recommended interventions, focusing on high-impact interventions including strengthened availability restrictions, prohibitions on marketing and promotion, and mandatory health warnings and labels.

Explicitly address alcohol consumption within youth-specific health and development agendas and strengthen community-level prevention and promotion programs.

Enhance accountability by integrating alcohol control indicators into national NCD surveillance and strengthen multisectoral coordination to resist industry interference.

The SEAR NCDA stands ready to support Member States through evidence-based advocacy and community empowerment to ensure that alcohol control remains a central pillar of our regional health and development agenda.

Thank you.