

4 MAKING IT HAPPEN

- 4.1 Developing the *“Towards 2025: Strategy and Action Plan to Prevent and Control Non-communicable Diseases in Hong Kong”* (SAP) represented but one milestone in Hong Kong’s commitment to address non-communicable diseases (NCD). With systematic implementation of this SAP, it is envisaged that our population will enjoy higher standards of health, well-being and quality of life at every age, and hence contributing to higher productivity and more sustainable development for Hong Kong.
- 4.2 The Government will have a leading role in taking the agenda forward. In order to drive, oversee and coordinate implementation of actions and monitor progress, an organisational set-up with adequate staffing and resources will be most important.
- 4.3 To keep the momentum going, the Government will, on a regular basis, publish updated indicators and communicate widely with the community, media, stakeholders and health promotion partners as a means to continuously engage them in the monitoring process and multisectoral actions for NCD prevention and control.
- 4.4 Furthermore, the Government will organise large scale, systematic and outcome-based health communication campaigns with the aim of raising public awareness of lifestyle factors (such as healthy diet, physical activity, avoidance of tobacco and alcohol), their relevance to biomedical states (such as body weight, blood pressure, blood sugar, blood lipids) and NCD risk, and helping people make changes for better health.
- 4.5 Successful prevention and control of NCD relies on collaborative efforts by various important stakeholders including government bureaux and departments, academia, non-governmental organisations, private sector and individuals. We urge everyone to support the SAP and join hands to make Hong Kong a healthier city.