

**High-Level Side Event at 80TH UNGA 2025
on the Non-Communicable Diseases (NCDs)
Hosted by The Sultanate of Oman**

**One Vision, One Future: Rallying Global Momentum
on NCDs for Generations to Come**

September 24, 2025 / 10:00-13:00

Room 5, United Nations Headquarter, New York

Concept Note

Background

Non-Communicable Diseases (NCDs)— encompass a wide spectrum of conditions such as cardiovascular diseases, cancers, diabetes, chronic respiratory diseases, and mental health disorders—remain the leading cause of death worldwide, accounting for approximately 70% of all global deaths. These diseases place a tremendous burden on individuals, families, communities, and health systems. While certain countries have made notable strides in developing policies and interventions to address NCD risk factors (e.g., tobacco taxation, sugar-sweetened beverage regulations), many others still struggle to implement comprehensive and sustainable prevention and control strategies.

The grave impact of NCDs is further magnified in low- and middle-income countries, where approximately four out of five NCD-related deaths occur. Limited health infrastructure, combined with socioeconomic challenges, often hinders the ability of these nations to effectively detect, treat, and manage NCDs. As a result, the global community continues to face rising healthcare costs, loss of productivity, and heightened social and economic inequities.

The COVID-19 pandemic has underscored the interconnectedness of health threats and the importance of strengthening overall health system resilience. It also brought to light the vulnerability of individuals with NCD comorbidities, as they experienced disproportionately severe outcomes. This reality underscores the urgency to reinforce health services, invest in robust prevention and primary care, and build multisectoral partnerships that can address the root causes of NCDs and their risk factors.

In this context, this proposed United Nations General Assembly (UNGA) 2025 High-Level Side Event seeks to provide a critical platform for Member States, international organizations, civil society, and the private sector to collectively catalyse new commitments aiming at tackling NCDs head-on. By showcasing innovative financing mechanisms and emphasizing evidence-based, data-driven approaches, this event aims to bolster countries' capacity to advance progress on the Sustainable Development Goal (SDG) target of reducing premature mortality from NCDs by one-third by 2030. The side event will further highlight best practices in policy and service delivery, stimulate cross-sector dialogue, and advocate for greater equity and inclusion in the global NCD response.

The Sultanate of Oman stands as a committed voice in this global movement. Through sustained political will, Oman has prioritized NCD prevention and control as a central pillar of its national health agenda. The country has advanced multisectoral governance structures, integrated NCDs into its broader development strategy, and invested in community-based and primary care interventions. Oman's leadership in regional and international NCD platforms reflects its dedication to equity, resilience, and innovation in public health.

Underscoring this commitment, Oman will be celebrating the year 2026 as the *Year of NCDs*. This national initiative aims to galvanize cross-sector action, elevate public awareness, and accelerate the implementation of health-promoting policies and interventions across all levels. It serves as a model of political ownership and public mobilization to advance the global NCD agenda.

Objectives

1. Elevate Political Leadership & Commitments

- **Highlight success stories** particularly as those related to bans on trans fats and the implementation of sugar levy's prompting governments to scale up proven "Best Buys."
- Encourage **time-bound national targets** and dedicated budget allocations for NCD prevention and management.

2. Strengthen Accountability & Data Systems

- Examine real-life examples of digital solutions.

3. Foster Multi-Stakeholder Collaboration

- Spark new cross-sector partnerships between **health, finance, agriculture, education, and tech** stakeholders.

Format

- **In-Person Event:** Limited seats; registration required
- **Live Webcast:** UN Web TV
- **Participation:** Ministers, Heads of Delegations, government experts, UN agencies, civil society leaders, private sector representatives

Agenda

Time	Topic	Speaker
15 mins	Welcome Address	H.H Sayyida Dr Mona Bint Fahad Al Said, Chairperson of the Oman National NCD Committee for NCD Prevention & Control
	Key Note Address	Dr. Tedros Adhanom WHO Director-General (TBC)
50 mins	<i>Session 1: Leadership Dialogue: Driving Transformative Action on NCDs</i> <i>Moderated by: Senior Official, Oman Ministry of Health</i>	
10mins /each	Reinventing Primary Care	H.E Dr. Ahmed Al Mandhari Undersecretary for Planning and Health Regulation, Ministry of Health, Sultanate of Oman
	NCD “Best Buys” in Action	Dr Asmus Hammerich, Director, NCD in EMR
	Financing Health: The Power of Sin Taxes	World Bank Official (TBC)
	Accelerating Digital Health Solutions	TBC
	Q&A	
50 mins	<i>Panel Discussion</i> <i>Leadership & Accountability: From Commitments to Real-World Impact</i> <i>Moderated by: UN Inter-agency Task force on the prevention and control of NCDs-Head of Secretariat (TBC)</i> Panellists: <ul style="list-style-type: none"> - Ministers from co-sponsoring countries including Ministers of non-health sectors - Dr. Hanan Balkhy, WHO Regional Director- EMRO - NCD Alliance 	
10 mins	Closing Remarks: <i>Summarizing key commitments & next steps</i>	Oman Ministry of Health

Expected Outcomes & Follow-Up

1. Policy Acceleration

- Commitment to **adopt or strengthen interventions such as taxes on sugar, tobacco, alcohol** within 12 months, bolstered by WHO technical assistance.
- Agreement on scaling up primary care capacity for **NCD screening and management**—especially in low- and middle-income countries.

2. Strategic Partnerships

- **Multi-sector alliances** formed between Ministries of Health, Agriculture, Education, Finance, and the private sector to address risk factors holistically (e.g., healthy school meals, labeling regulations).

3. Post-Event Report & Action Plan

- A concise summary capturing commitments, policy declarations, and a 12- to 24-month action roadmap—**circulated to all UN member states** and global partners.

Conclusion

By leveraging powerful success stories this High-Level Side Event intends to invigorate global momentum and turn political promises into on-the-ground realities. Attendees will leave equipped with a renewed conviction to drive down preventable deaths and advance health equity worldwide.