

Health for All, by All

Accelerating the Vision of the NCDs and Mental Health Declaration



The Current Landscape

Non-communicable diseases (NCDs) account for 75% of non-pandemic global deaths in 2021, with Billions affected by conditions such as hypertension, cancers and diabetes. The challenge is particularly prevalent in Low and Middle Income Countries (LMICs), which register 85% of premature deaths caused by NCDs worldwide.¹

It is time to
turn the tide
on NCDs.

Health for All, by All: The Self-Care Manifesto

We welcome the adoption of the 2025 Political Declaration on the Prevention and Control of Noncommunicable Diseases and the Promotion of Mental Health and Well-Being (the Declaration), which effectively positions self-care as a key enabler to advance the commitments outlined in the Declaration.

Self-care is defined by WHO as the ability of individuals, families and communities to promote health, prevent disease, maintain health, and cope with illness and disability with or without the support of the healthcare provider.²

From tobacco cessation to obesity prevention, cardiovascular health, oral health, digital health, access to essential medicines, and health literacy, to national health investments – self-care spans across every priority, delivering proven, practical, and scalable solutions for Member States to accelerate their vision.

Our Commitment

We, the signatories of this Manifesto, resolve to work with policymakers and Member States to champion self-care interventions as a **lever for individuals to exercise their right to health, as a policy imperative, and as a public health investment** that strengthens, not bypasses, health systems. We aim to bring the Declaration's vision to life through:



Expanding equitable access to care and medicines and self-care solutions



Reducing strain on overstretched health systems



Strengthening community and primary health care as the foundation of UHC



Empowering individuals to take charge of their health across the life course



Improving prevention and early intervention



Reducing the digital health gap and increasing rates of (digital) health literacy

Investing in self-care strategies at the national, regional and global levels will enable countries to avoid many hurdles for the prevention, treatment and management of NCDs, such as the lack of access to medicines, diagnostics and healthcare technologies.

¹ (between 30 and 69 years old); NCD Alliance (2020) NCD ATLAS BRIDGING THE GAP ON NCDs THROUGH CIVIL SOCIETY ACTION Initiatives of national and regional NCD alliances. Available at: https://ncdalliance.org/sites/default/files/resource_files/NCDatlas_NCDalliance_Feb2020_FINAL.pdf

² WHO Guideline on Self-Care Interventions for Health and Well-Being (2022)

Why Act Now?

Self-care delivers **rapid, measurable gains** in NCD and mental health strategies ranging from cardiovascular disease and cancer prevention to reproductive health, improved oral health. In this way, self-care **drives resilience, and is a key enabler of universal health coverage and healthy ageing**, in line with WHO guidance and SDGs. Specifically, in the NCD-context, self-care interventions can help achieve:

150 Million more people



Self-care interventions overall generate substantial monetary and healthcare workforce savings, totaling at least approximately **\$119 Billion per year**. Globally, a total of **10.9 Billion individual hours** and **1.8 Billion physician hours** are saved every year through self-care. In the future, by 2030, self-care interventions can help to achieve:

\$179 Bn

in healthcare savings annually

2.8 Bn

physician hours freed annually

\$230 Bn

potential gains in LMICs by 2030

18 Bn

hours for individuals saved

\$2.8 Tn

in welfare effects

39 M

quality-adjusted life years (QUALYs)

Our Call to Policymakers and Member States

The Declaration embraces a series of interventions that will require the implementation of evidence-based self-care into health plans on national, regional, and global levels. Therefore, we urge policymakers to:



PROVIDE DEDICATED INVESTMENT IN SELF-CARE INFRASTRUCTURE including digital health tools, education campaigns, and equitable access to self-care products and tools, with a particular focus on women, youth, marginalized communities, and vulnerable populations.



INCENTIVIZE SELF-CARE WITHIN FINANCING MODELS such as through value-based care, universal coverage schemes, and public-private partnerships.



EMBED SELF-CARE IN HEALTH WORKFORCE PLANNING allowing care teams to focus their expertise where it's most needed, while individuals take more control over routine management.



INTEGRATE SELF-CARE INTO PRIMARY CARE STRATEGIES enabling earlier intervention, better health outcomes, and reduced system strain.



SYSTEMATICALLY INVOLVE PATIENTS AND PEOPLE WITH LIVED EXPERIENCE in designing, implementing, and evaluating self-care infrastructure, policies, products and tools.

Self-care is not a trend. It is a global health strategy and solution.
***The solutions are ready, relevant and realizable
– let's turn the tide on NCDs together.***