

Annex 5: Summary of cost-effective 'best buys' at the global level

Risk factor (DALYs, in millions; % global burden)*	Interventions / actions (* core set of 'best buys', Others are 'good buys')	Avoidable burden (DALYs averted, millions)	Cost-effectiveness ^b ($\frac{US\$ \text{ per DALY prevented}}{3 \times GDP \text{ per person}}$) [<i>Very</i> = < GDP <i>per person</i> ; <i>Quite</i> = < $\frac{US\$ \text{ per capita}}{3 \times GDP \text{ per person}}$]; <i>Less</i> = < $\frac{US\$ \text{ per capita}}{3 \times GDP \text{ per person}}$]	Implementation cost ($\frac{US\$ \text{ per capita}}{3 \times GDP \text{ per person}}$) [<i>Very low</i> = < US\$0.50 <i>Quite low</i> = < US\$ 1	Feasibility (<i>health system constraints</i>)
Tobacco use (> 50m DALYs; 3.7% global burden)	Protect people from tobacco smoke * Warn about the dangers of tobacco * Enforce bans on tobacco advertising * Raise taxes on tobacco Offer counselling to smokers	Combined effect: 25-30 m DALYs averted (> 50% tobacco)	Very cost-effective	Very low cost	Highly feasible; strong framework (FCTC)
Harmful use of alcohol (> 50m DALYs; 4.5% global burden)	Restrict access to retailed alcohol * Enforce bans on alcohol advertising * Raise taxes on alcohol * Enforce drink-driving laws (breath-testing) Offer brief advice for hazardous drinking Reduce salt intake * Replace trans-fat with polyunsaturated fat * Promote public awareness about diet * +	Combined effect: 5-10 m DALYs averted (10-20% alcohol burden)	Very cost-effective Quite cost-effective	Very low cost Quite low cost	Highly feasible Intersectoral action Feasible (primary care)
Unhealthy diet (15-30m DALYs; 1-2% global burden)*	Restrict marketing of food and beverages to children Replace saturated fat with unsaturated fat Manage food taxes and subsidies Offer counselling in primary care Provide health education in worksites Promote healthy eating in schools Promote physical activity (mass media) * + Promote physical activity (communities) Support active transport strategies Offer counselling in primary care Promote physical activity in worksites Promote physical activity in schools	Effect of salt reduction: 5 m DALYs averted Other interventions: Not yet assessed globally Not yet assessed globally	Very cost-effective Very cost-effective (more studies) Quite cost-effective Less cost-effective Very cost-effective Not assessed globally Quite cost-effective Less cost-effective	Very low cost Very low cost Higher cost Quite low cost Very low cost Not assessed globally Higher cost	Highly feasible Highly feasible Feasible (primary care) Highly feasible Highly feasible Intersectoral action Feasible (primary care) Highly feasible
Physical inactivity (> 30m DALYs; 2.1% global burden)					

Infection	Prevent liver cancer via hepatitis B vaccination *	Not yet assessed globally	Very cost-effective	Very low cost	Feasible (primary care)
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