



Prevention 360°

A health promotion model for everyone

Up to 74% of deaths in Brazil are linked to noncommunicable diseases and can be addressed by preventing their main risk factors.

Prevention 360° is an integrated approach aimed at addressing the five main risk factors for Noncommunicable Diseases (NCDs): **tobacco use, alcohol consumption, unhealthy diet, physical inactivity, and air pollution.**

This strategy recognizes the interconnection between health and the environment and promotes public policies that foster environments where healthier choices are easier and more accessible.

Prevention 360° seeks to place NCD prevention as a priority on the public health agenda, contributing to:



the construction of a healthier and more equitable society through public policies



the strengthening of the Unified Health System (SUS)



the reduction of the burden on health services and the public budget

An integrated, systemic, and intersectoral model is urgently needed.

The current approach to NCD prevention is still fragmented: the lack of integration in policies and actions prevents more effective results.

Preventive actions are limited: one-off campaigns or educational actions are not enough to transform behaviors in a sustained way.

Limited understanding of NCDs and their risk factors: the public still tends to see prevention mainly as a matter of individual responsibility, overlooking the social and structural conditions that shape health choices.

High cost of inaction: without effective public policies, the economic and social impact of NCDs overburdens health systems and societies as a whole.

Insufficient funding: resources are lacking, and innovative sources of funding could be better explored, such as excise taxes on unhealthy commodities.

Low coordination between sectors and ministries: the absence of intersectoral coordination weakens prevention strategies.

Commercial determinants drive NCDs: aggressive corporate practices and little or no regulation encourage the consumption of harmful products.

Systemic impacts remain overlooked: the production, consumption, and disposal of health-harming products also affect the environment, but this connection is still rarely addressed.

Civil society must play a leading role by acting strategically to:

- **Translate science into effective public policies,** bridging technical evidence and political decision-making.
- **Connect the global agenda to local realities,** ensuring that international commitments lead to concrete action on the ground.
- **Communicate with and mobilize key actors** across society, government, and the private sector around prevention, health promotion, and the regulation of strategic sectors, while safeguarding policymaking from undue commercial interference.