Non-communicable diseases (NCDs) are quickly becoming the leading cause of death in the world. Low and middle-income countries (LMICs) are improving communicable disease management but NCDs are becoming more common in these countries. Mortality rates are much higher for NCDs in LMICs due to under-resourced health systems that cannot provide long-term, high quality care for its patients. In LMIC, NCDs can be financially devastating, bankrupting families causing a delay in development. Non-communicable diseases will most likely be the main health challenge of this century. This is important because considering that communicable diseases are becoming less common due to increased vaccinations and improved sanitation, NCDs will be the leading cause of death worldwide.

The UN interagency Task Force (UNIATF) on the prevention and control of NCDs was establish in 2013 by the UN Secretary-General. They meet twice a year and are responsible for organizing events in order to advertise the Global Action Plan for the prevention and control of NCDs as well as programming missions to countries to support countries in their efforts to improve NCD prevention and control. The main objectives of the Global Action Plan for the prevention and control of NCDs are to reduce tobacco and alcohol usage, improve diets and physical activity levels, as well as individual measures such as cancer screenings and early treatment for heart disease. Essentially, these interventions will prevent many premature deaths and improve economic development.

According to the World Health Organization, 91% of deaths in Bosnia Herzegovina are due to NCDs. Bosnia Herzegovina is in the upper middle income group and has a total population of approximately 3 834 000 inhabitants. In Bosnia Herzegovina, the price of a pack of cigarettes is one of the lowest in Europe and Central Asia. The percentage of adolescent smokers is steadily increasing. Tobacco consumption is a critical health, economic, social and finial issue for Bosnia Herzegovina. It causes and increase in disabilities, diseases and premature deaths as well as a financial burden on smokers and their families. The World Bank, along with the Bosnia Herzegovina state, Entity authorities and and the Government of Switzerland organized the International Tobacco Control Conference, held in Sarajevo on November 5th and 6th 2012. The main aim of this conference was to learn about different tobacco control programs and the experiences of other countries. All in all, Bosnia Herzegovina has banned advertisements involving tobacco but have failed to create an anti-tobacco media campaign.

The UN should impose an anti-tobacco campaign as well as raise the taxes on tobacco. Tobacco is easily accessible in Bosnia Herzegovina therefore they should make it unwanted. To do so, they should put larger and stronger health labels on tobacco products as well as only be able to sell them in a specific store, they shouldn’t be easy to obtain. Making the product more expensive and placing health labels will hopefully refrain people from buying the product. Reducing the tobacco distribution will lower the percentage of deaths due to NCDs drastically.

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