

UNLOCKING THE POWER OF HEALTHY LONGEVITY

DEMOGRAPHIC CHANGE, NON-COMMUNICABLE DISEASES (NCDs), AND HUMAN CAPITAL



The world's population is rapidly aging. By 2050, one in three people in the world will be over the age of 60. Developing countries will bear the brunt of this demographic shift, presenting both challenges and opportunities.

These changes intersect with the growing threats of climate change and pandemic vulnerability, making action on healthy longevity crucial for a healthier, more equitable, and productive future.

Investing in healthy longevity could save 150 million lives in low- and middle-income countries and extend millions more by 2050, generating significant economic benefit.

Healthy longevity means the state of good physical, cognitive, and social functioning throughout a person's lifespan.

Reducing NCDs promotes equity in society

The poorest populations are most vulnerable to NCDs, facing limited access to affordable treatment and coping with income loss. NCDs and their risk factors perpetuate intergenerational poverty, impacting children's futures.

Women, who generally outlive men, experience greater and longer periods of NCD-related disability. They often have fewer resources to address these challenges and their caregiving responsibilities limit their employment prospects and compromises their own health.

Goals of Healthy Longevity:



Reduce avoidable death and disability from NCDs



Reduce poverty and gender inequality



Improve wellbeing



Improve productivity, choice, and equity in paid (and household) work

NCDs are a major threat to healthy longevity.

Many NCDs are preventable by reducing common risk factors:



physical inactivity



tobacco use



harmful alcohol use



eating unhealthy diets

Investing in NCD prevention and treatment yields significant economic benefits:

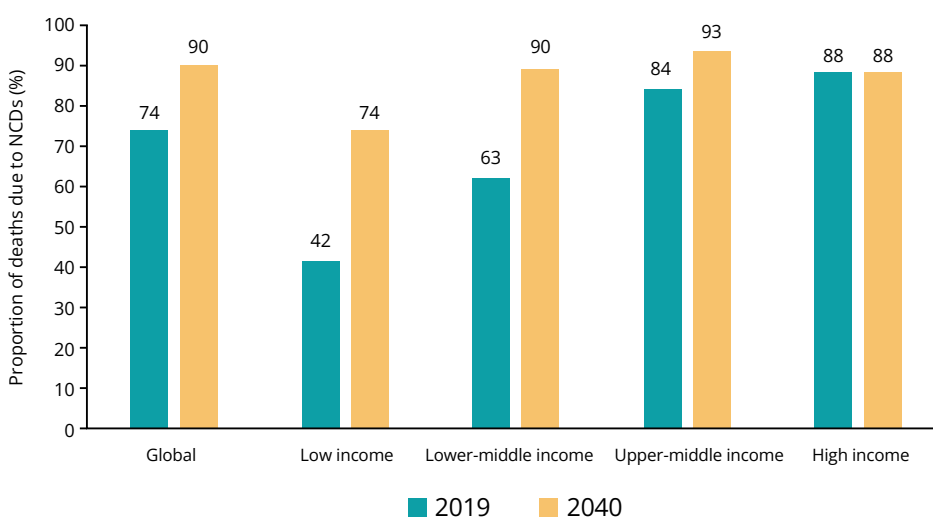
- Higher work productivity
- Better economic and gender equity
- Slower decline of health and skills as people age
- Stronger resilience to climate-related health risks



World Bank Commitment

Healthy longevity will be essential to achieve the Bank's goal of reaching 1.5 billion people with better health services by 2030. We will expand our work with countries on their healthy longevity agendas by providing scalable solutions through investment projects, development policy operations and analytical work. This builds on our \$36 billion global health portfolio with over 210 projects that help countries to take a comprehensive approach to improving health outcomes.

The proportion of deaths due to NCDs is projected to grow most significantly in low- and middle-income countries by 2040 unless action is taken.



Original calculations for the HLI based on WHO data on NCD risk factors (Global Health Observatory).

Recommendations for country-specific investments in healthy longevity

1 ADOPT HIGH IMPACT FISCAL, PUBLIC HEALTH, AND CLINICAL INTERVENTIONS TO PREVENT AND MANAGE NCDs

Implement health taxes on tobacco, alcohol, and sugary beverages to reduce disease and raise fiscal resources

Integrate cost-effective clinical services into primary and first-referral facilities

2 PROVIDE FINANCIAL PROTECTION AND ADDRESS LONG-TERM CARE NEEDS

Adopt financial protection strategies for the poorest and most vulnerable including women

Lower the cost and expand availability of long-term care, including community-based care

3 PROMOTE DATA AND GLOBAL PUBLIC GOODS

Invest in data systems, open data, and dashboards to track performance and provide accountability

Create and fund global public goods for healthy longevity such as scientific research, pricing mechanisms, drugs, and medical treatments.

