

Together let's fight against noncommunicable diseases (NCDs) to achieve the SDGs

Ministry of Tourism and Sports

More than 1,000 Thais die of an NCD every day

- NCDs such as heart disease, stroke, cancer, diabetes, and chronic respiratory diseases are the leading causes of illness, disability, and premature death in Thailand.
- NCDs pose a serious threat to Thailand's labour productivity and economic competitiveness thereby hindering overall development progress of the country.
- NCDs exacerbate the health and economic impacts of the COVID-19 pandemic.
- Majority of premature deaths from NCDs can be avoided by preventing the use of tobacco and alcohol, promoting healthy diets and regular physical activity, and reducing air pollution.
- Action on NCDs contributes to most of the 17 Sustainable Development Goals (SDGs) across the economic, social and environmental pillars.

Why should the Ministry of Tourism and Sports take action?

- NCD actions enable the Ministry of Tourism and Sports to realize its vision of "Being the main organization that promotes and develops tourism, sports, and recreation to be a mechanism that drives economy and sustainable social development."
- Sport is a gateway to physical activity and healthy lifestyles. Smoke-free tourism is a win-win for everybody, as it is good for the health of tourists and locals, good for business and good for the environment.
- Marketing and sponsorship of health-harming products have no place in sport. Marketing of health-harming products (tobacco, alcohol and unhealthy food and beverages) in sports and tourist-attraction places encourages people to mistakenly associate these products with health and well-being.

The Ministry of Tourism and Sports can take many actions to combat NCDs and achieve the SDGs

- ✓ Promote smoke-free tourism and sport events in Thailand domestically and globally. Engage and inform the hospitality sector of the benefits of smoke-free tourism based on evidence.
- ✓ Recognize and widely publicize health and environment-promoting practices in the tourism and hospitality sector, in partnership with relevant ministries.
- ✓ Promote bans on sponsorships, sports scholarships and related marketing from tobacco and alcohol companies, as well as those that promote processed foods and beverages high in sugar, salt or fat.
- ✓ Engage sports celebrities to promote healthy and environmental friendly lifestyles. Discourage celebrities who endorse health-harming products.
- ✓ Invest in developing infrastructure for sports and physical activity for all age groups in public places, schools, and other public institutions.
- ✓ Work with the Ministry of Finance to issue tax deduction measures for people who purchase sports equipment.
- ✓ Collaborate with other sectors, particularly with the Ministry of Public Health, to popularize Thailand as a destination for "healthy and tasty food".

**We can win the war against
NCDs by working together.
The time for action is NOW.**



**World Health
Organization**
Thailand



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