



## NCD Child is a global multi-stakeholder coalition, championing the rights and needs of children, adolescents, and youth<sup>1</sup> who are living with or are at risk of developing NCDs.

Since its inception, the coalition is committed to the prevention, control, and care of NCDs throughout the life-course through the promotion of policies and initiatives which minimize preventable death and disability.



**Non-communicable diseases (NCDs)** primarily include cardiovascular diseases, cancers, chronic respiratory diseases, and diabetes. These four conditions account for 80% of all NCD deaths.

Historically, NCDs have been viewed as a problem of adulthood, but **children and youth** are at risk as well. Addressing NCD risks and treatment in children, adolescents, and youth is an issue of human rights, as well as a priority for health and sustainable human development.

**NCDs are often preventable** through effective interventions that address risk factors like tobacco use and secondhand smoke exposure, unhealthy diet and physical inactivity, injury, and harmful use of alcohol or other drugs. Many of these **behaviors and risk factors** begin during childhood and adolescence.

**NCDs can create further complications** for individuals and families. Children, youth, and families with special needs require access to health care and other services to fully participate in society. For those living with NCDs, they may feel isolation or exclusion from the activities of their peers and communities. Many young people are burdened with the physical and economic task of caring for relatives with NCDs.

**Intervention at an early stage** of life is crucial and offers cost-effective strategies for reducing the global social and economic burden of NCDs. There is a crucial opportunity to address the global burden of NCDs through a life-course approach (from preconception to death) to ensure we can reduce the rates of NCDs in the future and improve the lives of those currently living with NCDs.

<sup>1</sup>NCD Child acknowledges: the definition of “child” as under 18 years of age as taken from the Convention on the Rights of the Child; the WHO definition of “adolescents” as those between the ages of 10-19 years and the UN definition of “youth” as ages 15-24.

## By the Numbers

**38M**

Number of deaths attributed to NCDs each year

**75%**

Percent of all NCD deaths that occur in low and middle income countries

**43%**

Percent of the world’s population comprised of young people (under 25)

**15%**

Projected percent increase of NCD deaths from 2010 to 2020

**1/2**

Over half of NCD related deaths each year are associated with behaviors beginning in adolescence

***We must make the prevention and control of NCDs and improvement of maternal health top priorities of the development agenda. Both are part of the agenda for strengthening health systems and revitalizing health care.***

Dr Margaret Chan, Director General,  
World Health Organization

## Mission: Advocacy, Awareness, Communication, and Collaboration

NCD Child actively engages and collaborates with governments, foundations, multilateral and non-governmental organizations, civil society, the private sector, and academic and research institutions to promote awareness, education, prevention, and treatment of NCDs in children, adolescents, and youth.

## Rationale: Focus on Young People

- ⇒ NCDs are largely preventable; NCD risk begins early in life
- ⇒ 43% of the world's population are young people; greater attention and investment are needed on the early years of life to advance progress worldwide for the prevention of NCDs
- ⇒ Addressing NCD risks and treatment in children, adolescents, and youth is an issue of human rights, as well as a priority for health and sustainable human development
- ⇒ Childhood and adolescence represent an “age of opportunity” for prevention and control, early detection, treatment, and care of NCDs
- ⇒ The international development community cannot promote sustainable development without paying attention to the impact of NCDs on children, adolescents, and youth

## Opportunity: Strategic Investments in Early Life Interventions

- ⇒ Begin prevention early—A healthy start to life matters for a lifetime
- ⇒ Create enabling environments and supportive communities for healthy behavior
- ⇒ Integrate NCD risk assessments and interventions in the reproductive, maternal, newborn, child, and adolescent health continuum of care
- ⇒ Ensure health systems work for children and adolescents; treatment options are affordable and accessible for all; and close the data information gap on children and adolescents
- ⇒ Institutionalize programs for youth participation in NCD policy and program development, including social networks

## Action: NCD Child as a Platform for Advocacy

- ⇒ Overarching themes: A life-course approach to NCDs, full participation of children, adolescents and young people, rights-based and equity approach, and multi-sectorial partnerships and collaborations
- ⇒ Representation at high level UN meetings ensuring presence of youth voices
- ⇒ Advocacy training to engage young people, clinicians, civil society, and other stakeholders in country-level NCD and post-2015 planning
- ⇒ Communication via traditional and social media, newsletters, publications, and issues briefs

*To do justice by our duty as the voice of all those who have been affected by NCDs, and to protect the lives of all those who will be affected by them in the coming years, we need to ensure that NCDs receive a new label marked 'urgent action required now.'*

HRH Princess Dina Mired of Jordan, Director General of the King Hussein Cancer Foundation and NCD Child Advisory Council Member

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Visit [www.ncdchild.org](http://www.ncdchild.org)



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